

## THE ROLE OF KELOMPOKINFORMASIMASYARAKAT (KIM) IN DEVELOPING PUBLIC INFORMATION LITERACY IN PANDEGLANG

Annisarizki\*, Siska Mardiana

Communication Studies Program, Serang Raya University, 42119, Indonesia

### Article history:

Submission 15 October 2022

Revised 19 November 2022

Accepted 05 December 2022

\*Corresponding author:

E-mail:

[annisarizzkii@gmail.com](mailto:annisarizzkii@gmail.com)

### ABSTRACT

The establishment of KelompokInformasiMasyarakat (KIM) in Pandeglang Regency by the Pandeglang Regency Communication, Code and Statistics Office is expected to be a mouthpiece between the Pandeglang Regency Government and disadvantaged rural communities in developing information literacy. Through a qualitative approach with descriptive research methods, this study focuses on the role of KIM in developing information literacy in underdeveloped villages. This study seeks to find out the role of KIM in conducting information literacy about the Pandeglang Regency government program. The results of the study show the role of KIM in developing information literacy for the people of Pandeglang Regency, collecting, informing and managing information about programs that are being and will be run by the Pandeglang Regency government in 16 underdeveloped villages that are still difficult to access the internet, such as educating about COVID-19, conducting program socialization "Jaka-Mantul". The recommendation of this research is for KIM to carry out its role more massively by utilizing various media in disseminating information in underdeveloped villages.

**Keywords:** *Information Literacy, Community, Information Society, Government Public Relations*

### Introduction

The KelompokInformasiMasyarakat, abbreviated as KIM, is a program designed as a form of transparency regarding the delivery of information to the public regarding village development. The KIM program is a task mandated by the Minister of Communication and Information Regulation Number 8 of 2010 concerning the development and empowerment of Rural Communication Institutions.

Based on the Decree of the Regent of Pandeglang Number 140/Kep.184 – Huk/2018 Regarding Determination of Priority Disadvantaged Villages in Pandeglang Regency in 2019. The Pandeglang Regency Government has started to form KelompokInformasiMasyarakat in 16 villages in 9 sub-districts in Pandeglang.

### How to cite:

Annisarizki & Mardiana, S. (2022). The Role of KelompokInformasiMasyarakat (KIM) in Developing Public Information Literacy in Pandeglang. *Indonesian Journal of Social Science Research*, 3(1), 73 – 81. doi: 10.11594/ijssr.03.02.02

Table 1. Priority Disadvantaged Villages in Pandeglang Regency 2019

No.	Village	Districts	Information
1.	Tangkilsari	Cimanggu	Abandoned Village
2.	Cihanjuang	Cibaliung	Abandoned Villagel
3.	Mendung	Cibaliung	Abandoned Village
4.	Cikiruhwetan	Cikeusik	Abandoned Village
5.	Leuwibalang	Cikeusik	Abandoned Village
6.	Ciawi	Patia	Abandoned Village
7.	Kiarajungkung	Cibitung	Abandoned Village
8.	Parungkokosam	Cikeusik	Abandoned Village
9.	Kutakarang	Cibitung	Abandoned Village
10.	Batuhideung	Cimanggu	Abandoned Village
11.	Sorongan	Cibaliung	Abandoned Village
12.	Malangnegah	Cibitung	Abandoned Village
13.	Pasirsedang	Picung	Abandoned Village
14.	Kertasana	Pagelaran	Abandoned Village
15.	Manggungjaya	Bojong	Abandoned Village
16.	Seuseupan	Sukaesmi	Abandoned Village

Source: (Decree of Pandeglang Regent Number 140/Kep. 184 – Huk/2018 concerning Determination of Priority Disadvantaged Villages of Pandeglang Regency in 2019).

The Pandeglang Regency Government through the Office of Communication, Informatics, Passports and Statistics (Diskomsantik) established the board of the Pandeglang Community Information Communication Forum (FK KIM) for the period 2021-2021 in the Oproom Hall of the Pandeglang Regional Secretariat, Wednesday 22 December 2021. Public Information Communication is not in a Hierarchical relationship with the Diskomsantik and the government, but the KelompokInformasiMasyarakat as a partner of the Government.

KelompokInformasiMasyarakat is a group formed by, from, for the community independently and creatively whose activities are to manage information and empower the community in order to increase added value.

Diskomsantik held socialization, as well as facilitated the formation of KIM for the 16 underdeveloped villages, in order to realize a more equitable and just development, as well as in an effort to accelerate the development and growth of strategic and fast-growing areas, so as to develop disadvantaged areas.

The determination of the criteria for underdeveloped areas is carried out using a relative approach based on the calculation of six basic criteria from 27 main indicators, namely:

- 1) Community economy, with the main indicators being the percentage of poor families and per capita consumption;
- 2) Human resources, with the main indicators of life expectancy, average length of schooling and literacy rate;
- 3) Infrastructure with the main indicator being the number of roads with the widest surface asphalt/concrete, paved roads, dirt roads and other roads. Percentage of electricity, telephone and clean water usage, number of villages with markets without permanent buildings. Number of health facilities/1000 population, number of doctors/1000 population, number of SD-SMP/1000 population;
- 4) Regional financial capacity with the main indicator of physical gaps;
- 5) Accessibility with the main indicators being the average distance from the village to the district city, the distance to education services, the number of villages with access to health services greater than 5 km;
- 6) Regional characteristics with the main indicator of the percentage of villages prone to earthquakes, landslides, floods and other disasters. Percentage of villages in protected areas, villages with critical land

and villages prone to conflict in the past year (Trisnani, 2017).

The role of the Information Group (KIM) as information dissemination and community empowerment is to build networking to make people live more prosperously while continuing to strive to improve people's living standards. This effort is an action in realizing information networks and two-way communication media between the community and other parties (Rohmah: & Mutrofin, 2021).

The continuity of KIM as a public service institution is required to be able to provide various information for the public in the field of information and mass media as well as information and communication technology among KIM members and the public (DISKOMINFO, 2019). Through information obtained from various media, especially digital media, the public can obtain information on business opportunities, market demand regarding various products and services, then KIM can carry out business transactions which will ultimately increase economic added value (Setyaningsih & Utama, 2022).

Information gaps often occur in Pandeglang Regency. The results of pre-observation and interviews with the Head of the Diskomsantik Service said that Kelurahan with an area such as Pandeglang Regency 28% of its area of Banten Province, Then Lebak 30% more or less than Banten Province, with an area of almost 1/3 of Banten Province there are still many villages access to information is still difficult.

Pandeglang Regency still has 16 underdeveloped villages that are still experiencing Blank Spot. Some villages that experience Blank Spot are constrained in accessing the internet because they cannot receive signals, in addition to not being able to receive signals that access roads to villages are difficult to pass. The network gap is also an obstacle that is felt by KIM and the Diskomsantik that oversees it, because the network is automatically limited, the signal in the villages is also very limited so that access to information is limited and uneven.

In disadvantaged areas, there are still many obstacles in accessing information, in addition to most of the people with low education and

cannot access information via the internet, and facilities and infrastructure are still minimal and far from internet access (Trisnani, 2017).

The development of information and communication technology is a major determinant of the emergence of the concept of an information society. The concept of an information society is characterized by the increasing public need for information. At the high-level conference on the information society (WSIS, 2003) in 2003, the main characteristics of the information society were as follows:

- 1) Information becomes a kind of important capital to realize prosperity;
- 2) The existence of civilization when information has become the main commodity;
- 3) Human interaction is based on information and communication technology.

Septiyantono, (2014); (UNESCO, 2008) states that information literacy provides a person's ability to interpret information as a user of information and become a producer of information for himself, UNESCO also says that the purpose of information literacy is for himself. UNESCO also states that the objectives of information literacy are as follows:

- 1) Providing a person's skills to be able to access and obtain information about their health, environment, education, work and others;
- 2) Guide them in making the right decisions about their lives;
- 3) Be more responsible for their health and education.

(UNESCO, 2008); (Ifap, 2013) "Informations for All Programme (IFAP): Towards Information Literacy Indicator" 10 Maret 2013. <http://www.uis.unesco.org/template/pdf/cscl/InfoLit.pdf>.

Information literacy is one of the higher-order thinking skills needed to develop and support academic, professional and personal success (Shao & Purpur, 2016).

The roles of information literacy among the general public include:

- 1) Field of Science

In this field, information literacy can be used in processing weather information, for

example rain prediction, by using this the community can anticipate these conditions.

2) Engineering/Engineering

The benefit of applications in this field is to play a role in conveying how to create applications that can be used for drawing, designing patterns for architects, etc.

3) Economics/Business Sector

Utilization of information technology for economic actors is through e-commerce, with e-commerce business owners can publish their business via the internet. For example, information about the specifications and prices of products sold and sales transactions.

4) General Administration Bidang

With the advancement of information literacy, activities that were previously done manually can now be done using technology such as computers or automatics, which of course can save more time and costs and make their activities more effective.

5) Field of education

The role of information literacy in this field is very important, because with good information literacy education, information processing can be more effective and make it easier for students to get additional or develop the material they are learning. In addition, it can form an information literate generation.

6) Government Sector

One of the things that the government does is by creating a government website or website that will make it easier for the wider community to find information about government. For example, new performance, programs or policies related to government agencies.

7) Health

One of the information literacy in the health sector, such as the running of counseling about maintaining health and exchanging various important information among the media about a treatment

8) Industry/Manufacturing Field

The work of machines with computerized systems is now widely used by manufacturing companies. Where with literacy workers in this field can optimize their work

9) Transportation Sector

GPS is one form of the role of information literacy, with the installation of GPS in the car, car drivers can easily determine the intended location.

10) Defense and Security Sector

Security can be detected with the installation of radar that will monitor outside crossings that enter either by land, water or sea. Soldiers or security officers learn a lot about processing information in order to carry out their duties properly.

11) Communications

Information circulating on social media or from individuals can be seen as true by prioritizing the role of information literacy in preventing hoaxes or disinfodemic (Melani, 2016).

## Methods

The method used in this research is descriptive qualitative which emphasizes data in the form of words, pictures and not numbers. The technique of determining informants is Snowball Sampling. Data collection techniques used (Arikunto, 2014). 1) Non-participant observation, namely observing, listening and recording various inputs by collecting the required data and observing the activities carried out by informants; 2) Semi-structured interviews, which read out a list of questions or interview guidelines to informants with the aim of getting real information about the attitudes and behavior of the informants. The informants in this study were the Head of the Office of Communication, Informatics, Passwords and Statistics, Pandeglang Regency, Head of the Public Information Section, Head of KIM PPID Pandeglang; 3) Literature Study, is a technique used to collect data through documentation used by informants.

The validity of the data in qualitative research can be achieved by triangulating sources and informants, meaning that researchers cross-check their findings to a third person or to the same person at different times. If the information received, either by another person or the same person, but at different times still produces the same information, the data is declared "saturated" (Idrus, 2009).

After that, the researchers conducted data analysis techniques in the form of qualitative data analysis. The data analysis stage is a simplification process in a form that is easier to read and interpret, besides that it is processed and utilized so that it can be used to answer the problems posed. (Andrianto & Elvinaro, 2011).

## Results and Discussion

The situation in the villages in Pandeglang Regency, not all telecommunication signal providers can enter, this is what causes the people of Pandeglang Regency, especially in the Southern area, to be unlettered with information. One of the programs carried out by the Diskomsantik of Pandeglang Regency is to create Community Information Communications in

villages to provide information to the community. Communication becomes the determining factor of society and culture by making the community communicative and informative, thereby generating and stimulating the development of a communication system that opens up opportunities to distribute knowledge to the their (Kornienko et al., 2015).

In order to achieve equal distribution of information in every village in Pandeglang Regency, Diskomsantik as well as a Community Information Communication facilitator created a KIM Forum in 16 villages that are included in the category of underdeveloped villages by including the KIM Chair. The KIM program works with local Village officials, because the basis of KIM is from the community for the community.

Table 2. List of *Kelompok Informasi Masyarakat (KIM)* of Pandeglang Regency in 2022

NO	Nama KIM	KETUA
1.	Ketua KIM BAROKAH JAWAY Desa Manggungjaya Kecamatan Bojong	Abdul Latif
2.	Ketua KIM SRI MULYA Desa Pasir Serdang Kecamatan Picung	Aceng
3.	Ketua KIM ABIQU Desa Seuseupan Kecamatan Sukaresmi	UusKhusniah
4.	Ketua KIM BERSINAR Desa Kertasana Kecamatan Pagelaran	Haerullah
5.	Ketua KIM WIJAYA Desa Ciawi Kecamatan Patia	AsepSaefulBahri, S.Pd
6.	Ketua KIM MALANGNENGAH BERKAH Desa Malangnengah Kecamatan Cibitung	SifaAulia
7.	Ketua KIM KUTA JAYA Desa Kutakarang Kecamatan Cibitung	SunaryaHegarPermana
8.	Ketua KIM HARAPAN KIJANG MAKMUR Desa Kiara Jangkung Kecamatan Cibitung	Surnah
9.	Ketua KIM PANTAI SELATAN Desa Batu Hideung Kecamatan Cimanggu	Rohim
10.	Ketua KIM WARTA SARI Desa Tangkil Sari Kecamatan Cimanggu	M.Rohaeli

NO	Nama KIM	KETUA
11.	Ketua KIM NET Desa Cikiruh Wetan Kecamatan Cikeusik	DediHidayatullah
12.	Ketua KIM PARKOS Desa Parung Kokosan Kecamatan Cikeusik	Warsiti
13.	Ketua KIM BEBENAH SEJAHTERA Desa Leuwi Balang Kecamatan Cikeusik	Jumhadi
14.	Ketua KIM TIMUN Desa Sorongan Kecamatan Cibaliung	Kardin
15.	Ketua KIM PASTI Desa Mendung Kecamatan Cibaliung	Ahmad Hujaeri
16.	Ketua KIM MOMOLO Desa Cihanjuang Kecamatan Cibaliung	Nurmayan

Of the 16 villages in Pandeglang Regency that already have KIM, there are 5 (five) KIMs that are already running, including: KIM Surya Mulya, KIM Pantai Selatan, KIM Warta Sari, KIM Net and KIM Timun. Apart from the 5 (five) it has not yet started because it is constrained by blank spots and village infrastructure.

The roles of KIM Pandeglang Regency in developing community literacy in Pandeglang Regency include: 1) Being a facilitator for the people of Pandeglang Regency; 2) As a listener as well as channeling the aspirations of the people of Pandeglang Regency, in particular, they have no difficulty in conveying information and receiving information because the distance to the city is very far and there is no internet access.

However, in the implementation of its role as a Community Information Communication, there are obstacles faced, such as: 1) Implementation support facilities, such as in the form of a budget from the Pandeglang Regency Diskomsantik; 2) Of the 16 KIM formed by Diskomsantik only 5 KIM are active in their implementation; 3) KIM HR education is still low.

### ***Delivering Development Information in Pandeglang Regency.***

Dikomsantik Pandeglang Regency has formed a Kelompok Informasi Masyarakat (KIM) to explore and channel the potential that exists in the village. This situation is expected

to help the economy of rural communities in disadvantaged areas to be more developed, by absorbing and knowing the information conveyed by KIM at the village hall.

The activities carried out by KIM at the village hall with the village community are KIM activities in their role of disseminating information, discussing together and absorbing aspirations.

The condition of internet access which is quite minimal in Pandeglang Regency makes KIM hold a meeting at the village hall with the village community in order to realize two-way communication. Group activities that have been carried out are accessing information, Discussion, Implementation, Networking, Dissemination and Advocacy of Aspirations (ADINDA) are several activities that are formed by the community independently, in carrying out their duties as community empowerment KIM has a role that must be done (Wahyudi, 2017).

### ***Educating About COVID-19***

The Ministry of Communication and Information until August 2021 has found 1,857 hoax issues related to COVID-19 circulating on social media. In the release of the COVID-19 hoax issue report on December 8, 2021, the number of hoaxes related to COVID-19 reached 2,020

hoaxes according to the Directorate General of Aptika, 2021 (Widiastuti, 2021).

Based on the results of research conducted by Trisnani, the role of KelompokInformasiMasyarakats in disadvantaged areas in collecting information is 22.5%. KIM Officer. The role of seeking information is 20.8%. KIM officers who played a role in disseminating information 20.0% stated that they did not play a role, only 5.0% in total 100.0%. The most dominant role of KIM is to collect information (Trisnani, 2017).

Underdeveloped villages in Pandeglang Regency have obstacles in accessing information, this is due to the uneven internet signal entering the village, besides that access to villages is difficult to reach. The obstacles that are felt by disadvantaged rural communities are accommodated by the Diskomsantik of Pandeglang Regency by forming KelompokInformasiMasyarakats in each underdeveloped village.

The collection of information carried out by KIM Pandeglang Regency aims as a discussion material to add insight to the people of Pandeglang Regency. The information that has been collected by KIM is then disseminated to the community through informal meetings at the village hall, as well as by a bulletin board located at the village hall.

Inviting the community to manage the information needed to be useful by means of group members before choosing positive information and as needed, discussions will be held first, because it is in the interest of group members and the community in obtaining information.

The communication carried out by the Pandeglang Regency KelompokInformasiMasyarakat to people in underdeveloped villages uses oral and written communication. Oral communication is usually carried out by the Village Head as part of the KIM to convey information regarding the handling of Covid-19. This is done as a form of education to the community, while written communication is used to convey information to the public as an effort to educate the people of Pandeglang Regency through banners, posters that are installed in every corner of the District and Village in Pandeglang Regency.

For disadvantaged villages that can still access internet information services in the form of via social media, be it WhatsApp to convey information about COVID-19. It is hoped that the collection of information carried out by the Pandeglang Regency KIM and distributed through communication channels that are affordable by the Pandeglang Regency community can make the public educated about COVID-19, and follow the health protocols that have been submitted by the government.

Facing a pandemic must be faced by implementing innovative and adaptive communication strategies to the public by educating them about COVID-19 and keeping the public alert (Annisarizki & Surahman, 2022).

### **Program Socialization JAKAMANTUL**

The Pandeglang Regency Government of Banten Province has made a work program that focuses on the construction of Regency Roads. This infrastructure development was proclaimed by the Regent of Pandeglang for the fiscal year 2022 – 2024 as the program **Jalan Kabupaten Mantap Betul** or abbreviated “**Jaka Mantul**”.

In implementing the JakaMantul Program, the Pandeglang Regent asked all elements of the community to be active in the development of Pandeglang Regency both in the service sector and in the infrastructure sector. (<https://tangerangonline.id/2021/12/21/pemkab-pandeglang-prioritaskan-anggaran-2022-2024-untuk-program-jaka-mantul/>)

The Jaka Mantul program is a form of the aspirations of the people of Pandeglang Regency in the development process, where some people in Pandeglang Regency find it difficult to go to the City because the infrastructure is difficult to access, thus making the people of Pandeglang Regency, especially disadvantaged villages, also about information in Pandeglang Regency. With the Jaka Mantul program, it is hoped that the people of Pandeglang Regency can absorb information and build welfare by exploring all the potential that exists in their respective villages.

The Pandeglang Regency Government, in this case the Pandeglang Regency Communica-

tions, Passwords and Statistics Office, collaborated with the Pandeglang Regency Kelompok-Informasi Masyarakat to establish a partnership. The role of KIM in collecting information to capture various aspirations of the community in the development process, as well as building a KIM-based information society.

The role of Kelompok Informasi Masyarakat in 16 sub-districts in Pandeglang Regency is very important, in addition to collecting KIM information as well as managing information dissemination to all people in Pandeglang Regency to remote villages, this is expected to be a partner of the government in taking appropriate policies regarding targeted development as needed. the people of Pandeglang Regency. The main function of KIM is as an information manager through information gathering, processing and dissemination, so that KIM selects information based on the level of urgency (Mukti & Winata, 2021).

Empowerment of Community Information Communication is an alternative solution for exchanging information, this opens up positive opportunities that are reached by technology, besides the use of the Group Information Communication role has a positive impact on KIM Pandeglang Regency itself, by being able to improve the economic welfare of KIM members, increasing community participation in national development, as well as creating an informative society.

The informative community forms the personal of the people of Pandeglang Regency who care about information, are sensitive and active in communicating. This means that people in seeking information must be careful and actively care about all forms of information, be sensitive to the information obtained and understand information with the joint efforts of other communities.

Information gathering carried out by KIM Pandeglang Regency as a form of Development Communication that aims to improve human development which means that poverty, unemployment and injustice are eliminated (Dilla, 2007).

## Conclusion

The establishment of the KIM forum is expected to provide and disseminate all

information as knowledge in creating an information society in Pandeglang Regency, especially in disadvantaged villages. The role of Pandeglang Regency Public Information Communication in developing information literacy of the Pandeglang Regency community by collecting information that is being promoted in the Pandeglang Regency Government, besides managing information about regional development and educating about COVID-19 prevention which will be conveyed to the Pandeglang Regency Community. The Information Society Group acts as a mouthpiece for the Pandeglang Regency Government, in this case the Pandeglang Regency Diskomsantik, to help increase knowledge and welfare and aspirations of the Pandeglang Regency community, especially in disadvantaged areas and for the Pandeglang Regency Kelompok Informasi Masyarakat itself.

## Acknowledgement

The authors thank the Co-authors, the Office of Communication, Password and Statistics of Pandeglang Regency for their contributions, in the completion of this script. The authors do not forget say thank to LPPM Serang Raya University for the funding in this research.

## References

- Andrianto, & Elvinaro. (2011). *Metodologi Penelitian untuk Public Relations Kuantitatif dan Kualitatif*. Simbiosis Rekatama Media.
- Annisarizki, & Surahman, S. (2022). Upaya Komunikasi Publik Pemerintah Kota Cilegon dalam Mengedukasi Masyarakat pada Masa Pandemi COVID-19. *Jurnal Ilmu Komunikasi*, 20(2), 2022.
- Arikunto. (2014). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Dilla, S. (2007). *Komunikasi Pembangunan Pendekatan Terpadu*. Simbiosis Rekatama Media.
- Idrus, M. (2009). *Metode Penelitian Ilmu Sosial Pendekatan Kualitatif dan Kuantitatif Edisi Kedua*. Erlangga.
- Ifap. (2013). *Informations for All Programme (IFAP): Towards Information Literacy Indicator*”.
- Kornienko, A. A., V. A., Fovanov, O. B., & Chubik, M. P. (2015). The Nature of knowledge power in communicative information society. *Procedia – Social and Behavioral Sciences*, 166, 2015.



- Melani, S. (2016). Literasi Informasi dalam Praktik Sosial. *Jurnal Perpustakaan Dan Informasi*, 10(02), 2016.
- Mukti, A., & Winata, R. A. (2021). Kelompok Informasi dan Masyarakat Informasi (Studi Kasus Kontribusi Kelompok Informasi Masyarakat dalam Mewujudkan Masyarakat Informasi di Kota Magelang. *Jurnal Ilmiah Ilmu Administrasi Negara*, 2(2), 2021.
- Shao, & Purpur. (2016). Effects of Information Literacy Skills on Student Writing and Course Performance. *The Journal of Academic Librarianship*, 42(6), 2016. <https://doi.org/10.1016/j.acalib.2016.08.006>.
- Trisnani. (2017). Peran KIM Daerah Tertinggal dalam Memanage Informasi untuk Meningkatkan Pengetahuan dan Keterampilan Masyarakat Sekitar. *Jurnal Komunikasi Media Dan Informasi*, 6(April), 2017.
- UNESCO. (2008). *United Nations Educational, Scientific, and Cultural Organization*.
- Wahyudi, H. (2017). *Kelompok Informasi Masyarakat. Kementerian Informasi dan Informatika Republik Indonesia* (p. 2017). Kementerian Komunikasi dan Informatika Republik Indonesia.
- Widiastuti, N. (2021). *Transformasi Humas di Era Digital*. Direktorat Jendral Informasi dan Komunikasi Publik Kementerian Komunikasi dan Informatika Republik Indonesia.