COMMUNICATION STRATEGY IN COMMUNITY DEVELOPMENT (COMmunity EMPOWERMENT) IN THE TIME OF THE COVID-19 PANDEMIC IN SINGAPADU VILLAGE, GIANYAR REGENCY

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ABSTRACT

Village empowerment is an effort to improve the quality of life and life for the greatest welfare of the village community. The formulation of the problem in this study is 1) What is the communication strategy in community development during the COVID-19 pandemic in Singapadu Village, Gianyar Regency? 2) What are the supporting and inhibiting factors for communication strategies in community development during the COVID-19 pandemic in Singapadu Village, Gianyar Regency?

In this study using a qualitative descriptive method, based on Communication Theory according to Muhammad (2009). The results showed that the communication strategy in community development during the COVID-19 pandemic in Singapadu Village, Gianyar Regency had been implemented but was not optimal. Communication strategies in community development are analyzed using Communication Theory according to Muhammad (2009) which explains 5 (five) basic components of communication in terms of the sender of the message, namely the party who conveys information, namely the village apparatus to the whole community , but it has not been optimal due to limited staff who understand with information technology. Messages conveyed are in the form of written and oral messages, but the delivery of written messages without an explanation from the village government can lead to misperceptions. Communication has been implemented but has not run optimally because of the unsupported internet connection and some people do not have an android phone. The community is aware of the empowerment program in community empowerment launched by the village government and has participated in the program but has not been optimal. Supporting factors are the existence of community participation, increasing public awareness and the existence of supporting online media. Inhibiting factors are lack of socialization, lack of public knowledge, low quality of human resources and lack of facilities and infrastructure. Communication has been implemented but has not run optimally because of the unsupported internet connection and some people do not have an android phone. The community is aware of the empowerment program in community empowerment launched by the village government and has participated in the program but has not been optimal. Supporting factors are the existence of community participation, increasing public awareness and the existence of supporting online media. Inhibiting factors are lack of socialization, lack of public knowledge, low quality of human resources and lack of facilities and infrastructure. Communication has been implemented but has not run optimally because of the unsupported internet connection and some people do not have an android phone. The community is aware of the empowerment program in community empowerment launched by the village government and has participated in the program but has not been optimal. Supporting factors are the existence of community participation, increasing public awareness and the existence of supporting online media. Inhibiting factors are lack of socialization, lack of public knowledge, low quality of human resources and lack of facilities and infrastructure. Supporting factors are the existence of community participation, increasing public awareness and the existence of supporting online media. Inhibiting factors are lack of socialization, lack of public knowledge, low quality of human resources and lack of facilities and infrastructure. Supporting factors are the existence of community participation, increasing public awareness and the existence of supporting online media. Inhibiting factors are lack of socialization, lack of public knowledge, low quality of human resources and lack of facilities and infrastructure.

A.   PRELIMINARY

Village empowerment has received special attention from the government with the issuance of Village Law no. 6 of 2014 which contains village governance and village empowerment. Empowering rural areas is synonymous with village modernization, namely the process of changing the socio-economic conditions of rural communities closer to the socio-economic conditions of urban communities, where the village will ultimately experience faster social dynamics as a result of the development of technology and information (Wahidi, 2015:15). Village empowerment is an effort to improve the quality of life and life for the greatest welfare of the village community (Theresia, 2014:15).

Basically the village empowerment agenda must grow from the initiative of the community concerned, but must remain within the agreed rules of the game on a macro basis or in the aggregate. Village empowerment is actually a self-generating aspect or the presence of hidden or inherent strengths in the community concerned (indigenous) that need to be encouraged to develop sustainably (sustainable) in an effort to achieve the welfare of the community concerned (Gani, 2001: 292). Empowerment in rural areas is more focused on efforts to empower rural communities, namely efforts to develop independent community welfare by increasing knowledge, attitudes, skills, behavior, abilities, awareness, and utilizing resources through the establishment of policies, programs,

Good empowerment requires communication. Conceptual communication comes from communication theory and empowerment theory which mutually support each other. Communication theory is used as a characteristic form of change in a directed and progressive manner from one condition to another, or from a state to a better state. In other words, through the communication process, empowerment messages can be forwarded and accepted by the audience for empowerment purposes. . The empowerment objectives include; economic aspects, educational aspects, environmental aspects, and health aspects.

The current empowerment approach puts more emphasis on bottom-up empowerment models, namely people-oriented empowerment approaches. This approach demands community participation in empowerment and emphasizes empowerment of the people towards independence. Community development (community empowerment) is one of the people-oriented empowerment programs. Community development (community empowerment) in outline can be viewed in two senses. First, in a broad sense, it means planned social change with the aim of improving and enhancing the economic and social fields. Second, in a narrow sense is planned social change in certain locations hamlets, villages, villages, small towns and big cities, associated with projects related to efforts to meet local needs, as long as they can be managed independently and with temporary assistance from outside parties. So the essence of community development which then inspires a people-centered empowerment model is an effort to empower the people based on the integration of ideas of independence. Community development activities are designed based on community initiatives and participation by orienting the needs, potentials and capabilities of local communities, but paying attention to variations and differences that exist in the community. So the essence of community development which then inspires a people-centered empowerment model is an effort to empower the people based on the integration of ideas of independence. Community development activities are designed based on community initiatives and participation by orienting the needs, potentials and capabilities of local communities, but paying attention to variations and differences that exist in the community. So the essence of community development which then inspires a people-centered empowerment model is an effort to empower the people based on the integration of ideas of independence. Community development activities are designed based on community initiatives and participation by orienting the needs, potentials and capabilities of local communities, but paying attention to variations and differences that exist in the community.

According to Tjokrowinoto (2015:12), the emphasis of community development lies in empowering the community, with the emphasis on the formation of empowerment cadres which are expected to support the achievement of self-sufficient communities. One approach to foster community participation is through communication. Communication is a process of interaction of

all citizens, to raise awareness and mobilize their participation in the process of planned change, in order to achieve continuous improvement of the quality of life, by using technology or implementing selected ideas. Thus, communication has an important role in people-oriented empowerment. Participation is created through communication and by communication, Empowerment messages can be conveyed in an effort to empower the community or in community development programs. The starting point is to empower the community so that they can improve their standard of living by optimizing human resources and natural resources as well as possible. Communication is a systematic planning, so a communication strategy is needed. Communication strategy is a comprehensive planning management of communication to achieve the desired communication effect. The effect of communication in empowerment is defined as a communication situation that allows the emergence of community participation in a conscious, voluntary, pure and responsible manner (Hanijoyo, 2011). The starting point is to empower the community so that they can improve their standard of living by optimizing human resources and natural resources as well as possible. Communication is a systematic planning, so a communication strategy is needed. Communication strategy is a comprehensive planning management of communication to achieve the desired communication effect. The effect of communication in empowerment is defined as a communication situation that allows the emergence of community participation in a conscious, voluntary, pure and responsible manner (Hanijoyo, 2011). The starting point is to empower the community so that they can improve their standard of living by optimizing human resources and natural resources as well as possible. Communication is a systematic planning, so a communication strategy is needed. Communication strategy is a comprehensive planning management of communication to achieve the desired communication effect. The effect of communication in empowerment is defined as a communication situation that allows the emergence of community participation in a conscious, voluntary, pure and responsible manner (Hanijoyo, 2011). Communication strategy is a comprehensive planning management of communication to achieve the desired communication effect. The effect of communication in empowerment is defined as a communication situation that allows the emergence of community participation in a conscious, voluntary, pure and responsible manner (Hanijoyo, 2011). Communication strategy is a comprehensive planning management of communication to achieve the desired communication effect. The effect of communication in empowerment is defined as a communication situation that allows the emergence of community participation in a conscious, voluntary, pure and responsible manner (Hanijoyo, 2011).

As in Singapadu Village, Gianyar Regency, communication in community development during the COVID-19 pandemic emphasizes the use of goods that are around us so that they can be useful and produce useful products. The Covid-19 pandemic has had a major impact on the economy, namely the first impact is making household consumption or purchasing power which is the pillar of 60 percent of the economy fall quite deeply. This is evidenced by data from BPS which recorded that household consumption fell from 5.02 percent in the first quarter of 2019 to 2.84 percent in the first quarter of this year. The second impact is that the pandemic causes prolonged uncertainty so that investment also weakens and has implications for the cessation of business. The third impact is that the whole world is experiencing a weakening economy (www.republika.co.idpublished Wednesday, 15 July 2020 at 01.12 WIB accessed 22 August 2020).

*Community development*or community empowerment isthe ability of a country or a nation to continue to develop both qualitatively and quantitatively which covers all aspects of state and social life and because it does not develop only in terms of increasing the standard of living but in other aspects of life, humans are not only economic creatures, but also human beings. social and political beings. Therefore, it is necessary to make changes to the economic and non-economic structures (Soetomo, 2013:9).

Community empowerment is one of the village government programs in utilizing all available resources so that they can develop and can help the village progress process. The targets in this community empowerment program cover all fields, ranging from government, institutions, health, community economy, technology, and education. The following are the programs of the Singapadu Village government, Gianyar Regency in community empowerment after program adjustments were made during the Covid-19 pandemic, namely as follows:

1. Community Empowerment in the Field of Village Government

   Community empowerment in the field of village government includes all available resources in the village government such as village heads, village officials and BPD. The form of this empowerment can be in the form of training, deliberation in the preparation of village programs, coordination in the implementation of village programs, and improving the quality of performance in village government. With this empowerment program, it is hoped that it can improve the performance of the village government in developing and advancing the village.

2. Community Empowerment in Institutional Sector

   The community empowerment program in the institutional sector covers all community institutions in the village. This program aims to build institutions that are more focused, productive, and organized. The form of this empowerment program can be in the form of training, organizing activities, and improving facilities/infrastructure. With the empowerment program in the institutional sector, it is expected to improve the performance of the institution so that it can assist the village government in carrying out the wheels of empowerment.

3. Community Empowerment in the Economic Sector

   The community empowerment program in the economic sector is a government program to improve the village economy. This program covers the empowerment of SMEs, home industries, BUMDes, farmer groups, markets, plastic waste management and other community economic support. The form of this empowerment program can be in the form of training, workshops, capital/capitalization, production equipment assistance, improvement of facilities/infrastructure and others. With the empowerment of the community in the economic field, it is expected to improve the economy and the welfare of the community.

4. Community Empowerment in the Field of Technology

   The community empowerment program in the field of technology is a village government program in keeping up with the times. In addition, the use of technology can also improve performance to be faster and more accurate. The form of this empowerment program can be in the form of training, technology development, and the use of technology in work processes and people's lives. with community empowerment in the field of technology, it is expected to increase community competitiveness, make it easier for people to work, and make it easier for people to share and get information.

5. Community Empowerment in the Health Sector

   The community empowerment program in the health sector is one of the village government programs to improve the quality of life and public health. The form of this empowerment program can be in the form of improving health facilities and infrastructure, promoting and counseling health programs, and building standby villages. With this health program, it is hoped that it will make it easier for people to live healthy lives and make people aware of the importance of healthy living. Community empowerment in an effort to prevent the transmission of the Covid-19 virus by providing counseling to the community through sheets or letters sent to each KK, urging to avoid crowds, collecting public health data.

6. Community Empowerment in Education

   The community empowerment program in the field of education is a village government program in improving community education so that it is more qualified and competent. The target of this empowerment is not only aimed at students, but also to teachers and other educational institutions. The form of this empowerment can be in the form of teacher training, improvement of facilities and infrastructure, assistance for educational costs for the underprivileged, scholarships for outstanding students, and others. With this community empowerment program in the field of education, it is hoped that it can improve public education and create a quality and competent community

   The details of the time, media and number of community empowerment activities carried out by the Singapadu Village government, Gianyar Regency during the Covid-19 pandemic, are:

Table 1
Community Empowerment Program in Singapadu Village, Gianyar Regency
During the Covid-19 Pandemic

No	Field of Activity	Type of activity	Time	Media
1.	Government	Work From Home (WFH) Training	Once every 2 weeks	*On line*
		Service training online	Once every 2 weeks	*On line*
2.	Institutional	Training on the use of online work facilities/infrastructure	Once a month	*On line*
3.	Health	Public health data collection	Once every 2 weeks	Service at Banjar Hall
		Information about covid-19	Every 06.00 WITA	Through loudspeakers at Banjar Hall after Tri Sandya
		Counseling about Covid-19	Once a month	Meeting at Banjar Hall
		Education about Covid-19	2 weeks	Direct to every house
4.	Community economy	Garbage Bank	Once a week	Village Banjar Hall
		Utilization of used goods for crafts	Once a month	Meeting at Banjar Hall
		Counseling about SMEs	Once a month	Meeting at Banjar Hall
5.	Technology	Provision of free wifi	Every day	Banjar Hall
6.	Education	Providing scholarships to underprivileged students	every 6 months	Scholarship by transfer
		Teacher training	every 3 months	*On line*

Source: Singapadu Village Office, Gianyar Regency (2020)

Table 1 shows that community empowerment in Singapadu Village, Gianyar Regency includes 6 (six) fields, namely government, institutional, health, community economics, technology and education. The communication media used during this pandemic are online media, through letters and face-to-face meetings while still complying with health protocols.

The community empowerment program has a legal basis, namely PermenDesaPDTT 17 of 2019 concerning General Guidelines for Development and Empowerment of Village Communities, namely Law Number 39 of 2008 concerning State Ministries (State Gazette of the Republic of Indonesia of 2008 Number 166, Supplement to the State Gazette of the Republic of Indonesia Number 4916). Village community empowerment is an effort to improve the living standards and welfare of rural communities through the establishment of policies, programs, and activities that are in accordance with the essence of the problem and priority needs of the village community. This empowerment emphasizes the process of giving or transferring some power, strength or ability to the community so that individuals become more empowered. Empowerment is also a process of stimulating,

This community empowerment program had been established before the Covid-19 pandemic, because the Covid-19 pandemic caused the Singapadu Village government to make program adjustments. This is done as a form of participation to prevent and break the chain of transmission of Covid-19. The implementation of programs that are more directed at public health has resulted in several other programs that cannot be implemented properly and optimally. Based on initial observations made by interviewing Mr. I Putu Gede Haradha Krisna as the Head of Welfare at the Singapadu Village Office, Gianyar Regency who said that:

Singapadu Village has 6 program areas and was established at the beginning of the year, but since the Covid-19 pandemic, the program has undergone changes and adapts to conditions and situations. The work program is more directed to health, this of course affects the success of the implementation of other work programs. The condition of the Covid-19 pandemic has caused the economic system to slump, causing the community's economy to become unstable. Therefore, the village government carries out a communication strategy that is carried out by creating activities in the community, processing goods that are not used for high selling value. Therefore, in addition to empowerment in the health sector as an effort to prevent Covid-19,

Based on the results of initial observations through interviews showing that the Covid-19 pandemic condition caused the Singapadu Village government, Gianyar Regency to start developing a communication strategy while still paying attention to health protocols and based on Bali Governor Regulation Number 97 of 2018 concerning Restrictions on the Generation of Single-use Plastic Waste, Singapadu Village took the initiative to utilize the single-use plastic waste. Various activities have been carried out in an effort to develop the community through communication, namely by collecting single-use plastic waste to be exchanged for basic necessities during the COVID-19 pandemic, creating a waste bank managed by Ms. PKK and Karang Taruna and managing plastic waste into crafts or recycling into handicrafts. beneficial.

The implementation of the Bali Governor's Regulation Number 97 of 2018 concerning Restrictions on the Generation of Single-use Plastic Waste through this plastic waste recycling activity has not been carried out optimally because not all households have participated in this activity. This is due to a lack of socialization to the community, during the COVID-19 pandemic there are restrictions on gathering people so that it hinders the socialization process. Therefore, it is hoped that public awareness in managing household waste can reduce the burden of environmental problems. The socialization is carried out using the right strategies from every communication that is made to the community, so that the community can accept the idea or innovation of the message conveyed.

Based on the description of the problems above, in this study, researchers will examine the "Communication Strategy in Community Development (Community Empowerment) during the Covid-19 Pandemic in Singapadu Village, Gianya Regency. So the formulation of the problem in this research is:

1. What is the communication strategy in community development (community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency?
2. What are the supporting and inhibiting factors for communication strategies in community development (community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency?

B.   METHODOLOGY

The research approach used in this study is a qualitative approach, namely by describing, describing the research object in a narrative manner. According to Sukmadinata (2011: 60) describes that: Qualitative research is research to describe and analyze phenomena, events, social activities, attitudes, beliefs, perceptions, thoughts individually and in groups. Qualitative descriptive research aims to describe and describe existing phenomena both natural and human engineered which pay more attention to the characteristics, quality and interrelationships between activities.

In this study, the types of data used are qualitative data and quantitative data. Quantitative data is data in the form of numbers or qualitative data that is made into numbers (Sugiyono, 2018:10). Quantitative data used in this study is data on the number of informants in this study related to communication strategies in community development (community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency. The qualitative data used in this study is data in the form of information or not in the form of numbers (Sugiyono, 2018:10). The qualitative data used in this study is the history and structure of the Singapadu Village Office, Gianyar Regency.

According to Arikunto (2014: 92) states that "The research instrument is a data collection tool used to measure the observed natural and social phenomena". Thus, the use of research instruments

is to find complete information about a problem, natural or social phenomenon. In this study, the instrument used to collect data on communication strategies in community development (community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency. The main instrument in this research is the researcher himself. In addition, researchers were assisted with interview guidelines as the main instrument in data collection.

C.   DISCUSSION

Communication Strategy in Community Development(Community empowerment) During the Covid-19 Pandemic in Singapadu Village, Gianyar Regency

Singapadu Village, Gianyar Regency has an empowerment program in community development (community development) in the community economy to improve community welfare and community economic recovery during the Covid-19 pandemic so that the village government develops a communication strategy. Communication is carried out between the village government and the community in order to run the empowerment program well and smoothly. Empowerment strategies in the community economy are associated with limiting the use of plastic waste and utilizing the plastic waste to be recycled or used as craft materials that have a selling value so that they can increase people's income.

Implementation of communication strategies in Singapadu Village, Gianyar Regency in community development (community empowerment) during the Covid-19 pandemic in terms of Communication Theory according to Muhammad (2009) which explains 5 (five) basic components of communication in terms of:

1. Message sender

The sender of the message is the individual or person who sent the message. The message or information to be sent comes from the brain of the sender of the message. Therefore, before the sender sends a message, the sender must first create the message to be sent. Creating a message is to determine what meaning will be sent and then encode/encode that meaning into a single message. After that it is sent through the channel.

Submission of messages carried out by village officials aims to provide information to the community and update the information regularly with the hope that the community can comply with the recommendations or suggestions and support the empowerment program that has been launched in Singapadu Village, Gianyar Regency, namely by empowering the community in the community economic sector. Supervision is carried out regularly to assess the effectiveness of the village apparatus in conveying information. This is in line with research conducted by Tahoba (2019) which explains that "Communication strategies in community development programs can increase community participation". The same result was also found by Juanda (2021) that:

Every program launched by the village government must be conveyed to the community and the community provides feedback by actively participating in the implementation of the program. The Covid-19 pandemic has an impact on economic growth in the community so that community participation is needed in developing empowerment by utilizing goods around the community, namely utilizing plastic waste for crafts and other materials so as to be able to develop community creativity and in line with government policies during the Covid-19 pandemic. 19 this".

2. Message

Message is information that will be sent to the recipient. This message can be verbal or non-verbal. Verbal messages can be in writing such as letters, books, magazines, memos, while verbal messages can be in the form of face-to-face conversations, telephone conversations, radio and so on. Non-verbal messages can be in the form of gestures, gestures, facial expressions, and tone of voice. The message in this study is information about the empowerment program in Singapadu Village, Gianyar Regency in community development during the Covid-19 pandemic in the form of written and oral messages or information. Oral information is conveyed at a village meeting or village officials are conveyed to each house while written information is conveyed through a notification letter given to each family head in Singapadu Village, Gianyar Regency. However, during the Covid-19 pandemic, there are restrictions on gatherings, avoiding crowds and

implementing health protocols to break the chain of spreading the Covid-19 virus, the delivery of messages is done through online media.

The information conveyed to the people of Singapadu Village, Gianyar Regency is one form of communication between the village apparatus and the community. This is in line with the results of research by Rahayu (2021) which explains that "the importance of communication strategies in delivering messages in the form of information to the public in the form of notifications by holding regular socialization about waste management". The same opinion was also conveyed by Marliana (2021), namely "The communication strategy in educating the community is conveyed in the form of messages in the form of empowerment information. The communication strategy has been carried out by the government with the support of community participation during the Covid-19 pandemic by continuing to carry out health protocols.

3. Channel

The channel is the path that the message travels from the sender to the receiver. The usual channels of communication are light and sound waves that we can see and hear. However, the device by which the light or sound travels may vary. We can use various tools to convey messages such as books, radio, films, television, newspapers but the main channels are sound and light waves. Channels in this study are the means used by village officials in developing communication strategies either through social media, online websites, official letters to each.

The communication strategy in Singapadu Village, Gianyar Regency in community development during the Covid-19 pandemic was carried out by increasing communication between the village government and the community in line with technological developments. This is done by delivering information using online media, namely the official website of Singapadu Village, Gianyar Regency, namely:*www.singapadu.desa.id*which can be accessed online by the village community making it easier for the community to obtain information. A Facebook application that can be accessed online by rural communities, making it easier for the community to obtain information. However, there are often obstacles in its implementation due to unsupported internet connections and low public understanding of the development of information technology. To make it easier for people who do not understand information technology, village officials convey information orally through meetings.

This information delivery media is one of the supporters of achieving information to the public. Delivery media offline or online provide convenience for the public to find out information on empowerment in improving community empowerment. As the results of Rani's research (2016) that: The communication strategy carried out to increase community participation in village empowerment starts from laying the foundation for community analysis skills through education and training so that they are able to recognize village problems and potentials, as well as the benefits of empowerment that will be carried out. Media information delivery can be done through primary communication and secondary communication.

For Singapadu Village, Gianyar Regency, 2 direct communications have been implemented, namely primary communication through socialization or village meetings, while secondary communication through the provision of letters and information via the village's official website. Another thing that the village can do in the future is by using billboards or placards, posters or announcements placed in public places or strategic places as a form of appeal to the community to implement empowerment programs launched by the village government in community development during the Covid-19 pandemic. .

4. Message Recipient

The recipient of the message is the one who analyzes and interprets the content of the message he receives. The recipients of the message in this study were the people of Singapadu Village, Gianyar Regency. The communication strategy in community development (community empowerment) during the Covid-19 pandemic in Singapadu Village, Gianyar Regency was well received by the community and the community actively participated in the implementation of the empowerment program. Participation carried out by the Singapadu Village community, Gianyar Regency in the form of:

a. People do not litter or litter on the river bank.
b. The community participates in the waste bank program activities. People exchange plastic waste for groceries.
c. The community participates in the process of utilizing plastic waste to be used as craft materials and has a selling value
d. People do not burn plastic waste or plastic bottles. Plastic waste is recycled while plastic bottles are used as crafts and skills materials.
e. The awareness of PKK mothers to create a waste bank.
f. People sort their waste at home into three parts, namely organic wet waste, inorganic waste and residual waste that is taken to the TPA.

The above activity is a form of active participation from the community as recipients of information messages in communication strategies in community development during the Covid-19 pandemic in Singapadu Village, Gianyar Regency. As stated by Marliana (2021) in her research that "the communication strategy has been carried out by the government with the support of community participation during the Covid-19 pandemic by continuing to carry out health protocols. It is necessary to have active participation from the community in implementing empowerment programs as a form of active communication from the government to the community. The same thing was also conveyed by Rahayu (2021) that "A strategy will not be implemented properly without the support and participation of the community".

5. return

Feedback is a response to a received message that is sent to the sender of the message. By giving this reaction to the sender, the sender will be able to know whether the message sent is interpreted the same as what the sender intended. Balikan shows a response back or community participation to the community empowerment program launched by the village government. Feedback shows whether there is success or not for the community empowerment program.

The community empowerment program launched by the Singapadu Village government is more focused on the economic sector because many Singapadu Village communities have been affected by the Covid-19 pandemic. The decline in the tourism sector caused many people to lose their jobs so the Singapadu Village government tried to restore the community's economy during the Covid-19 pandemic. The community empowerment program is well received by the community. The community actively participates in the implementation of the empowerment program launched by the village government and supports the communication strategy carried out by the village government

The communication strategy that has been carried out by the government with the support of community participation during the Covid-19 pandemic in Singapadu Village, Gianyar Regency has not been fully implemented because there are still some people who have not run it well so that they need guidance on the importance of supporting empowerment programs in improving cleanliness and the environment. . One of the programs currently being implemented is the waste bank program and plastic waste management. As stated by Rahayu (2021) that "The community's response to the communication strategy is one proof of the successful implementation of the empowerment program".

This shows that the feedback given by the people of Singapadu Village, Gianyar Regency is a form of community understanding of the information provided. Based on this description, it shows that the communication strategy in improving cleanliness and the environment has not run optimally because there are still several factors that must be evaluated and become obstacles or obstacles in communication.

Supporting and Inhibiting Factors of Communication Strategy in Community Development (Community Empowerment) During the Covid-19 Pandemic in Singapadu Village, Gianyar Regency

The implementation of the communication strategy that has been carried out by the government with the support of community participation during the Covid-19 pandemic in Singapadu Village, Gianyar Regency has not gone well because there are several obstacles faced in

its implementation. The factors that support the communication strategy have been carried out by the government with the support of community participation during the Covid-19 pandemic in Singapadu Village, Gianyar Regency:

1. There is Community Participation that Supports Government Programs

The implementation of the communication strategy has been carried out by the government with the support of community participation during the Covid-19 pandemic in Singapadu Village, Gianyar Regency, it can be carried out with community support through active community participation in every empowerment program. Community involvement in the implementation of empowerment programs for community empowerment launched by the village government is one form of community participation. The community provides feedback by participating in these activities, both in community service activities, sorting waste, participating in waste bank activities and managing plastic waste into craft materials.

2. Increased Public Awareness

In addition to community participation, public awareness of the importance of community empowerment in the community economy through the waste bank program and the management of plastic waste into craft materials is one of the important factors in implementing the village government empowerment program. There is public awareness of participating in every village activity as a form of supporting the empowerment program launched by the village government. This shows that there is good communication between the village government and the community.

3. The existence of online media that supports communication during a pandemic

The existence of restrictions on gathering or crowding causes the village government to determine a new communication strategy, namely by utilizing online media. Online media in general, namely all types or media formats that can only be accessed via the internet containing text, photos, videos, and sound. In this general sense, online media can also be interpreted as a means of online communication (Nuansa, 2015:14). Online media is media that uses the internet, online media is a combination of print media processes by writing information that is channeled through electronic means but also relationships with personal communications that seem individual (Rumanti, 2012: 101). The online media used today are like social media. The existence of information submitted online on social media will make it easier for people to obtain information. The existence of online media in the form of the use of social media provides convenience in the delivery of village empowerment information. This communication strategy is able to improve communication between the government and the community during the Covid-19 pandemic and can be used as a means of supporting improving the welfare of rural communities in the economic field through empowerment programs planned by the village government.

The factors that hinder the communication strategy that has been carried out by the government with the support of community participation during the Covid-19 pandemic in Singapadu Village, Gianyar Regency are:

1. Lack of Socialization from Village Apparatus

Socialization is very much needed in the community to provide and share information related to empowerment strategies in improving cleanliness and the environment. The lack of socialization provided by the village apparatus caused the community not to fully know the information on the empowerment program launched by the village government. Socialization should be carried out intensively or routinely by providing examples of real practice so that the community knows the importance of community development programs during the Covid-19 pandemic that is able to restore the economy of rural communities.

2. Lack of Public Knowledge

Public knowledge is very important in the communication strategy that has been carried out by the government with the support of community participation during the Covid-19 pandemic in Singapadu Village, Gianyar Regency. This can be seen from the ability to receive messages or information in written form where not all people can read so it is necessary to convey information orally and the lack of public knowledge in following developments in information technology.

3. Low Quality of Human Resources (Village Apparatus)

Human resources or village apparatus play an important role in achieving the success or failure of the empowerment program. The quality of human resources in the government of Singapdu Village, Gianyar Regency is still low. This can be seen from the village apparatus who do not understand the procedures for good communication, providing socialization and interacting with the community. In addition, the lack of employees who have a professional background in communication science.

4. Limited Facilities and Infrastructure

The lack of facilities and infrastructure owned by Singapadu Village, Gianyar Regency, can be seen from the lack of garbage sorting bins for organic and inorganic waste and the lack of a garbage counting machine. The completeness of facilities and infrastructure will be a supporter in achieving the empowerment program planned by the village with the communication strategy planned during the Covid-19 pandemic.

D. CONCLUSION

Based on the results of data analysis and discussion on "Communication Strategy in Community Development"(Community Empowerment) During the Covid-19 Pandemic Period in Singapadu Village, Gianyar Regency, it can be concluded:

1. Communication strategyin community development(community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency, has been implemented but has not been optimal. Communication strategies in community development (community empowerment) are analyzed using Communication Theory according to Muhammad (2009) which explains 5 (five) basic components of communication in terms of the sender of the message, namely the party who conveys information, namely the village apparatus to the whole community, but has not been optimal because of the existence of limited employees who understand information technology. The message conveyed is in the form of information related to the empowerment program, the message conveyed is in the form of written and oral messages, but the delivery of written messages without an explanation from the village government can lead to misperceptions. The channel used in the form of communication media used is primary communication, namely the delivery of information orally through socialization, village meetings or deliberation, while secondary communication is the delivery of information through official letters addressed to each banjar, through the official website of Singapadu Village. Communication has been implemented but has not been running optimally because of the unsupported internet connection and some people do not have an android phone. The recipient of the information is the Singapadu Village community with feedback in the form of feedback on the information provided through active participation in the planned empowerment program.

2. Factors supporting and inhibiting communication strategies in community development (community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency:
   a. Supporting factors
      1) There is community participation that supports government programs as indicated by community involvement in community empowerment programs such as the waste bank program and the use of plastic waste.

2) There is an increase in public awareness ofparticipate in the waste bank program and use plastic waste as a form of supporting the village community empowerment program launched by the village government. This shows that there is good communication between the village government and the community

3) The existence of online media that supports communication during the pandemic.Online media in the form of the use of social media provides convenience in delivering information on village empowerment

b. Obstacle factor

1) Lack of socialization from village officials so that there are some people who do not get information about community empowerment programs.

2) The lack of public knowledge is indicated by the public's lack of understanding in the use of information technology, causing delays in obtaining information.

3) The low quality of human resources (village apparatus), this condition is due to the lack of ability of the village apparatus to provide information or socialize online with the use of communication information technology.

4) Lack of facilities and infrastructure which can be seen as a lack of supporting facilities such as:the lack of organic and inorganic waste sorting bins in each house as well as the lack of a garbage crusher machine.

Based on the description of the problems and discussion above, the suggestions in this study are:

1. It is hoped that the village government will evaluate the implementationcommunication strategy in community development(community empowerment) during the COVID-19 pandemic in Singapadu Village, Gianyar Regency, namely:

a. More routine socialization is carried out by conveying information on empowerment programs.

b. Improving the quality of human resources (village apparatus) by providing guidance and training on communication science so that village officials can easily communicate with the community.

c. Increasing the village empowerment budget in terms of improving the facilities and infrastructure to support village empowerment such as garbage sorting bins for organic and inorganic waste and waste counting machines.

2. For the people of Singapadu Village, Gianyar Regency to increase cooperation with the village government in implementingcommunication strategy in community development(community empowerment) during the COVID-19 pandemic and share information with other communities.

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