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Patterns of Sharing Information on Mutual Cooperation between Abandoned Land Management in Rural Areas

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Abstract: *Mutual cooperation (gotong royong) is a social practice that persists in rural communities and plays a crucial role in maintaining solidarity and managing shared interests. The success of communal mutual cooperation activities is inseparable from the communication process, particularly in conveying information to community members. This study aims to examine the patterns of information delivery in communal mutual cooperation activities related to the management of previously abandoned land in rural areas. This research used a descriptive qualitative approach, collecting data through observation and interviews with community leaders and community members. The results indicate that information is delivered through a combination of oral communication, community meetings, informal communication, and the use of simple digital communication media such as WhatsApp groups. Community leaders play a central role as primary communicators, conveying information with a familial and persuasive approach using regional and traditional languages. This information delivery pattern fosters better understanding and increases community member participation in communal mutual cooperation activities. This research demonstrates that communication based on local wisdom plays a crucial role in encouraging community participation and supporting social change at the rural community level.*

Keywords: *Social Communication, Mutual Cooperation, Communal Leaders, Rural Communities, Social Change*

INTRODUCTION

Communication is a fundamental element in social life, particularly in rural communities where collective values, kinship ties, and local wisdom remain strongly embedded. In traditional societies, communication functions not only as a medium for information exchange but also as a mechanism for building mutual understanding, strengthening social

cohesion, and facilitating collective decision-making (Mulyana, 2014; Littlejohn & Foss, 2011). Within this context, clan-based mutual cooperation represents an important social practice that sustains community solidarity and supports the management of shared community resources.

Previous studies have emphasized the role of communication in encouraging

community participation and social change, particularly through interpersonal communication and the influence of community leaders. Rogers (2003) highlights that trusted community figures play a crucial role in shaping attitudes and behaviors during processes of social change. Effendy (2009) also argues that effective information delivery depends on the suitability of the communicator, message, and communication channel. In rural settings, culturally appropriate communication and the use of local language have been shown to enhance message acceptance and strengthen community engagement (Mulyana, 2014).

Alongside detraditional communication practices, recent studies note the growing use of simple digital media as a complementary tool in community communication processes. McQuail (2010) explains that although digital media can support information dissemination, it does not necessarily replace face-to-face communication, particularly in communities with limited access to technology. Consequently, communication patterns in rural areas often combine traditional oral communication with basic digital media.

However, existing studies tend to focus primarily on participation outcomes or leadership roles, while providing limited attention to how information is

systematically delivered within customary clan structures. In addition, there is a lack of research that specifically examines the integration of oral communication, informal interactions, and simple digital media in the context of managing idle clan-owned land. As a result, the patterns of information delivery that contribute to effective clan-based mutual cooperation in rural communities remain underexplored.

Addressing this gap is important because information delivery plays a decisive role in shaping understanding, acceptance, and willingness to participate in collective activities. Analyzing information delivery patterns within clan mutual cooperation activities can provide deeper insights into how communication rooted in local wisdom supports community participation and social change.

Therefore, this study aims to examine the patterns of information delivery in clan mutual cooperation activities for managing idle land in rural areas. Specifically, this study focuses on the role of clan leaders as communicators, the communication channels employed, the use of language and cultural approaches, and the contribution of these communication patterns to community participation and social change. This study is expected to contribute to social communication studies by providing

empirical insights into communication practices within customary rural communities.

METHOD

This study employed a descriptive qualitative approach to examine patterns of information delivery in clan mutual cooperation activities for managing idle land in rural areas. A qualitative approach was selected because this research focuses on communication processes, meanings, and social interactions experienced by clan members in their natural setting. This approach allows an in-depth understanding of how information is conveyed, interpreted, and responded to within customary rural communities.

The research was conducted in a rural community where clan-based mutual cooperation remains an active social practice. The research participants consisted of three informants: one clan leader and two clan members. Informants were selected using purposive sampling, based on their direct involvement and knowledge of mutual cooperation activities. The clan leader was chosen due to their central role in conveying information and coordinating collective activities, while clan members were included to capture perspectives from information recipients.

Data were collected through direct observation and semi-structured interviews.

Observation was carried out to examine communication practices during mutual cooperation activities, including communication channels, language use, and interaction patterns among participants. Semi-structured interviews were conducted to obtain in-depth information regarding how information was delivered, the role of clan leaders, and the responses of clan members to the communication process. Interviews were conducted face-to-face and, when necessary, through WhatsApp, depending on the availability and convenience of informants.

Data analysis was conducted using descriptive qualitative techniques. The analysis involved three main stages: data reduction, data display, and conclusion drawing. Data from observations and interviews were systematically organized and categorized according to the research focus. The findings were then presented in narrative form to illustrate patterns of information delivery and their implications for community participation. To ensure data credibility, source triangulation was applied by comparing information obtained from the clan leader, clan members, and observational data. This process helped to enhance the validity and trustworthiness of the research findings.

RESULT AND DISCUSSION

Information Delivery Patterns in

Community Gotong Royong Activities

Based on observations and interviews, information delivery patterns in community gotong royong activities involve a combination of verbal communication, group communication, and simple digital media-based communication. Information regarding the implementation of gotong royong is generally conveyed in advance in community meetings involving community leaders and community members. During these meetings, the purpose of the activity, the implementation time, and the type of work to be carried out are explained.

In addition to meetings, information is also reinforced through informal direct communication when community leaders meet with community members during their daily activities. This pattern indicates that information delivery is not a one-time event, but rather a repeated process to ensure that the message is received by all community members. This finding aligns with (Effendy's, 2009) view that message repetition is an important strategy in social communication to make messages easier to understand and remember.

With technological advancements, information is also delivered through WhatsApp groups as a means of

reminders. However, this medium is used as a complement, not a substitute for verbal communication. This is due to limited access to devices among community members, so not all members can receive information via digital media. Thus, the information delivery pattern in communal mutual cooperation activities is hybrid, combining traditional and technology-based communication.

The Role of Community Leaders in Information Delivery

The research results show that community leaders, particularly community leaders, play a central role in the process of conveying information in communal cooperation. Community leaders serve as the primary communicators, conveying information and coordinating the involvement of community members. Information conveyed by community leaders carries strong social legitimacy due to their position and authority within the customary structure.

Interviews with community leaders indicate that information is delivered by taking into account the circumstances and conditions of community members. Community leaders convey information not only formally in meetings but also informally when meeting with community members. This approach strengthens social

relationships and facilitates the acceptance of messages. These findings support the opinion leader theory proposed by (Rogers, 2003), which states that respected leaders have a significant influence in shaping community attitudes and behavior.

The role of community leaders is not limited to conveying messages but also contributes to shaping the meaning of communal cooperation activities themselves. Through subtle and persuasive communication, community leaders instill values of togetherness and collective responsibility for community land. Thus, the communication is not instructive, but rather participatory.

Language and Communication

Approach in Information Delivery

Observations and interviews indicate that the language used to convey information about mutual cooperation is a regional language mixed with Indonesian, with occasional use of traditional language. This use of language makes the message easier to understand and accept by community members. The language used reflects the emotional closeness between community leaders and community members.

The communication approach used is familial and persuasive. Community leaders convey invitations by emphasizing the value of togetherness, rather than

commands or coercion. Community members stated that the non-coercive delivery method makes them feel valued and encouraged to participate voluntarily. This finding aligns with (Mulyana's, 2014) perspective, which emphasizes the importance of appropriate language and communication approach to the cultural context of the recipient.

This persuasive approach also contributes to building community members' moral awareness. Some members stated that they felt "uncomfortable" if they were not present after information had been conveyed effectively. This demonstrates that communication influences not only understanding but also the attitudes and social behavior of community members.

Community Members' Responses and Participation in Gotong Royong Activities

Community members' responses to the dissemination of information about the community's mutual cooperation program were generally positive. Observations showed that most community members attended and actively participated in the activities. The presence of community members reflected that the information conveyed was well-received and understood.

Interviews with community members revealed that the clarity of the information and the timing of the information, which was provided several days before the activity, allowed them to prepare. Furthermore, a sense of shared responsibility for the community's land was a key motivating factor for participation. These findings demonstrate that effective communication can increase community participation. As stated by Ife and (Tesoriero, 2008), community participation is greatly influenced by inclusive and contextual communication processes.

However, this study also found obstacles in conveying information, particularly for community members who lacked mobile devices or were unable to attend meetings. This situation resulted in some members not receiving information optimally. This finding indicates that although digital media is beginning to be utilized, face-to-face communication remains the most effective primary means in rural communities.

Information Delivery Patterns and the Process of Social Change

The management of previously neglected community land through mutual cooperation activities can be understood as a form of social change at the community level. This change is not only evident in

the physical aspects of the land that is being managed, but also in the increased awareness and participation of community members. This process of change occurs through ongoing communication between community leaders and community members.

Information delivery patterns that prioritize a family-like approach, the use of local languages, and the repetition of messages have been proven to encourage community involvement. This aligns with Rogers' (2003) theory of innovation diffusion, which states that interpersonal communication plays a crucial role in fostering acceptance and participation in social change. Thus, communication in community mutual cooperation activities serves not only as a coordination tool but also as a social mechanism that encourages behavioral change and strengthens community solidarity.

CONCLUSION

This study concludes that the success of clan mutual cooperation activities in managing idle land in rural areas is strongly influenced by the patterns of information delivery applied within the community. Information is not conveyed through a single channel, but through a combination of oral communication, formal clan meetings, informal interpersonal interactions, and the limited

use of simple digital media. This layered communication pattern enables information to reach clan members more effectively despite constraints related to technology access.

The findings also indicate that clan leaders play a central role as key communicators in the information delivery process. Their social authority, credibility, and closeness to clan members allow information to be conveyed in a persuasive and culturally appropriate manner. The use of local language, customary expressions, and a familial communication approach enhances message acceptance and fosters a sense of collective responsibility among clan members. These communication practices contribute to higher levels of participation and strengthen mutual cooperation as a sustainable social practice within rural communities.

From an academic perspective, this study contributes to social communication research by highlighting the importance of information delivery patterns within customary clan structures, an area that has received limited attention in previous studies. The findings demonstrate that communication rooted in local wisdom and supported by trusted community figures can facilitate community participation and support social change at the grassroots level.

Based on these conclusions, this study recommends that community leaders and local institutions strengthen culturally sensitive communication practices when organizing collective activities. Future research is encouraged to involve a wider range of informants and explore comparative settings to further examine communication patterns in different rural or customary communities. Such studies may also consider the role of emerging digital communication tools in supporting traditional communication practices without undermining local values.

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