THE IMPLEMENTATION OF KODIM 0204/DS SOCIAL COMMUNICATION IN PREVENTING RADICALISM IN DELI SERDANG

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Abstract - The current spread of radicalism has attacked all levels of society, especially the younger generation, which if not immediately prevented, will pose a threat for the stability and security in Indonesia, including in Deli Serdang. Kodim 0204/DS is a Teritorial Unit whose one of main duties is to carry out territorial development. Territorial development is carried using Social Communication method, TNI Service and Regional Resistance Development. This study is designed to gain an understanding of the implementation of Social Communication activities in preventing radicalism. This study aims to: first, analyze Social Communication by Kodim 0204/DS in Deli Serdang; second, analyze the implementation of social communication by Kodim 0204/DS in preventing radicalism in Deli Serdang. This study employs qualitative methods. The data were obtained through observation, interviews, documentation and triangulation. Data analysis techniques were mostly performed in conjunction with the data collection during field visit. Research sites is in Deli Serdang. This study finds that: 1) Social Communication can theoretically be implemented according to existing territorial development program even though its implementation is not optimal and needs to be improved on aspects that support communication processes, i.e. sources, messages, media, recipients, influences, feedback and environment; 2) The implementation of Social Communication is supported by means, ways and ends, namely to prevent radicalism in Deli Serdang. Social Communication by Kodim 0204/DS in preventing radicalism can be implemented but needs to be improved. This study recommends the optimization of elements that support communication process.

Keywords: Implementation, social communication, prevention, radicalism

Introduction

Indonesia is currently the fourth most populous country in the world and consists of various ethnic groups, religions, cultures, languages, races and groups. In the current era of globalization that is closely related to the fields of economics, socio-politics and human rights (HAM), the diversity of these societies can potentially become an avenue for the growth of radicalism.

Radicalism flourished in Indonesia in the post-reform period due to the freedom of democracy in the community. Radicalism can be born from various sources including things that are religious,

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political, economic, social and so on. At present the spread of radicalism has attacked all levels of society, especially the younger generation, which if not immediately prevented will provide a threat to the stability and security in Indonesia[4].

The Indonesian Armed Forces (TNI) has the main duty to uphold the sovereignty of the country, maintain the integrity of the Unitary State of the Republic of Indonesia based on Pancasila and the 1945 Constitution of the Republic of Indonesia, and protect the entire nation and its people from threats and disturbances to the integrity of the nation and state[5]. In carrying out its main duties, the Indonesian Armed Forces Army (TNI AD) as part of the TNI has a title of power that reaches all corners of Indonesia which is often known as the Regional Command. The Regional Command is a command mainly tasked with maintaining the condition and administration in a certain area[6]. The Regional Command (Kowil) consists of Military Regional Command (Kodam), Military Resort Command (Korem), Military District Command (Kodim) and Military Rayon Command (Koramil), all of which have different tasks according to their area. One of the tasks that must be carried out is implementing territorial development.

Territorial Development is an effort of work and action, both on its own and jointly with relevant authorities and other components of the nation, to assist the government in preparing the land aspect of defense force which includes the area of defense and its supporting forces as well as to realize a unity of TNI-People, carried out according to authority and regulations in order to achieve the main tasks of the Indonesian Army[7]. Territorial Development is implemented in several methods, i.e. Social Communication, TNI Service and Regional Resistance Development. Of these methods, the Social Communication method can be carried out at any time by every soldier. Social Communication Development is an effort, work and activity carried out continuously, efficiently and effectively in the implementation of Social Communication as a method to foster, maintain, improve and strengthen the close relationship with all components of the nation in order to realize mutual

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[4] Sri Lestari, *Anak-Anak Muda Indonesia Makin Radikal,* BBC Indonesia, 18 February 2016, p. 1

[5] Republic of Indonesia Law No. 34 of 2004 concerning Indonesian Armed Forces, Article 7

[6] Mabes TNI AD, *Buku Petunjuk Induk tentang Pembinaan Teritorial,* 2011, p. 29

[7] Mabes TNI AD, *Buku Petunjuk Pembinaan tentang Pembinaan Teritorial,* 2008, p 44

understanding and togetherness that enables the emergence of people's desires to participate in supporting the achievement of the main tasks of the Indonesian Army[8].

Kodim 0204/DS carried out Territorial Development through the method of Social Communication in the Deli Serdang District area as part of the Regional Command. The social communication in question is a relationship that is carried out between individuals and groups or between groups (communicants) in achieving one goal together (interaction). Activities and relationships are more directed towards achieving a social integration situation in order to know, find out, understand and maintain close contact that enables a mutual agreement. The ultimate goal of interaction is as a means of getting to know (imitation), influence (suggestion), understand others' feelings (sympathy), to know them better (identification) in order to produce empathy. A good Social Communication is expected to become a vehicle for actualizing the problems brought by each communicant, e.g. adolescents as individuals, groups and organizations. Fostering Social

Communication will provide enormous benefits in preventing problems or conflicts that disrupt the stability of security and environmental security in the region including in preventing radicalism.

The authors argue that radicalism has the potential to grow in Deli Serdang District. Based on its geographical location, Deli Serdang District is directly adjacent to Medan, one of the largest cities in Indonesia, where there is a pluralistic society consists of many tribes, religions, cultures and languages. The education level of Deli Serdang District community also varies. In addition, there is the Kuala Namu International Airport in Deli Serdang District which is the entrance to North Sumatra via air transportation. Deli Serdang District also has a land route which provides access across Sumatra. Furthermore, in the Deli Serdang District, there were several reintegrated ex-terror convicts involved in the CIMB Medan Bank Robbery and the assault on the Hamparan Perak police station. Based on the aforementioned considerations, Deli Serdang District has the potential to become a fertile ground for the development of radical understanding, hence prevention will be absolutely

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[8] *ibid*, p. 45

Table 1. Radical Group in Deli Serdang District

No.	Group	Activity
1	Right Wing Radicals (Ex-terror convicts involved in CIMB Medan Bank Robbery and assault to Hamparan Perak Police)	Has been reintegrated but currently under supervision and guidance.
2	Right Wing Radicals (HTI Organization)	Responding to the Dissolution or Suspension of Islamic Organizations that are deemed contradictory to Pancasila and 1945 Constitution (Perppu No. 2 of 2017 concerning amendment to Law NO. 17 of 2013 concerning Mass Organization) by spreading Sermon Bulletin
3	Other Radicals (Labor Union/ Organization)	Conducting demonstration to criticize government policy

Source: Kodim 0204/DS Report

necessary. The above phenomenon provide a basis for the need for a form of communication by the regional government and security forces that can engage the public to jointly prevent potential radicalism in Deli Serdang District. Kodim 0204/DS has carried out these activities, one of which is Social Communication activities. If these activities are carried out properly, the potential for radicalism can be prevented from developing. Radical Group Data in Deli Serdang District can be seen in Table 1.

Based on the explanation, the authors believe that there is urgency in having an in-depth research and discussion on the aforementioned background with the title "The Implementation of 0204/DS Kodim Social Communication in Preventing Radicalism in Deli Serdang District".

Theoretical Framework

Theory of Implementation

According to Susilo, implementation is an application of ideas, concepts, policies, or innovations in a practical action so that it has an impact, both in the form of changes in knowledge, skills and values and attitudes. The definition of implementation changes along with the development of the implementation study itself. Purwanto and Sulistyastuti stated that the core aspect of implementation is an activity to deliver policy output carried out by implementers to scholar groups (target group) in an effort to produce policy objectives. These scholars then conclud that in order to understand

implementation better, two approaches are needed, namely: First, understanding implementation as part of the process or cycle of a policy and Second, implementation as a field of study. After reviewing various implementation studies, there are six main variables that are considered to contribute to the success or failure of implementation according to Sabatier in Purwanto and Sulistyastuti[9], i.e.:

1. Clear and consistent objectives or policy goals.
2. Policy is formulated based on strong causal theory.
3. The organizational structure is compiled legally or the implementation process has a clear legal basis so as to ensure compliance with officers in the field and target groups.
4. Commitment and expertise of policy implementers.
5. Stakeholder support, namely the support of beneficiaries and power in the legislature and executive.
6. Stability of social, economic and political conditions.

State Defense

State defense is essentially a total state defense, which is based on awareness of the rights and obligations of all citizens and the belief in its own strength. Totality implies the involvement of all people and all national resources, national infrastructure, and all regions of the country as a whole as a single and complete defense unit in the life of the nation. Total defense effort is a model that was developed as an option for Indonesian defense which is carried out with confidence in its own strength based on the rights and obligations of citizens in the national defense effort. Although Indonesia achieved a level of progress in building national independence, the model of totality remains a strategic choice to be developed by placing citizens as the subject of national defense in accordance with their respective roles. Total state defense system is characterized by populace, totality and territory. Populace means that defense orientation is enshrined with the people and for the benefit of all the people. Total means that all national resources and infrastructure are utilized for defense efforts. Territorial means that the title of defense power is carried out thoroughly in

9 Erwan Agus Purwanto dan Dyah Ratih Sulistyastuti, *Implementasi Kebijakan Publik* *Konsep dan Aplikasinya di Indonesia*, Yogyakarta: Gava Media, 2015, p. 19-20

the territory of the Unitary Republic of Indonesia (NKRI) in accordance with the geographical conditions of Indonesia as an archipelago as well as a maritime country. Indonesian state defense is held in a total defense system. Its form of defense involves all citizens, regions, all national resources and infrastructure, which are prepared early by the Government, and held in a total, integrated, directed and continuous manner. The total defense system integrates military defense and non-military defense, through efforts to build strong and respected national defense forces and capabilities with high deterrence power. Prepared early means that the total defense system is built continuously and sustainably, to deal with various types of threats both military, non-military and hybrid threats. These types of threats can accumulatively be categorized in the form of real and unreal threats. The order of all elements of power is carried out in a comprehensive, integrated and directed manner under the unit of command by combining defense strategies, to ensure a totality of national defense. In the face of military threats, TNI plays a role as the Main Component with

support from Reserve Components and Supporting Components through mobilization in accordance with statutory provisions. In the face of non-military threats, ministries/institutions outside the defense sector plays a role as the main elements with support from other elements of national power including regional governments. Meanwhile, in the face of hybrid threats, defense shall be carried out in an integrated manner by mobilizing military force and non-military power in accordance with the policies and political decisions of the state[10].

Theory of Communication

The term communication is derived from a Latin word *communis* which means building togetherness between two or more people. Communication is also derived from the word communico which means to divide. William I. Gorden in Deddy Mulyana categorizes communication into four functions[11], i.e.:

1. As Social Communication. The function of communication as Social Communication at least implies that communication is important to build self-conceptualization, self-

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10 Kementerian Pertahanan Republik Indonesia, *Buku Putih Pertahanan Indonesia,* Jakarta, 2015, p. 25-29

11 Deddy Mulyana, *Ilmu Komunikasi Suatu Pengantar,* Bandung: Remaja Rosdakarya, 2005, p. 5-30

actualization, self-preservation, in order to obtain happiness, avoid pressure and tension, among others, through communication that is entertaining and fostering relationships with others.

2. As Expressive Communication. Communication functions to convey feelings.

3. As a Ritual Communication. A community often performs different ceremonies throughout the year and throughout life, which anthropologists refer to as rites of passage, starting from the ceremonies of birth, circumcision, birthdays, engagements, bridal shower (*siraman*), marriage and other feelings (emotion).

4. As Instrumental Communication. Instrumental communication has several general objectives, namely informing, teaching, encouraging, changing attitudes, moving actions and also entertaining.

   According to Hafied Cangara, communication is a process of transferring information (messages) from a person to another or vice versa. According to Effendy, the purpose of communication is to change attitudes, opinions, behaviors and society[12]. The elements of communication according to Cangara [13], are as follows :

1. Source. The source of communication events will involve the source as the maker or sender of information. Sources can consist of one person, but can also be in the form of groups, parties, organizations, or institutions.

2. Order. A message is something that the sender sends to the recipient. Messages can be delivered in a face-to-face manner or through communication media whose contents can be in the form of science, entertainment, information, advice or propaganda.

3. Media. The media in question is a tool used to move messages from the source to the recipient, such as five-sensory interpersonal communication and various communication channels such as telephone and telegram.

4. Recipient. The recipient is the party that targeted by the message sent by the source. Recipients can consist of one or more people, can be in the form of groups, parties or countries.

5. Influence. Effects are differences or what is thought, felt and done by the

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[12] Effendy UO, *Ilmu Komunikasi Teori dan Praktek*, Bandung: PT Remaja Rosdakarya, 2006,p. 8

[13] Hafied *Cangara*, *Pengantar Ilmu Komunikasi*, Jakarta: PT. Raja Grafindo Persada, *2007, p. 23*

recipient before and after the recipient of the message.

6. Feedback. Feedback is a form of influence that comes from the recipient, but feedback can also come from other elements such as messages and media, even though the message has not arrived at the recipient.

7. Environment. Environment or situation are certain factors that can influence the course of communication. This factor can be classified into four types, namely the physical environment, socio-cultural environment, psychological environment and environmental dimensions of time.

Communication Strategy

In communication, planners are faced with a number of problems, especially in relation to the strategy of using available communication resources to achieve predetermined goals. Rogers, as quoted by Hafied Cangara, limits the understanding of communication strategies as a design to change human behavior on a larger scale through the transfer of new ideas. A communication planning expert, Middleton, makes a definition by stating that communication strategy is the best combination of all elements of communication ranging from communicators, messages, channels (media), recipients to effects designed to achieve optimal communication goals. The choice of strategy is a crucial step that requires careful handling in planning communication, because if the choice of strategy is wrong then the results can be fatal, especially losses in terms of time, material and energy. Therefore strategy is also a secret that must be hidden[14].

Social Communication of Indonesian Army

Social Communication Development is guidance on a communication activity carried out continuously in an effective and efficient way to improve/refine Social Communication so that it can be used as a media for socialization, media to create shared vision, mission, enable coordination, integration, synchronization and replication as well as a means to improve, maintain and strengthen the unity of the TNI and the People in order to support the main tasks of the Indonesian Army[15].

The purpose of Social Communication is to maintain and

[14] Hafied Cangara, *Perencanaan dan Strategi Komunikasi, op.cit*, p. 64-65

[15] Mabes TNI AD, *Buku Petunjuk Induk tentang Pembinaan Teritorial, op.cit*, p. 13

improve close relationship between the Indonesian Armed Forces and all components of the nation in the interests of national defense, to overcome the difficulties of the people and support the main tasks of the Indonesian Army. The target to be achieved in the implementation of Social Communication is the achievement of an understanding of the nation's components of national defense, the achievement of cooperation between the components of the nation and the Army in order to overcome people's difficulties and achieve support for the main tasks of the Army. There are two characteristics of Social Communication[16], i.e. :

1. Direct Communication. Submission of messages by communicators to communicants verbally or face to face.

2. Indirect Communication. Submission of messages by communicators to communicants through images, writing and mass media.

Social Communication Development is a method of fostering activities with all components of the nation both directly and indirectly, through Seminars, Speeches, Lectures, Dialogues, Socialization and Counseling as well as other activities directed at the Community Components, the Government and the TNI Family (KBT). Furthermore, Social Communication carried out by individuals and units requires personnel with the following requirements[17]:

1. Having attitude, mentality, behavior and appearance that can be accepted by society in general.

2. Having knowledge and mastering the material to be delivered in the implementation of Social Communication.

3. Having and mastering interview techniques.

4. Can convince the public about the contents of the message.

The elements of Social Communication are communicators/message sender, message/ materials, media/infrastructure and communicants/recipients of messages. Social Communication is carried out by the ranks of the Indonesian Army through seminars, speeches, lectures, dialogues, socialization, counseling and the internet. The factors that influence the success of the

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[16] Mabes TNI AD, *Buku Petunjuk Teknik tentang Komunikasi Sosial*, 2012, p. 5

[17] Mabes TNI AD, *Buku Petunjuk Teknik tentang Komunikasi Sosial, op.cit*, p. 7

implementation of Social Communication are[18], among others:

1. Internal factor, i.e. personnel and facilities. Personnel is measured by the level of ability in communicating with the components of the nation. This will influence the implementation of Social Communication. Furthermore, the readiness of facilities and infrastructure will affect the implementation of Social Communication so as not to hamper its implementation.

2. External factor, i.e. educational level and positions, customs or culture of the people in the area, patterns of attitudes and patterns of community actions in the area, strategic environmental developments and legislation concerning Regional Autonomy and Human Rights.

Research Method

This research employs qualitative research method. The method used in this study is a qualitative method, which attempts to analyze the implementation of Social Communication activities carried out by Kodim 0204/DS in preventing radicalism in Deli Serdang District. The reasons for

using a qualitative approach are as follows: First, this research is an analytical study which means researchers believe that qualitative research is the best for this field of study. Second, researchers use a qualitative approach because the nature of the problem to be studied requires this method. This research is a field study using data collection techniques in the form of interviews, observation and collecting documents related to Social Communication activities carried out by Kodim 0204/DS. In this study, the determination of study subject was carried out using purposive sampling technique. According to Sugiyono, Purposive Sampling is a technique of sampling data sources with certain considerations, for example the data source is considered to know best about the object of research, or data sources are leaders of an organization which makes it easier for the authors to examine the object or social situation under study. The subjects in this research include those directly involved in completing the primary data of the study, namely those who were directly involved in the 0204/DS Kodim Social Communication activities in preventing radicalism in Deli Serdang

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[18] *ibid*, p. 8

District and the targets in the development of Social Communication. The informants determined in this study were informants who were responsible for the Implementation of Kodim 0204/DS Social Communication in preventing radicalism in Deli Serdang District, namely Dandim 0204/DS, Danramil ranks Kodim 0204/DS, Pasi Intel and Bati Intel Kodim Intel Staff 0204/DS, Pasi Ter and Bati Komsos Kodim 0204/DS Territorial Staff and 4 Babinsa namely Babinsa Koramil 04/Sibiru-biru, Babinsa Koramil 20/Talun Kenas, Babinsa Koramil 018/Galang and Babinsa Koramil 021/Tiga Juhar. In addition, other informants include the community component consisting of community leaders and religious leaders in the Deli Serdang District who represent Beringin Subdistrict, Deli Serdang District, the government component of Deli Serdang District related to the prevention of radicalism, namely the Head of the National Unity and Political Unity Agency Togar Panjaitan and representatives of the Deli Serdang District Military Family (KBT). These three components are targets in the development of Social Communication in Deli Serdang District. The object of the research is the Social Communication activity carried out by Kodim 0204/DS in preventing radicalism in Deli Serdang

District. Data collection techniques include Observation, Interview, Documentation and Triangulation.

The authors' sharp analysis in presenting a data does not necessarily make the findings of this research accurate and highly reliable. It first needs to be validated through procedures that have been determined as the final selection in producing new findings. Therefore, before publishing the results of the research, the authors must first look at the validity level of the data by checking the data through testing the validity of the data which includes validity and reliability tests. In testing the validity of the data, the authors employ Triangulation techniques, namely technique to find an intersection of information from collected data to check and compare existing data. With the Triangulation technique, the authors can obtain credible data related to the Social Communication activities conducted by Kodim 0204/DS in preventing radicalism in Deli Serdang District. In this study, the authors employ data analysis using Data Condensation, Data Presentation and Conclusion-making.

Research Findings
Kodim 0204/DS Social Communication in Deli Serdang District

Kodim 0204/Deli Serdang is a Territorial Unit under the control of 022/East Coast Military Region with areas of responsibility covering three regions, namely Deli Serdang District, Serdang Bedagai District and Tebing Tinggi City. The Kodim 0204/DS area in Deli Serdang District covers 14 (fourteen) sub-districts consisting of 12 (twelve) Koramil. Kodim 0204 still lacked personnel, especially Babinsa. This can be seen in the Table 2.

Kodim 0204/DS implements territorial functions which include program planning and budgeting, territorial capacity building, regional resilience development, development of Social Communication and TNI Service, in order to prepare space, tools and fighting conditions for the sake of Land Defense. The activities carried out by Kodim 0204/DS as part of Social Communication activities are as follows:

1. Implementing Social Communication Capacity Enhancement for soldiers of Kodim 0204/DS in order to increase the knowledge and skills of soldiers in the field of Social Communication with other components of the nation.

2. Organizing Social Communication Activities with Government Officials to build a positive understanding of Binter TNI AD and close cooperation in empowering defense areas on land.

3. Organizing Social Communication activities with Community Components so that a positive emotional relationship between soldiers and the community is built, so that the Kodim 0204/DS soldiers love and are loved by the people and are awakened to the awareness of defending the country. Organizing Social Communication activities with the TNI Family in order to maintain a close emotional relationship

Table 2. Personnel Composition

No.	Rank	DSPP	Actual	Minus	Note
1	PAMEN	6	50	-1	
2	PAMA	31	32	-	
3	BINTARA	712	505	-207	
4	TAMTAMA	76	104	-	
5	PNS	76	31	-45	
	TOTAL	901	677	-253	

Source: Kodim 0204/DS Press Data, TA 2018

between the TNI Family and active soldiers, to provide deterrence effect in the field of national defense.

4. Implementing creative Social Communication activities in order to maintain a close emotional connection between the TNI and active soldiers, to provide deterrence effect in the field of national defense.

5. Participating in 4 (four) Nationality pillar activities from the Upper Command.

Research on Kodim 0204/DS Social Communication indicates that the Social Communication activities implemented by Kodim 0204/DS were based on the program determined by the Upper Command. Furthermore, the Danramil of Kodim 0204/DS said that Social Communication activities were also programmed in Koramils but only for the Community Components. Non-program Social Communication activities were carried out by all Kodim 0204/DS personnels, especially by the Babinsa, by visiting the community to communicate directly. The programmed activity in the form of regular meetings in the Kodim or Koramil is still lacking because it is only held once a year. Even then, not all invited participants attend the Social Communication activity. This can indeed be balanced with the existence of Social Communication by Babinsa directly in the field. However, this has also not been implemented effectively due to limitations in terms of supporting infrastructure. Activities in the form of regular meetings at the Kodim or Koramil should be held at least once a quarter.

Furthermore, Social Communication activities are implemented as one method in territorial development. Based on the results of the study, the implementation of Kodim 0204/DS Social Communication activities still encountered obstacles, such as lack of human resources capacity, limited contact material, frequency of Social Communication activities that were still not associated with a large area and limited time from personnel to carry out Social Communication activities because of other protocol and official activities. In the implementation of Social Communication, Kodim 0204/DS has not yet cooperated with other agencies in Deli Serdang District that are relevant to Social Communication activities. This study finds that Kodim 0204/DS Social Communication activities are indeed in accordance with existing programs, but the implementation is still hampered by several obstacles experienced by Kodim 0204/DS.

The Implementation of Kodim 0204/DS Social Communication in preventing radicalism in Deli Serdang District

Radical understanding can be influenced by many factors including social jealousy, economic factors, narrow understanding of religion, lack of parental supervision, the existence of heresies from certain elements and the level of education of the people in the region. As seen from geographical and demographic conditions, Deli Serdang District has the potential for the development of radical understanding. With the potential for the development of radical understanding, the concept of Social Communication is very effective in preventing radicalism. Based on the results of interviews conducted to the community leaders of Deli Serdang District, this study finds that Social Communication can prevent radicalism because of the unity of the TNI and the people in its implementation. On that basis, we find that with the existing potential for radicalism, it is necessary to implement Social Communication activities in a continuous manner by Kodim 0204/DS in synergy with all societal components.

Discussion

Kodim 0204/DS Social Communication in Deli Serdang District

To analyze the implementation of Social Communication activities carried out by Kodim 0204/DS so far, we can look into elements that support communication process.

1. Source.

    This study finds that Kodim 0204/DS personnel did not yet have social communication skills such as unable to speak effectively and had not mastered the material provided to convince the public to carry out the messages conveyed by communicators. Thus, the capabilities possessed by Kodim 0204/DS personnel need to be improved. In addition, there are obstacles in the field in the form of relatively far distances and inadequate infrastructure facilities to carry out routine Social Communication activities. Furthermore, the implemented activities are often in conflict with the existence of protocol or other service activities. Therefore, activities planning must be fully synchronized with community

activities. These constraints must be overcome to maximize the Kodim 0204/DS Social Communication activities.

2. Message.

The message in Social Communication activities so far is far from optimal. This message is still general in nature, less attractive to the public and has not been adjusted to the situation in the region. Therefore, communicators, in this case the Kodim 0204/DS, must create a concept message that is well prepared so that it is easily accepted and understood by the community in accordance with the development of the situation in the region.

3. Media.

To deliver the message, social communication activities are implemented through seminars, speeches, lectures, dialogues, socialization and counseling. So far, counseling and socialization are two most used media. These are less effective because it is held at low frequency, requires special time and are limited to local community leaders. New information technology should be used as a medium for social communication. Therefore, it is expected that in the future the media/channels used in Social Communication can be more varied and flexible by utilizing new information technology.

4. Recipient.

The targets in the implementation of social communication activities are the community, government and the TNI Family components. The activities carried out by the Kodim are engaging with all these components. However, the activities are still held at low frequency. In general, all components of society including government officials in Deli Serdang District welcomed the Social Communication activities implemented by the Kodim.

5. Influence.

Results from existing social communication are quite good. The existence of Social Communication activities carried out by the Kodim so far has been able to maintain conduciveness in the region. Thus, the whole community of Deli Serdang District benefited from the implementation of Social Communication.

6. Good Reception.

This study finds that the Deli Serdang community strongly welcomed the Social Communication activities held by

the Kodim 0204/DS by participating in maintaining security stability in the region.

7. Environment.

This study finds that the implementation of the Social Communication activities held by Kodim 0204/DS had adjusted to the existing environmental conditions. However, its implementation needs to be improved. In addition, the implementation of Social Communication activities also has not yet synergized with other community components including the Bakesbangpol of Deli Serdang District.

The Implementation of Kodim 0204/DS Social Communication in preventing radicalism in Deli Serdang District

According to William I. Curtains, the function of communication as Social Communication at least implies that communication is important to build self-concept, self-actualization, survivability, obtain happiness, avoid pressure and tension, among others, through communication that is entertaining and fosters relationships with other people. The aim of fostering the TNI AD Social Communication is to maintain and improve the close relationship between the Army and all components of the nation in the interests of National Defense. Indonesian national defense is total and characterized by populace, totality and territoriality with the form of defense that involves all citizens, regions, all national resources and infrastructure, prepared early by the Government, and held in total, integrated, directed and continued manner. This means that every existing threat must be overcome by the existence of the United TNI-People. Based on the objectives of Army Social Communication, the threat of radicalism is one of the threats of national defense. Thus, this Social Communication activity can be implemented to prevent the development of radicalism in Deli Serdang District. According to Sabatier, there are six main variables that contribute to the success or failure of implementation, namely the existence of goals and objectives, strong theoretical support, legal organizational structure, commitment and expertise of policy implementers, stakeholder support and the stability of social, economic and political conditions. These variables are used as a tool to analyze whether the implementation of Social Communication carried out by Kodim 0204/DS in preventing radicalism in Deli Serdang District has been well-implemented.

1. Objective or target.

   Targets that can be used as objects of Social Communication activities in preventing radicalism are the same as the objects of Social Communication activities, namely all components of society, TNI Family and government components with emphasis on fostering the younger generation in programmed Social Communication activities from the Upper Command. In terms of objective variable, the implementation of Social Communication development by Kodim 0204/DS in preventing radicalism is well-implemented because there are clear objectives. Kodim 0204/DS and Deli Serdang District Government also believe that the purpose of the Social Communication development as a policy has benefited the soldiers and the community of Deli Serdang District.

2. Theoretical Support.

   Technically, the concept of Social Communication in Territorial Development is the same as the notion of communication which is seen as a theory in general, namely an action through a process carried out by one or more people, who sends and receives messages through media that cause certain effects. Communication theory generally states that effective communication is determined by several variables, namely the source, message, media, recipient, influence, feedback and environment and it must also be carried out continuously and consistently. Social Communi-cation is a fairly effective way to prevent negative understandings including radicalism that can develop in the era of globalization in Deli Serdang District. In its implementation, Social Communi-cation is a policy of the Indonesian Army that must be implemented in order to change attitudes, opinion, behavior and change the Deli Serdang community to reject radicalism.

3. Legal Organizational Structure.

   One of the conditions for the success of a policy implementation is the organizational structure. This means that successful policy implementation requires a certain organization that has the role and function of fostering Social Communication both technically and strategically. Kodim as a Regional Command unit is part of the Indonesian Army that implementation Territorial Development activities where one of its methods is Social Communication. The Social Communication activity has been included in the territorial development

program of Kodim 0204/DS work. However, the program is still general in nature and has not focused on the problem of preventing radicalism. Therefore, in the future Social Communication activities should be directed at preventing radicalism, and should be synchronized with the Social Communication activities that have been programmed.

4. Commitment and Expertise of Policy Implementers.

The commitment of a leader, which in this case is the Dandim 0204/DS and Danramil and his ranks, is very important because their commitment in the form of the desire to implement a policy will ensure that activities can be implemented smoothly and consistently. This commitment will serve as an exemplary from the leadership so that their members can implement the policy wholeheartedly. In the activities of Social Communication, the Dandim 0204/DS has taken the initiative to utilize the capabilities possessed by its members, for example members who are good at reciting and qiraah can be assigned to become Koran teacher in the target villages. This creative social communication activity is very effective

in preventing the development of radicalism if implemented and planned properly.

5. Stakeholder support.

Stakeholders in the implementation of Kodim 0204/DS Social Communication in preventing radicalism are Dandim 0204/DS along with its members, the regional government and the people of Deli Serdang District. Kodim 0204/DS Social Communication activities has received positive response from the community and was appreciated by the Deli Serdang District government. This can be further developed in activities to prevent radicalism by carrying out joint activities which synergizes the Kodim and the Deli Serdang District Government as well as other related agencies.

The idea of preventing radicalism is not much different from efforts to raise awareness through Social Communication. Hence the activities can be campaigned or socialized. These ideas can be well designed through good communication strategies. The strategy is essentially planning and management to achieve a goal. The communication strategy must be able to show how its operations are implemented technically, in the sense

that the constraints faced during the implementation of the Social Communication activities should be properly addressed. The steps that can be taken is by increasing the elements that support the communication process, i.e.: source, message, media, recipient, influence, feedback and environment. That way, the implementation of Kodim 0204/DS Social Communication activities in preventing radicalism in Deli Serdang can be effective and efficient.

Conclusion

Kodim 0204/DS Social Communication in Deli Serdang District

Theoretically, a programmed Social communication can be implemented according to existing territorial development program even though its implementation is not optimal and needs to be improved on aspects that support communication processes, i.e.: sources, messages, media, recipients, influences, feedback and environment. Social Communication is carried out towards targets, namely the community component, the government component and the TNI Family. The variables that support the success of this Social Communication activity are the existence of clear goals or objectives, strong commitment from the leadership of the Kodim and acceptance from all levels of society and the Deli Serdang District government.

The Implementation of Kodim 0204/DS Social Communication in Preventing Radicalism in Deli Serdang District

The implementation of Social Communication is possible because it is supported by existing and potential means, ways or established system, and goals (ends) to prevent radicalism in Deli Serdang District. There are six main variables that are considered in determining the success or failure of implementation, namely the existence of goals and objectives, strong theoretical support, legal organizational structure, commitment and expertise of policy implementers, stakeholder support and the stability of social, economic and political conditions. Based on the six variables, Social Communication activities in preventing radicalism can be implemented, but need to be improved. To overcome the hurdles in implementing Social Communication activities, this study recommends the optimization of elements that support communication process. That way, it is hoped that in the

future, the Kodim 0204/DS Social Communication activities in preventing radicalism in Deli Serdang District can be optimized.

Recommendation

Our recommendations to improve the implementation of Kodim 0204/DS Social Communication activities in preventing radicalism in Deli Serdang District are as follows:

1. To improve the ability of soldiers to communicate socially, Kodim can conduct trainings on how to communicate well and learn the available materials so that the communicator can convey the message well and can be accepted by the community. Furthermore, communicators can use social media as a tool in delivering materials to prevent the development of radical understanding in the region. With the use of social media, it is expected that Social Communication activities will be more effective and efficient.

2. There needs to be an increased collaboration between the Regional Government and Kodim 0204/DS by integrating existing programs in each agency so that radicalism prevention activities can be implemented more in a more effective manner.

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