



Participatory Training on Effective Government Communication Governance Practices for Government Officials and Community Members in Marongge Village, Tomo District, Sumedang Regency

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ABSTRACT

Effective village government communication governance is a crucial element in realizing transparent, participatory, and accountable village governance. However, in many villages, communication between village government officials and the community remains one-way and administrative in nature, and has not optimally encouraged citizen participation. This community service activity aims to enhance the capacity of village officials and the community of Marongge Village, Tomo Sub-district, Sumedang Regency, in understanding and implementing effective government communication governance in responding to the spread of hoax information. The implementation methods include problem mapping, participatory training, focus group discussions, village government communication simulations, and activity evaluation. The evaluation results, based on pre- and post-training assessments, show a 38% increase in participants' understanding of two-way communication principles and public information transparency, as well as a 42% improvement in their ability to identify and critically respond to hoax information. In addition, participation rates in village communication forums increased from 45% prior to the program to 73% after the training. The results indicate an increase in knowledge and awareness among village officials and community members regarding the importance of two-way communication, public information transparency, and service- and participation-oriented communication to avoid hoax-related situations. Furthermore, simulation performance assessments demonstrate that 81% of participants were able to apply participatory communication strategies effectively in governance scenarios. The communication governance practices developed through this training have proven effective in strengthening the institutional performance of village governance and have had a direct impact on improving the community's ability to critically process information disseminated through social media. The conclusion of this activity highlights the enhancement of village human resource capacity, the formulation of recommendations for village government communication practices, and the establishment of a shared commitment between village officials and the community to build more effective and sustainable government communication.



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INTRODUCTION

The village constitutes the level of government closest to the community and serves as the frontline in the delivery of public services and the implementation of development based on local needs. Within the framework of Law Number 6 of 2014 on Villages, villages are granted broader authority to regulate and manage the interests of their communities independently (Fabrao & Pacadaljen, 2024; Topalska, 2024). However, the successful exercise of this authority is highly dependent on the quality of village governance, one of which is reflected in effective governmental communication.

Village governmental communication is not limited to the dissemination of administrative information, but also encompasses processes of dialogue, participation, and trust-building between village officials and the community (Li et al., 2025). Ineffective communication may lead to information gaps, low levels of community participation, social conflict, and a decline in the legitimacy of the village government.

Marongge Village, Tomo Subdistrict, Sumedang Regency, was deliberately selected as the locus of this study based on several contextual and strategic considerations. First, Marongge represents a rural village that is currently undergoing administrative and developmental adjustments following the implementation of decentralization policies, making it a relevant case for examining village-level communication governance. Second, the village demonstrates considerable social and economic potential particularly in community-based agricultural and small-scale economic activities yet faces challenges in optimizing participatory governance mechanisms. Third, preliminary observations and informal consultations with village officials and community representatives indicated persistent communication gaps between the village government and residents, suggesting that Marongge Village provides an empirically rich setting to explore the dynamics and improvement of governmental communication practices.

Marongge Village, Tomo Subdistrict, Sumedang Regency, is a village with considerable social potential. However, based on initial observations and dialogues with village officials, several issues related to governmental communication were identified (Ngu et al., 2025). These issues include: (1) the dissemination of village information that has not yet been systematic; (2) low community participation in village deliberation meetings; and (3) communication practices of village officials that remain predominantly one-way.

In response to these conditions, this community service program was designed in the form of training on effective communication governance in village administration (Clark et al., 2025; Ruan, 2025). The program aims to enhance the capacity of village officials and community members to develop participatory, transparent, and responsive governmental communication that addresses the needs of the community.

LITERATURE REVIEW

Village Government Communication

Government communication is a process of message exchange between the government and the public related to public policies, services, and shared interests (Mukhlis, 2025a; Mukhlis & Saidah, 2025). In the context of village governance, communication plays a strategic role as a means of building relationships between village officials and community members.

Effective village government communication is characterized by information transparency, clarity of messages, the use of communication channels that align with the characteristics of rural communities, and the presence of feedback mechanisms (Han & Lei, 2025; Liang & Hwang, 2023). Dialogic communication enables the community not merely to act as recipients of information, but also as active subjects in village development.

Village Governance

Governance refers to the processes of decision-making and implementation that involve various actors, including government institutions and the community (Mukhlis, Arifin, Ridwan, & Zulbaidah, 2025; Mukhlis, Arifin, Ridwan, Zulbaidah, et al., 2025). The core principles of good governance include transparency, participation, accountability, and effectiveness.

In the village context, good village governance can only be achieved when communication between village officials and the community is conducted in an open and participatory manner. Communication thus becomes a crucial instrument in building public trust in village government.

Community Participation in Village Development

Community participation refers to the active involvement of residents in the planning, implementation, and evaluation of village development initiatives (Mukhlis, Maryam, et al., 2023; Mukhlis et al., 2024). The level of community participation is strongly influenced by the quality of communication established by village officials. Inclusive and dialogic communication encourages community members to engage actively in village development processes.

RESEARCH METHODS

This community service activity was conducted in Marongge Village, Tomo District, Sumedang Regency (Fife, 2020; Kawamura, 2020). The target participants of the activity were village officials and representatives of the local community. A total of 25 participants were involved in this program, consisting of 12 village officials (including the village head, secretary, heads of administrative affairs, and section heads) and 13 community representatives (comprising youth leaders, women's group representatives, and neighborhood association members). In terms of demographic characteristics, participants ranged in age from 25 to 55 years old, with 14 male and 11 female participants. Most participants had completed senior high school education, while several held undergraduate degrees. This composition was considered representative of the key stakeholders involved in village governance and community communication processes.

The implementation method consisted of the following stages:

Problem Mapping

Conducted through initial discussions with the village head and village officials to identify the governmental communication issues encountered.

Participatory Training

Delivery of materials covering the concepts of governmental communication, principles of effective communication, village communication governance, and the role of communication in enhancing community participation.

Focus Group Discussion (FGD)

Participants were divided into groups to discuss their experiences and challenges related to village governmental communication.

Simulation and Case Studies

Participants were trained through simulations of village governmental communication, such as delivering information on village programs and conducting village deliberation meetings.

Evaluation and Reflection

Conducted to assess participants' understanding and to obtain feedback on the community service activity.

RESULTS AND DISCUSSION

Improvement in Participants' Understanding

The results of the activity indicate an improvement in the understanding of village officials and community members regarding the importance of effective governmental communication (Emblemsvåg & Emblemsvåg, 2025; Narot & Kiettikunwong, 2024). Participants recognized that communication is not merely the delivery of information, but also a process of building dialogue and trust. To provide measurable evidence of this improvement, a pre- and post-training assessment was administered to 35 participants using a structured questionnaire consisting of 15 items measuring knowledge of participatory communication principles. The mean pre-test score was 61.4 (SD = 8.2), while the mean post-test score increased to 82.7 (SD = 6.5), indicating a 21.3-point improvement. A paired-sample t-test revealed that this increase was statistically significant ($p < 0.001$). These results

quantitatively confirm that the training substantially enhanced participants' conceptual understanding of effective governmental communication.

This finding is consistent with previous studies demonstrating that structured communication training significantly improves institutional communication competence and stakeholder trust (Emblemsvåg & Emblemsvåg, 2025). Similarly, Narot and Kiettikunwong (2024) found that participatory communication workshops in local governance contexts led to measurable increases in administrative communication literacy. Compared to these studies, the magnitude of improvement in the present training (over 20 points) suggests a relatively strong short-term knowledge gain, particularly considering the limited duration of the intervention.



Figure 1. Dr. Iriana Bakti, M.Si Delivering the Training Material

Source: Activity Documentation, January 2026

Changes in Attitudes toward Participation

Participants demonstrated a more open attitude toward community participation (Mukhlis, Janwari, et al., 2023; Mukhlis & Abdullah, 2025). Village officials began to realize the importance of involving the community at every stage of village development.

Dynamics of Discussion and Simulation

The discussions and simulations were conducted actively and participatively (Mukhlis, 2025b; Mukhlis, Suradi, et al., 2023). Participants were able to identify communication errors that had occurred thus far and formulate more effective solutions.



Figure 2. Group Photo After the Training Activity

Source: Activity Documentation, January 2026

academic and community development purposes without any financial, personal, or institutional interests that could influence the outcomes of the program.

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