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DISSEMINATION OF INFORMATION AND SOURCES OF LITERACY IN ADOPTING LOCAL VALUES ON GOVERNMENT ADMINISTRATION

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ABSTRACT

The wisdom value that is absorbed from the local culture which was made as a foundation by the individual in the community behaves. The value of this local wisdom can also be adopted by the government in managing its government to regulate people's behavior in society. Like what was done by the government of Bandung Regency, West Java, Indonesia, while adopting the *Sabilulungan* spirit which was the value of Sundanese culture. The effort to disseminate information is done as an effort to implement the concepts and values of *Sabilulungan* by the Bandung Regency Government, one of which is done through the dissemination of information using social media and websites from the Government of Bandung Regency. *Sabilulungan* is defined as working together. This study is intended to examine information dissemination and the adoption of *Sabilulungan* values in the administration of government in Bandung Regency which are considered to have certain results. The method used is the case study through data collection techniques: interview, observation, and study of literature. The results obtained are the results obtained are Bandung Regency Government has disseminated information through social media and the Bandung Regency Government website to optimize the implementation of *Sabilulungan* values and concepts by integrating various programs and using *Sabilulungan's* unique greetings in providing information to the public. *Sabilulungan* is divided into sections containing the value of the effort and results. The value of the effort absorbed into the vision and mission of the government and the results proved it into several awards obtained by the government since the value of *Sabilulungan* is used as the basis for the administration of the government.

Keyword: dissemination of information, adoption, local value, government, administration

INTRODUCTION

Indonesia is a nation rich in cultural values. There are many cultural values that are embraced by the people of Indonesia to be adopted in the present context, including in the context of the administration of government and public services at present. One of the areas that seek to adopt the values of the local wisdom is a Bandung Regency, through the idea that was conceived by Dadang Mochamad Naser as the elected Regent in the period 2010-2015 and 2015-present. As for the value of local wisdom adopted is

Sabilulungan. *Sabilulungan* is the value of local wisdom that comes from the Sundanese language which is the language of the local community of ethnically Sundanese.

Quotations of *Sabilulungan* song lyrics created by Koko Koswara or known by the nickname Mang Koko became the inspiration for Dadang Mochammad Naser to use the term *Sabilulungan* as a slogan during the election campaign of the Bandung Regency West Java, Indonesia, on either the first or second period, then beginning in 2010, *Sabilulungan* serve as the motto in the wheels of Government in Bandung Regency. In an effort to implement the lofty life values Sundanese as a foothold in realizing public services in Bandung Regency towards the better.

One way to disseminate information in order to support the efforts to implement the Bandung Regency Government *Sabilulungan* concept is by using the official website and social media accounts of the Bandung Regency Government. In the process of disseminating information, appropriate media needs to be chosen that is suitable for the needs and activities of information dissemination (Pratama, Sinaga, & Radiah, 2012). The use of the Internet primarily becomes an effective medium for disseminating information. As conducted by the Ministry of Communications and Information, which uses the Internet as an integrated media by means of disseminating public information (Rumata, 2017).

Based on the results of the Eurocom Worldwide Survey, 62% of companies which have blogs, have the aim of increasing company interacts with the public and 49% of them to support corporate identity (Widayanti, 2015). The results of this study indicate the existence of integrated use of Internet media to deliver information about the identity of institutions to the public and increase interaction between institutions and the public. The use of the internet in disseminating information can be carried out effectively by taking into account the characteristics of the Internet to reach the wider public so that it can optimize the implementation of *Sabilulungan* concepts and values

The era of autonomy in the region accompanied by the growing rise of globalization begets opportunity while the threat in public life. Globalization has increased the competition not just between countries in an international system, but also between regions in the national scale. Globalization can bring improvements to local governments an efficient and sufficiently competitive in national and international competition. However, it can be a risk if the local government and its people are not able to move and compete. Injustice in the economic, education, social marginalization and exploitation is the threats that could be a time bomb. These challenges will be increasingly severe if the bureaucracy of Government in Indonesia is difficult “reform” themselves. The stereotype that has been attached to institutions of Government in Indonesia, in General, is: slow, unresponsive and low performance is because of the tight rules of bureaucracy and low government officials work culture during this time.

The stereotypes presence about Regional Government needs to be removed little by little in order to be able to carry out the objectives of regional autonomy, namely improving people's welfare as the main orientation by taking into account the interests and aspirations in the community. Regional autonomy is not only limited to government policy but can be applied in a broader sense that also applies to national life. It is hoped that regional autonomy can increase public aspirations and participation (Risal, 2016).

As seen in research on the organizational culture of local government (local government) in the autonomous region. The results show that the culture of the Organization of the regional culture is a type hierarchy which is inseparable from the regulations, policies, laws and government agencies control (Pramudhietha, 2017), and implementation of e-Governance demands the existence of a culture change of working apparatus (Kurniawansyah, 2018).

Organizational culture will form the attitudes and behavior of employees (Kausar, 2013). Organizational culture becomes a common reference among humans in interacting in organizations. People who are members of an organization will bring the values and believe they have been taught. In developing organizational culture, in addition to being in accordance with the values of the community, it must also be in accordance with the challenges and needs of the organization and must be interpreted together by all members and stakeholders in the organization. For this reason, the value of local wisdom should be applied to optimize the function of regional autonomy through the government system. There is a need to increase public participation in carrying out government functions by optimizing the performance of the government apparatus. The government as an institution plays an important role as a channel of information for the public regarding the policies taken by the government. So it is necessary to do innovation so that the implementation of the Government can be effective and efficient through the improvement of the bureaucracy that is part of the Government's information system.

Bureaucratic reform is no longer just the demands of all the elements of the society that expects that the bureaucracy and the apparatus can be higher quality. Both in ministries/institutions of the Central Government, nor the Government of the province and the region. Successful implementation of the reform of the bureaucracy is not located on the procedures or reports only, but how the community served can feel the impact of the better changes.

In addition, a rational bureaucratic system can also serve the needs of the community including information needs, both information about policies or information relating to society in general. By carrying out maximum bureaucracy, there is no more confusing information to the public, and there is no presumption of impartiality in the process of governance. If local government organizations can be arranged by considering and implementing an organizational culture in accordance with the implementation of governance in the region, then there is really no need for regional governments that are not able to function and at the same time fulfill the demands of the people who demand government services as expected (Kausar, 2013).

Developments currently require that an organization is more dynamic government organizations, including, to adapt to the demands of the current conditions. Change of organizational culture in government agencies is included as one of the targets of bureaucratic reform, namely to achieve a change of mindset and work culture (culture set).

As stated in the Ministerial Regulation of Minister of Empowerment of State Apparatus and Bureaucracy Reform (PANRB) Number 39 of 2012, concerning Guidelines for Development of Work Culture, that guidelines for developing a work culture are used for Ministries / Institutions and Regional Governments. One of them is to help the development of the work culture in the implementation of the reform of the bureaucracy. On the attachment document of the Ministerial Regulation of Minister of PANRB explains that the work culture can be understood as an entanglement of elements

of importance in an organization that is run by the employees. The work culture is not a stand-alone element, one of the elements is organizational culture. The attachment document of the Ministerial Regulation of Minister of PANRB also explained that the organizational culture is a system of shared values within an organization which became a reference for how employees perform activities to achieve objectives or goals of the organization. This is usually expressed as a vision, mission, and objectives of the organization.

The attachment document of the Ministerial Regulation of Minister of PANRB further explains that in developing the culture of work, the first thing to do is to formulate the desired new values. The new values are values that are believed to be carrying the organization achieve its vision and completes its mission. The resource value can be extracted from the values that are contained in: the teaching of religion; Philosophical State; and developing good habits in the community/custom.

Therefore, Dadang Naser as the Regent initiative to adopt the values contained in *Sabilulungan* as the local wisdom of the Sundanese people in the administration of government in Bandung Regency. Various program activity governance is carried out based on *Sabilulungan* values. As a result, Bandung Regency won a number of awards from various parties over the conduct of the Government and the public service. Therefore, this paper aims to examine about adoption *Sabilulungan* values as local wisdom on Providence public services by the Government of Bandung Regency, West Java province, Indonesia.

METHOD

This research approach is a qualitative approach using a case study method. The qualitative approach by looking at the problem as a whole (holistic), connect each functional variables and understand nature. The problems highlighted in this study is about the value of *Sabilulungan* as the local wisdom of the Sundanese people adopted by government organizations in Bandung Regency in the leadership of Dadang Mochamad Naser as the Regent, in the administration of his government.

Research with case study methods is also carried out in a natural, holistic and in-depth. Naturally, this means that the data acquisition activities are undertaken in the context of a real-life (real-life events). Through the data collection techniques interviews, observation and study of literature. The data is obtained from the statements of the related parties and the main in organizing government activities through public service programs.

Observations on the formulation of the vision and mission of the Government in organizing a program for the people, conducted by the apparatus at the Bandung District with a variety of stakeholders as partners, as well as secondary data on the vision, mission and list of awards achieved by the Bandung Regency government during the leadership of Dadang Mochamad Naser. In order to obtain comprehensive information, researchers not only dig up information from the participants and the main informant through in-depth interviews, but also those around the subject of research, daily notes on the activities of the subject or track record of the subject.

RESULT AND DISCUSSION

Based on the results of data collection retrieved a number of linkages between local wisdom values contained in the song *Sabilulungan*, which is reflected in the vision, mission, and the implementation of the work program which culminated in the results to

Government seeks to inform the public of a *Sabilulungan* based program, namely the Bandung Regency Government Library *Sabilulungan*.

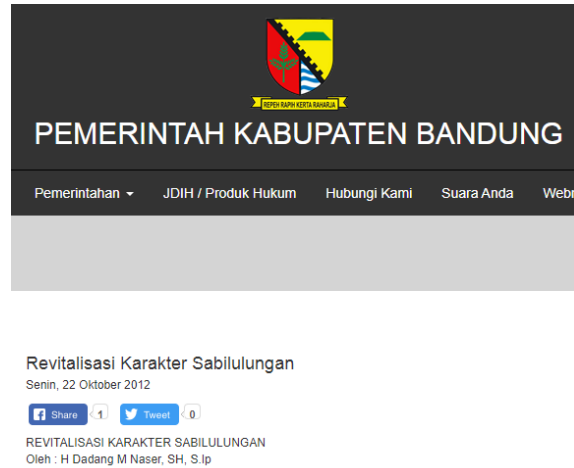


Fig. 3 Bandung Regency Government Official Website

Descriptions of the adaptation of the *Sabilulungan* concept were also conveyed through the official website of the Bandung Regency Government. On the website page, explains how the philosophy and adaptation of *Sabilulungan* values in various programs carried out by the Bandung District Government. This implementation is in accordance with the results of a survey conducted on several companies, namely the institution made efforts to disseminate information through the website to strengthen the identity of the institution (Widayanti, 2015).

The *Sabilulungan* term contains consentaneous meaning, that is mutual help originate from Sundanese. This meaning originated in a book called the Sundanese Dictionary–Indonesia (Sumantri, 1985), which was initiated by the Center for Language Development and Development, Ministry of Education and Culture, as an implementation of the Indonesian and Regional Language and Literature Development Project 1978/1979. In the dictionary, it is clear that *Sabilulungan* is an oral heritage derived from the native language of Sundanese and has strong roots in the local wisdom of Sundanese people in West Java.

In other languages, the term *Sabilulungan* is the crystallization of the Sundanese practical values, because it was excavated from local wisdom, local indigenous, and inherited from Sundanese society. Therefore, in the perspective of Jakob Sumarjo (Sumarjo & Karnamisastra, 1986), Sundanese culture is defined as the value system of Sundanese-speaking communities, which are collectively formulated through their language. Meanwhile, language contains the expression of thoughts, feelings, and actions of the people who created it. This means *Sabilulungan* is a value system of Sundanese society that embodies the typical thoughts, feelings, and actions with inherent roots of delay.

The emergence of the word *Sabilulungan* was not preceded by the word, but rooted in the tradition of the Sundanese people, resulting in an agreement that the tradition of mutual assistance and mutual assistance was later referred to as *Sabilulungan*. However, according to context, the word *Sabilulungan* underwent transformation due to

space, time, and the development of the times, so that *Sabilulungan* has a variety of meanings and intentions.

The section containing the meaning of effort contained in the first and third verses while the part that contains the meaning of the results contained in the second and third verses. As for the meaning of the effort are reflected in the vision and mission initiated by the Regency of Bandung in the administration of its government, while the meaning of the results, reflected in several awards obtained by the Bandung regency government during the leadership of the Regent Dadang Mochamad Naser, both during the first period and when reelected in elections regional head in the second period.

The adoption of local wisdom values in the lyric of the song *Sabilulungan* on the first and third verses, the interpretation of the meaning of the effort that must be made, and its relevance to the concepts carried out on the vision and mission of the Bandung Regency administration, can be seen in table 1.

Table 1 Adoption of *Sabilulungan* value as the meaning of efforts in the conceptualization of the Bandung Regency vision and mission

VALUE IN TEXT	EFFORTS MEANING	CONCEPTION IN BANDUNG REGENCY VISION MISSION
VERSE 1 <i>Sabilulungan, dasar gotong-royong</i> <i>Sabilulungan, sifat silih rojong</i> <i>Sabilulungan, genteng ulah potong</i> <i>Sabilulungan, persatuan tembong</i> <i>Sabilulungan</i> the basis of mutual assistance <i>Sabilulungan</i> mutually supportive nature <i>Sabilulungan</i> tiles do not break <i>Sabilulungan</i> visible unity	Cooperate	VISION: GOOD GOVERNMENT GOVERNANCE The implementation of Bandung Regency Government is carried out jointly between the Government, the Community and the Private Sector, and is responsible, by maintaining the the synergy of constructive interactions between the government, the private sector and the community.
	Mutual support	VISION: SYNERGY OF RURAL DEVELOPMENT comprehensive implementation of rural development and involving all stakeholders in various aspects of development
	Unite	MISSION: IMPROVE THE SECURITY AND REGULATION OF THE AREA improve regional security and order by minimizing threats to society through increasing understanding and participation of the community about national insights in maintaining security and order.
VERSE 3 <i>Sabilulungan hirup sauyunan</i>	Harmonious, mutual respect	VISION: RELIGIUS religious values, norms, spirit and rules that inspirit, color and guide all life activities, including the administration of government and the implementation of development, while upholding tolerance and harmony in religious life.

<i>Sabilulungan</i> <i>Silih pikaheman</i> <i>Sabilulungan</i> <i>Tulung</i> <i>Tinulungan</i> <i>Sabilulungan</i> <i>Kukuh persatuan</i>	Love each other	MISSION: OPTIMIZE THE QUANTITY AND QUALITY OF HEALTH SERVICES an increase in the quantity and quality of health services in order to lower the number of pain population through various efforts of empowerment and increased public awareness to maintain a clean lifestyle
<i>Sabilulungan</i> lives in harmony <i>Sabilulungan</i> loves each other	Help each other	MISSION: IMPROVING VILLAGE INDEPENDENCE create a synergistic village independence by increasing rural community empowerment, enhancing public participation in the development of the village, as well as improving the availability and quality of infrastructure in rural areas.
<i>Sabilulungan</i> helps each other <i>Sabilulungan</i> solid unity	Maintain unity	VISION: CULTURAL Sundanese cultural values become identity, which should continue to grow and develop along with the pace of development, as well as adhesive for harmony and social stability. The Sundanese culture development is carried out by the plurality of life while respecting the community proportionally.

The administration of government on a wide range of government institutions in a region will have a different government system with other regions. The administration of government will evolve in accordance with the situation and condition as well as the culture of the local community. Because, in an era of regional autonomy, the problem of centralization and decentralization are no longer seen as the layout of the power of the governance by state institutions because, in principle, the power of a nation should be put on people. Indonesia has a rich culture that is loaded with the value of local wisdom. The local culture is part of the national cultural wealth. Approximately 17.504 tribes spread in 35 provinces in Indonesia, hence there is a variety of cultural treasures that should be preserved as the values of local wisdom (Hidayat, Kuswarno, Zubair, & Hafiar, 2017). The local wisdom is the values informing the local community behavior, including the behavior of the community in participating in development, therefore, required an effort by way of combining local wisdom and advanced knowledge to combine intellectual capital for sustainable development (Bardy, Rubens, & Eberle, 2017).

The value of *Sabilulungan's* local wisdom can also be a support for the performance of public services primarily in providing information. One of the results of the study revealed that community civic skills can be developed through the value of local wisdom in an area by forming community attitudes to be in accordance with their obligations as citizens (Mukhtar, Utha, Sidu, & Lio, 2016). The concept can also be applied to professional task implementation by the Bandung Regency Government apparatus as citizens.

The results of this research can be a reference for how the value of local wisdom can be applied in the community elements and instill the value of professionalism of Bandung District Government employees who should carry out their duties in accordance with their obligations so that the value of *Sabilulungan* can optimize services in providing information to the public in Bandung Regency. The professionalism value of Bandung Regency Government employees also needs to be improved because there are survey results regarding the level of public satisfaction with public services by the Bandung Regency Government, which include six aspects of performance, namely

infrastructure, leadership, regulation, basic services, budget, and apparatus resources. Bandung Regency Government is not included in the category of five regions with the highest respondent satisfaction index, this means that there is still a lot of public dissatisfaction with public services in Bandung Regency Government. The culture of government organizations should show a professional work attitude, such as; Workers have the expertise or show quality work that meets certain professional standards. The size of the profession is seen from the process of completion and its responsibility towards the level of quality of results, including the provision of information to the public.

The term *Sabilulungan* as the Oral Tradition of the Sundanese Community needs to be maintained and optimized in the organizational culture of the Bandung Regency Government because besides supporting the performance of information services to the public, this term also contains the meaning that can be applied in various elements of public life, especially in providing information to the public or receiving aspirations public. Often there are differences in perception in carrying out the role of public institutions.

The use of the *Sabilulungan* acronym is considered appropriate to be the basis of public services because every fragment of the word can be the basis for communicating primarily in providing information to the public that prioritizes effective reciprocal relations. The *Sabilulungan* acronym can also be used as a basis for values in performing professional performance for the Bandung Regency government apparatus. The expansion of the meaning of the acronym "SA" in the word *Sabilulungan* which means "Patience" is followed by creative, active and innovative as well as hard work, smart work, and sincere work. These points show the innovation of adaptation of local wisdom values that can be applied to the administration of the Bandung Regency Government.

In the first part, *Sabilulungan* was adapted as social capital to drive the government. In this case, is the Bandung Regency government to improve welfare and turn disparities in society into reality. In addition, *Sabilulungan* was also adapted in the implementation of bureaucracy, where there are usually problems of coordination between institutions, between internal institutions and between sub-sections due to a strong central ego. So running the bureaucracy, the *Sabilulungan* principle can be used as a bridge so that there is no ego between divisions or divisions, there is a sense of holding hands in government and how to erode the weaknesses in the government. Bureaucracy in an institution, especially a government institution, is important because it has a very strategic role in the information system and in the process of community empowerment. By applying the value of *Sabilulungan*, the government can advance, prosper and be optimal in carrying out community welfare.

In the third verse of the song *Sabilulungan*, there is the meaning of efforts to maintain unity Conceptualized in the vision of the cultural form of Sundanese culture, values into identity, which should continue to grow and develop along with the pace of development, as well as being adhered for harmony and social stability. The development is carried out by the plurality of life while respecting the community proportionally to prevent conflict. This is reinforced by the statement that local wisdom can also be used in resolving vertical conflicts (Mukhtar et al., 2016), to the efforts to introduce and establish itself on the cultural values of the local community (Hidayat, Kuswarno, Zubair, & Hafiar, 2018).

Furthermore, there is the adoption of local wisdom values in the text of the song *Sabilulungan* which can be reviewed at the second and the fourth verse of the song *Sabilulungan*, the interpretation of the expected results, and their relevance to the award received as a reward for the results from Bandung Regency administration, can be seen in table 2.

Table 2 The adoption of the *Sabilulungan* value as the meaning of the results and evidence in the form of awards

VALUE IN TEXT	EFFORTS MEANING	CONCEPTION IN BANDUNG REGENCY VISION MISSION
<p>VERSE 1 <i>Sabilulungan,</i> <i>dasar gotong-royong</i> <i>Sabilulungan,</i> <i>sifat silih rojong</i> <i>Sabilulungan,</i> <i>genteng ulah potong</i> <i>Sabilulungan,</i> <i>persatuan tembong</i></p> <p><i>Sabilulungan</i> the basis of mutual assistance <i>Sabilulungan</i> mutually supportive nature <i>Sabilulungan</i> tiles do not break <i>Sabilulungan</i> visible unity</p>	Cooperate	<p>VISION: GOOD GOVERNMENT GOVERNANCE</p> <p>The implementation of Bandung Regency Government is carried out jointly between the Government, the Community and the Private Sector, and is responsible, by maintaining the the synergy of constructive interactions between the government, the private sector and the community.</p>
	Mutual support	<p>VISION: SYNERGY OF RURAL DEVELOPMENT</p> <p>comprehensive implementation of rural development and involving all stakeholders in various aspects of development</p>
	Unite	<p>MISSION: IMPROVE THE SECURITY AND REGULATION OF THE AREA</p> <p>improve regional security and order by minimizing threats to society through increasing understanding and participation of the community about national insights in maintaining security and order.</p>
<p>VERSE 3 <i>Sabilulungan hirup</i> <i>sauyunan</i> <i>Sabilulungan Silih</i> <i>pikaheman</i> <i>Sabilulungan Tulung</i> <i>Tinulungan</i> <i>Sabilulungan Kukuh</i> <i>persatuan</i></p> <p><i>Sabilulungan</i> lives in harmony <i>Sabilulungan</i> loves each other <i>Sabilulungan</i> helps each other <i>Sabilulungan</i> solid unity</p>	Harmonious, mutual respect	<p>VISION: RELIGIUS</p> <p>religious values, norms, spirit and rules that inspire, color and guide all life activities, including the administration of government and the implementation of development, while upholding tolerance and harmony.</p>
	Love each other	<p>MISSION: OPTIMIZE THE QUANTITY AND QUALITY OF HEALTH SERVICES</p> <p>an increase in the quantity and quality of health services in order to lower the number of pain population through various efforts of empowerment and increased public awareness to maintain a clean lifestyle</p>
	Help each other	<p>MISSION: IMPROVING VILLAGE INDEPENDENCE</p> <p>create a synergistic village independence by increasing rural community empowerment, enhancing public participation in the</p>

		development of the village, as well as improving the availability and quality of infrastructure in rural areas.
	Maintain unity	VISION: CULTURAL Sundanese cultural values become identity, which should continue to grow and develop along with the pace of development, as well as adhesive for harmony and social stability. The Sundanese culture development is carried out by the plurality of life while respecting the community proportionally.

On November 27, 2018, the Bandung Regency Government won a Public Service Provider award certificate from the Ministry of Empowerment of State Apparatus and Bureaucratic Reform, as an organizer of Public Services, this proves that local wisdom can also be absorbed in implementing Public Service Innovations (Savira & Tasrin, 2017). In addition, local wisdom can also be a spirit in the public budgeting process of local government (Affandy & Wulandari, 2012), as well as in making public policies (Blackwell & Colmenar, 2000), and environmental management (Chaiphar, Sakolnakorn, & Naipinit, 2013). This is in line with the findings as evidenced by the achievement of the Nirwasitantra award from the Ministry of Environment and Forestry (KLHK), in January 2019 for the field of performance of the Head of the National Best Region in Regional Environmental Management.

CONCLUSION

Local wisdom values contained in the song *Sabilulungan*, one of the Sundanese folk songs, loaded with values that turned out to be adopted into the vision and mission of the implementation of local government in Bandung Regency during the leadership of Dadang Mochamad Naser. The first and third verses are the skin layers of the song. The text in these two verses means the variety of efforts that can be made in the sphere of the *Sabilulungan* value. The various efforts include Cooperate, Mutual support, Unite, Harmonious, mutual respect, Love each other, Help each other, Maintain unity. The value of *Sabilulungan* contains the variety of efforts reflected in the planned vision, namely: good government governance; Synergy of rural development; Religious; and cultural. While what contained in the Mission, include: increasing security and order in the region; Optimizing the quantity and quality of health services; and Increasing village independence.

Bandung Regency Government disseminates information to support the implementation of *Sabilulungan* values and concepts to the public. The efforts made in disseminating the information or by providing information about the *Sabilulungan* program, which is integrated with other programs through social media. An explanation of the philosophy and adaptation of *Sabilulungan* values is also explained on the official website of the Bandung Regency Government. This can strengthen the identity of the Bandung Regency government as a government institution. The *Sabilulungan* value is also applied by the Bandung Regency Government in providing information to the public

with various positive values contained therein, *Sabilulungan* can help public services of the Bandung Regency Government, especially in the field of disseminating information to the public.

The text in the first and third stanza which is the content layer on the song that has the meaning of hope to be achieved, namely: Sturdy, Along in line, peace, care/responsiveness, confidence, authority, harmony, useful, as evidenced by a number of awards achieved that is: Certificate of Merit of Public Service Provider from the Ministry of Empowerment of State Apparatus and Bureaucratic Reform, November 27, 2018; As a public service provider, a good category with notes in 2018; Nirwasitantra Performance from the Ministry of Environment and Forestry (KLHK), January 2019; National Best of Regional House of Representatives in Regional Environmental Management; Nirwasitantra from the Ministry of Environment and Forestry (KLHK), January 2019; In the field of National Head of the Best Regional Performance in Regional Environmental Management. That is, the value of local wisdom contained in the *Sabilulungan* song text adopted by the local government and reflected in the vision of the Bandung district government has succeeded in gaining a number of awards as evidence of better government performance.

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