

# Implementation of Philip Lesly Communication Planning Model on the Socialization of the "Lawan Nyantol" Program by PT. PLN (Persero) UP3 Makassar Utara

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## Abstract

This research discusses the Implementation of Philip Lesly's Communication Planning Model in the socialization of the "Lawan Nyantol" program by PT. PLN (PERSERO) UP3 North Makassar. From the subject matter, the author wrote a sub-problem: How to Implement Philip Lesly's Communication Model on the "Lawan Nyantol" socialization program by PT. PLN (PERSERO) UP3 North Makassar and the factors that support and challenge it. The type of research used is descriptive qualitative research. The primary data is collected directly using observation and interviews and the trace answers from individuals, while the secondary data is obtained through documentation. The methods used in this research are Observation, Interview, and Documentation. 13 Informants were taken using Purposive sampling techniques. The theory used in this study is Philip Lesly's model of Organization and Public. The results of this study indicate that three indicators influence the PT. PLN (PERSERO) UP3 North Makassar program policy includes communication, resources and bureaucratic structures.

**Keywords:** *Lawan Nyantol Program, Implementation of Planning model, Organization and Public.*

## INTRODUCTION

Communication is a process, namely that "Communication" is a series of actions or events that occur sequentially and are related to each other within a certain period. As a process, communication is not static but dynamic in the sense that it will always undergo changes and occur continuously (Bodie, 2023). Communication leads to the participation and cooperation of the perpetrators. Namely, communication will occur if the parties involved pay the same attention to the topic/message. So, both parties must participate and work (Mussavifard & Csibra, 2023).

In a communication process, there is usually an exchange of information. Information can be an important function in helping reduce anxiety (Moore et al., 2016). According to Notoatmodjo (2008), having more information can influence or increase a person's knowledge and, with this knowledge, can raise awareness, which, in turn, will cause a person to behave according to his knowledge.

Apart from communication, electricity has also become a basic need for various human activities, which are then used for various functions in the future. Electricity makes humans dependent on its existence, it cannot be denied that electricity is the power needed by humans in everything that supports human activities (Gopinaath & Meher, 2018).

There are many ways that companies can fulfill the needs and desires of consumers, one of which is by giving a good impression/image in terms of products and services. PT PLN (Persero) UP3 Makassar Utara is one of the state-owned companies that provides services to prospective customers and the public related to the sale of the only electricity in Indonesia. The increase in electricity demand is soaring high and fast, especially the need for industry, and accompanied by the standard level of community satisfaction, it is to be even higher due to the increasing income of advanced and modern society (Löfqvist, 2020).

PT PLN (Persero) provides the service section every customer needs to carry out its activities. If the service meets customer demand, the customer will feel satisfied; if the service is below the expected level, the customer will feel less/dissatisfied. Customers who are dissatisfied with the quality/service provided, by themselves will tell others as a complaint for their dissatisfaction. The need for electricity services in Indonesia shows an increase yearly. The increase in the need for electricity services has a positive impact on supporting the distribution of the potential of PT PLN (Persero).

As we know, PLN stands for State Electricity Company. PLN is a state-owned company that handles all aspects of electricity in Indonesia, especially in service issues. Each branch oversees a certain area as a working area. With a large working area, it is demanded that all lines of service and goods activities must still lead to customer satisfaction or in other words, the community. One of the basic needs of society is electricity. Because it is a supporting force in carrying out its activities. Without electricity, human activities will stop because almost all the facilities and infrastructure used by humans to fulfill their needs and carry out their daily routines use electricity (Mercedes & Siregar, 2023). Many electricity consumers do not know that maintaining the electricity meter in their homes is their responsibility. It could be that the meter in your house has been tampered with by people who have lived before. This often happens when house renters steal electricity by tampering with the electricity meter. Ultimately, the person who has to pay P2TL fines is the person who lived after him or even the original homeowner.

There are problems and complaints from people in every region, rural and urban areas whose bills are uncertain every month, and many complaints about electricity bills in rented/boarding houses. PT PLN (Persero) makes innovations or solutions to the problems experienced by customers. Thus, this study will determine the application of Philip Lesly's strategy and communication of supporting and inhibiting factors in the socialization of PT PLN (Persero) UP3 Makassar Utara's "lawan nyantol" program.

## LITERATURE REVIEW

### Definition of Communication

Communication comes from the Latin *communis* which means building togetherness between two or more people. Communication also comes from the root word *communicon* which means to share. Communication is one of the human activities that everyone recognizes but very few can define it satisfactorily. Communication is a process of statements between humans about their thoughts and feelings. If applied correctly with the right ethics, expressing these thoughts and feelings will prevent and avoid personal, group, tribal, and even national conflicts, to maintain national unity and integrity (Purwati et al., 2019).

In subsequent developments, the delivery of the contents of the fund's thoughts or feelings by someone in communication terms is called "communicator", and the contents of thoughts or feelings conveyed are expressed as "messages". In contrast, those who receive messages are called "communicants". The main elements of communication are a communicator or source, a message or information to convey, media storage and delivery materials, message recipients or communicants, and effects (Yusuf, 2013).

### **Definition of Communication Strategy**

The word strategy comes from Classical Greek, namely "Stratos, which means soldier and the word "again", which means to lead. Thus, the intended strategy is to lead the army. Then the word strategos appeared which means army leader at the top level. According to Clausewitz (Cangara, 2013), the success of effective communication activities is largely determined by the development of communication strategies. On the other hand, if there is no good communication strategy, the effect of the communication process (especially mass media communication) cannot possibly cause negative influence (Nurmanov, 2015). The communication process can be examined using communication models in communication activities that are ongoing or have completed the process. A communication model review is used to assess the success of the communication process (especially the effects of the communication process). Several experts provide definitions of communication strategies, which until now continue to experience the development of these experts, including Onong Uchyaba (Suryadi Edi, 2018).

Strategy selection is a crucial step that requires careful handling in communication planning. If one strategy is wrong, the results can be fatal, especially losses in time, material and energy. Therefore, strategy is also a secret that planning must hide (Hafied Cangara, 2017).

### **Communication planning Strategy**

Strategic communication planning refers to communication policies that set alternatives for achieving long-term goals and is the basic framework for short-term operational planning. Strategic planning is realized with targets that can be quantified with systematic approaches to achieving goals according to communication policies (Hancock, 1981).

Strategic communication planning can be seen in elaborating the vision, mission and goals for organisations or institutions. Therefore, strategic communication planning at the level of national policy (national policy) can be classified as long-term communication planning. In everyday practice, strategic planning is often abbreviated as Strategic Plan.

Strategic Planning is the process by which an organization determines its strategy or direction and allocates its resources (including capital and human resources) to achieve a goal (Bryson et al., 2018). Wikipedia's (2012) definition is almost similar to the view of Kerzner (2001) which states that Strategic planning is a management tool used to manage conditions in the future so that the strategic plan becomes a guide that can be used by the organization from the current condition to work towards the next 5 to 1 year.

### **Communication Strategy in Socializing the "Lawan nyantol" program**

The rise of conflicts between the community and the company (PLN) indicates that there is something wrong or not a "match" in the communication that has been established between the two parties. At the same time, communication is the initial key to success in investment, programs, socialization and interaction.

PLN with the surrounding community. It should be noted that communication is not only a process of delivering and receiving information but also has a role and function as a process of building relationships between PLN and the community. Furthermore, communication plays a role in developing partnerships and trust. Effective communication involves a two-way flow of information, an appropriate response, the absence of noise (interference), reaching the desired target, and a pleasing effect (Monroy et al., 2018).

In this case, it is necessary to pay attention to aspects of effective communication, namely clarity, content and context (Gadiraju et al., 2017). First, the clarity aspect, the information, language, and messages conveyed should be clear. So here the principle of openness is needed. The problem is that sometimes companies do not want to openly explain their programs to the public.

Second is the content aspect. Naturally, not all programs brought by the company (PLN) are by the will, so the process for drafting rules, strategic plans and company programs should be able to absorb the aspirations of the community, so that the sustainability of economic cycles, ecosystems, as well as production can still be maintained. This is something that is rarely done by the company (PLN). Consultation forums, discussions, meetings and aspiration-sharing forums are usually conducted after a problem, meaning that this forum is a corrective action, not a preventive action.

The third aspect is context. Related to language, information or media delivery of information should be adapted to the situation and conditions of the surrounding community. Programs whose content may be clear, but when they do not see the context of the up-to-date problems, this will again trigger misperceptions, ultimately leading to conflict between the two parties. The company often does this. The "language" of management that is straightforward, clear and firm should differ from the language used in dealing with the public, which must be more subtle and polite but still transparent. Relating to society requires being more subtle and polite but still transparent.

### **Forms of Communication Strategy**

Today, the form of communication a person applies will be influenced by the goals he wants to achieve, so communication will be related to communication designs. Communication design is formulated from the level of ideas to working papers and practices in the form of individual behavior to produce communication effects. Then in the process of utilizing a number of media and technology, it can be said that the phenomenon produces a form of communication (Nurudin, 2016).

## **RESEARCH METHOD**

The research used in this study is a qualitative research method. Qualitative research methods investigate objects that cannot be measured with numbers or other exact measurements. Qualitative research can also be interpreted as research that is descriptive and tends to use analysis with an inductive approach. In qualitative research, data collection is carried out in natural settings (natural conditions), and primary data sources and data collection techniques are more on participant observation, in-depth interviews, and documentation.

This research aims to study communication strategies and barriers to socializing in the Lawan Nyantol program of PT PLN (PERSERO) UP3 Makassar Utara. The research time they lasted for one month, namely in March-April 2019. The research location is Jln. Ahmad Yani.

The informant (source) of this research is someone who has a lot of information (data) about the object being studied and asked for information about the object of research. The selection of informants was carried out using a purposive sampling technique. Purposive sampling is a non-probability sampling technique where the researcher selects only those subjects that satisfy the objectives of the study based on the researcher's conviction. It is a sampling technique where the researcher relies on his discretion to choose participants from the study population (Obilor, 2023).

In this study, primary and secondary data collection techniques were carried out. This study's primary data was obtained by conducting direct interviews with informants to obtain more in-depth information about the research problem. In this research, secondary data is obtained through a literature review by collecting data or literature related to this research.

To analyze the data of this study, data analysis of the interactive model of Miles and Huberman, in Denzim and Lincoln, will be used, namely four processes take place interactively, namely: data collection, data reduction, data presentation, and conclusion.

## RESULT AND DISCUSSION

### Result

#### **a. Implementation of Philip Lesly's Communication Planning Model on the Socialization of the "Lawan Nyantol" Program by PT.PLN (PERSERO) UP3 Makassar Utara**

The communication process can be examined using communication models in communication activities that are ongoing or have completed the process. To assess the success of the communication process (especially the effects of the communication process), a communication model review is used (Suryadi Edi, 2018).

Communication strategy is a way to organise the implementation of the process from planning and implementation to evaluation. To achieve these goals, the strategy does not function as a road map that only shows the way but must be able to show the operational techniques.

Based on the results of interviews with sources, the strategy used by PT PLN (PERSERO) in implementing its programs, namely the Lawan Nyantol program, namely through print media, social media, approaches through socialization in schools, and distribution of brochures to the community.

#### **b. Supporting and inhibiting factors for Philip Lesly's Communication Planning Model in Socializing the "Lawan Nyantol" Program of PT PLN (PERSERO) UP3 Makassar Utara.**

##### **a. Supporting factors in the Lawan Nyantol program**

Supporting factors in the Lawan Nyantol socialization program are the ease of cooperation with the village, sub-district, and school to carry out socialization activities. Controlling the use of electricity. In addition to socialization, PLN also carries out actions to control the use of electricity (P2TL) to provide a deterrent effect to people who use electricity not according to PLN standards. With the support of various elements, the Lawan Nyantol socialization program can be carried out well and run smoothly and precisely.



## b. Inhibiting factors in the Lawan Nyantol program

Not all communication activities, especially program activities, run smoothly and without obstacles. There are several obstacles in the implementation of the Lawan Nyantol program. In researching Communication Strategies in the Socialization of the "Lawan Nyantol" Program by PT. PLN (PERSERO) UP3 North Makassar, researchers used basic theories to conduct research including Philip Lesly's theory. Philip Lesly's theory consists of various elements, including Organization and Public (Cangara, 2013).

Activity management organizations can be in the form of government agencies, private companies, or social organizations. Organizations or institutions like this require specialist staff who can handle communication problems, whether for imaging, marketing or collaborative activities with other stakeholders. The steps that must be taken in the organisational component are analysis and research, policy formulation, planning, implementation, and Program and Communication Activities. Analysis and research are carried out as a first step to diagnose or discover the problems being faced, and then formulate policies that include the strategies that will be used. At the implementation planning stage, the resources that will be mobilized have been determined, including personnel, funds and facilities. In contrast, at the communication activity stage, the actions that must be taken are the actions that must be taken, namely creating and disseminating information either through mass media or through other communication channels (traditional group, new media, focus group, public).

The right communication strategy from PT. PLN (PERSERO) can easily socialize the program against Nyantol with the people of Makassar if it is implemented optimally and continuously. Therefore, PLN UP3 North Makassar region must strive for an effective, efficient communication strategy accompanied by a conducive atmosphere so that it can be easily understood by the public so this program can run well and by what is desired by all parties concerned.

Overall, from the interviews with several customers, the author concludes that most customers obtained information about the "Lawan Nyantol" program directly from PLN, and according to them, the program is very good; in its use, customers can maintain order in using electricity by PT PLN regulations. itself, so that many people are aware and help PT. PLN tackle electricity theft. The public will receive rewards from the company for the information provided to PT PLN, and the company will not experience losses due to electricity theft.

## Discussion

Communication strategy is a way to organize the implementation of the process from planning and implementation to evaluation. To achieve these goals, the strategy does not function as a road map that only shows the way but must be able to show the operational techniques. Communication planning is impossible without linking with communication policy. Because communication policy is a long-term strategic plan that must be translated into operational planning. Communication strategies are tips or tactics used in implementing communication planning. Socialization is carried out by PT PLN (PERSERO) UP3 Makassar so that the policy can be accepted and bring changes to a better life and provide benefits not only for the company but also for its external public PLN UP3 Makassar Region has a function to socialize company policies to its public, namely the Lawan Nyantool program, especially in the Makassar City customer environment. In carrying out its functions, the Communication Strategy of PT PLN (Persero) UP3 Makassar must have the right strategy so that the targets set by the company can be achieved optimally.

PT PLN to provide the best service to customers and overcome problems faced by PLN and customers when using electricity. The problems experienced by PLN are electricity payments that do not match the bills by customers which lead to disconnection of electricity. This, of course, resulted in PLN suffering losses. Meanwhile, customers also feel complaints. Complaints about postpaid electricity services include meter reading errors, bill payments that do not match usage, late charges and errors in electricity disconnection. Therefore, PLN's policy to socialize the Nyantol opponent program must be socialized to customers. In addition to minimizing the problems, it can help customers save electricity because they use it per PT PLN's rules with their needs and desires and do not endanger others.

PT PLN (Persero) UP3 Makassar Utara requires a strategy that must be carried out so that the socialization of the Lawan Nyantol program can run smoothly. The company's goals and objectives that PT PLN will achieve through strategies in socializing Lawan Nyantol are customers knowing information about the dangers of using electricity that does not follow procedures from PT PLN.

There are three strategies implemented by PLN UP3 Makassar Utara to achieve the company's goals and objectives. The first strategy is to take a persuasive and educative approach. Using face-to-face or in-person media, the socialization of Nyantol opponents through persuasive and educational approaches is carried out by PLN UP3 Makassar Utara. The material provided to customers through the first persuasive and educational approach outlines PLN's business and service procedures. This material is broken down into several explanation points, such as the flow of PLN's business processes, service procedures for new installations and changing power, and the cost of connecting electricity. PLN UP3 North Makassar Region explains the dangers and benefits of using electricity properly and correctly.

PT PLN's target through this persuasive and educative approach is the area of UP3 North Makassar, Daya, Maros, Pangkep and vertical agencies. Socialization activities are done through persuasion and educative approaches because the area is included in the UP3 North Makassar working area. Therefore, PT PLN UP3 Makassar Utara is directly involved in conducting socialization activities against Nyantol so that it can involve the emotions of its audience to build an influence, education, introduction, understanding or understanding.

This strategy, through persuasive and educative approaches, is a very appropriate to provide customers with a direct understanding of the opponent, Nyantol.

Second, PLN socializes the opponents of nyantol by installing banners and posters in the PLN office environment and distributing brochures. Installing banners and posters in the PLN office environment aims to make customers who come to the PLN office aware of the latest innovations or services from PLN, namely Lawan Nyantol. The banners and posters contain information about the benefits customers will feel when using electricity according to the rules and the dangers of electricity theft.

Related to the communication strategy activities of PT PLN (Persero), the relationship fostered with the public outside the company is an absolute must. Because the company cannot stand alone without cooperating with other companies. Therefore, the company must create a harmonious relationship with the public and society.

One is by communicating with the external public in an informative and persuasive manner. The information conveyed should be honest, thorough and perfect based on facts. Persuasively, communication can be carried out to arouse the communicant's (public's attention so that a sense of interest arises.

This external activity is expected to create closeness and trust between the company and the external public. That way, a harmonious relationship will be created between the organization/company and its external public, so that it can create a good image of the company in the eyes of its public. External communication activities of PLN (Persero) North Makassar UP3 Region, namely:

### 1. Publicity

- a. Publicity carried out by PLN is all forms of information, statements, explanations, responses, and data about the company that is important to know the public through media communication channels, so that messages can be received by the target public at the right time, for example making press releases and to make it easier for the media to confirm the press release, always include the name or contact person, telephone number of the authorized public relations officer.
- b. Advertorial, providing corporate information packaged as news advertisements in print media. They are designed with attractive photos and titles to look like news at a glance. Advertorials contain policies, activities, tips, and products by mentioning the brand or name of the agency and usually contain one full page.
- c. Responding to readers' letters, response letters from General Managers or Deputy Managers and sent to the editor of magazines and newspapers to respond to or correct readers' letters or news published previously in the print media.
- d. Free Publishing (Free Magazine) A newspaper or magazine published by the organization and distributed free to readers. The contents review topics such as lifestyle, new programs/products and promotional activities, for example, the Customer smart book.

### 2. Advertising

The media used by the public relations of PLN (Persero) North Makassar UP3 Region are:

- a. Local print mass media (newspapers): There are several print mass media used in posting PLN public service advertisements, namely: Fajar newspaper, East Tribune, Ujung Pandang Express, Rakyat Sulsel, Media Indonesia, Bisnis Indonesia, Sindo and Tempo.
- b. Other print media referred to as outdoor media, namely Banners
- c. The bottom line media used is a pictorial brochure to facilitate the delivery of its message.
- d. Radio Media: The Makassar city radio is used by PLN to deliver its messages to customers, such as Gamasi and Smart FM.

### 3. Propaganda

Assistant Analyst Marketing and Customer Service explained the propaganda by PLN (Persero) UP3 Makassar Utara.

"Regarding the correct use of electricity, paying electricity on time. In PLN there is no longer a cashier, so our propaganda to the public is not to make transactions in the form of money at the PLN office because it is provided at the Bank. And also propagate to the public not to give money to people who claim to be from PLN, aka Calo."



PT PLN (Persero) North Makassar UP3 Region, actively cooperates with several internal and external media. To form an evaluation of PLN, daily web clippings are provided in daily print media to improve service products to all customers.

## CONCLUSION

Based on the results of research and discussion, it can be concluded that the Implementation of Philip Lesly's Communication Planning Model in the Socialization of the "Lawan Nyantol" program by PT PLN (PERSERO) UP3 Makassar Utara has implemented a Communication planning model in socialization using Philip Lesly as a theoretical basis. The strategy PT PLN (PERSERO) used in implementing its programs, namely the Lawan Nyantol program, namely through print media, social media, approaches through socialization in schools, and distribution of brochures to the public. The most appropriate strategy is to go directly to the field to meet with the community and socialize with the program. Supporting factors for PT PLN (PERSERO) UP3 Makassar Utara is the ease of cooperation with urban villages, sub-districts, and schools to carry out socialization activities. And good cooperation with print media (press) and social media. Relations with the media are carried out by publicizing the "Lawan Nyantol" program. Meanwhile, the inhibiting factors in running the "Lawan Nyantol" program to the community are the lack of understanding of the community and not being open to information and the lack of curiosity about the benefits of using electricity not according to the rules (theft).

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