

# THE EFFECTIVENESS OF COMMUNICATION AND INFORMATION SERVICE GROUP COMMUNICATION IN THE DISSEMINATION OF DEVELOPMENT INNOVATIONS IN NORTH SUMATRA PROVINCE

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**Abstract:** This study aims to determine the Effectiveness of Communication And Information Service Group Communication in the Spread of Development Innovation in North Sumatra Province, Jalan H. Muhammad Said No.27 Medan. The focus of this study is How is the effectiveness of group communication of the Communication and Informatics Service of North Sumatra Province in spreading innovation? This research uses a qualitative approach through the design of the Case Study model. The results of this study are the activity of group communication in the dissemination of innovations in the development of North Sumatra, through various techniques. Meanwhile, the effectiveness and communication strategy of the group how to process the available sources to improve the quality of communication of the group. In terms of dissemination of group or program communication through the media of brochures, posters, billboards, banners, while through IT Television, RRI, *website*, *e-mail*.

**Keywords:** Effectiveness, Communication and Development

## INTRODUCTION

Man as a social being always needs another human being in his life. In addition, humans also need information for their survival. To obtain information, it is necessary to search for it by means of communication.

Information can be obtained by talking to others directly or indirectly, namely by using the media. There are many kinds of media that can be used as a means of disseminating information, especially with the development of advances in information technology, so that what happens in other parts of the earth, within a minute can be known by people in various parts of the world.

Communication is something that is often done by humans. In everyday life, communication is used to interact between one individual and another. Communication can be done anywhere, such as at home, campus, company, organization and others. The process of communication is basically the process of delivering messages. In the process of communication, the content of the message can be informational, the needs of the child information are a very important need in various human activities.

The occurrence of interactions between fellow human beings indicates the occurrence of a process of communication. Through communication, humans can express their various feelings and desires to other humans. Not only that, by communicating humans can exchange information or inform a message to someone. The definition of communication according to Benard Barelson and Garry A. Stainer as quoted by Effendy, is as an activity of conveying information, ideas, emotions, skills and so on by using symbols, words, images, graphic numbers and so forth. Those interaction or messaging activities are usually called communication.<sup>1</sup>

Communication, which was originally a social phenomenon, later became a science that was academically self-disciplined. Communication is considered very important, in connection with the social impact that is an obstacle to the benefit of mankind due to technological developments. Communication is also one of the very basic social processes, since every human being in his life always desires to maintain an agreement regarding various social rules through communication. According to David K. Berlo as quoted by Cangara, mentioning succinctly that communication as an instrument of social interaction, is useful for knowing and predicting the attitudes of others, as well as to know the

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<sup>1</sup> Onong Uchjana Effendy, *Dinamika Komunikasi*, (Bandung: Remaja Rosdakarya, 2002), h. 48.

existence of oneself in creating a balance with society.<sup>2</sup>

The importance of communication for humans is undeniable, as is the case for an organization. With good communication, an organization can run smoothly and successfully. On the contrary, if the communication built is not good, then the wheels of the organization will not be smooth. As Quoted by Muhammad from Katz and Khan explains:

Organizational communication is very important. Organizational communication is the flow of information, the exchange of information and the transfer of meaning within an organization. According to Katz and Khan, an organization is as an open system that receives energy from its environment and converts that energy into a product or service from the system and expels that product or service to the environment.<sup>3</sup>

One of the forms of communication that humans carry out in everyday life is group communication. Sendjaja quotes from Burgoon and Michael Ruffer limiting group communication, namely:

*The face to face interaction of three or more individuals, for a recognized purpose such as information sharing, self maintenance, or problem solving, such that the members are able to recall personal characteristics of other members accurately. That is, as a face-to-face interaction of three or more individuals in order to obtain the desired purpose or purpose such as information sharing, self-preservation or problem solving, so that all members can accurately cultivate the personal characteristics of other members.*<sup>4</sup>

Group communication aims to share information between fellow group members, so that characteristics are formed that have similarities in realizing the desired goals together. As observed, the North Sumatra Communication and Informatics Service is one of the institutions that always carries out group communication in disseminating information, even development innovations to the community in North Sumatra. Among the forms of group communication carried out by the North Sumatra Communication and Informatics Service in the dissemination of

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<sup>2</sup> Hafid Cangara, *Pengantar Ilmu Komunikasi*, (Jakarta: PT. Raja Grafindo Persada, 2004), h. 3.

<sup>3</sup> Muhammad Arni, *Komunikasi Organisasi*, (Bandung: PT. Remaja Rosdakarya, 2000), p. 47

<sup>4</sup> S. Djuarsa Sendjaja, *Teori Komunikasi*, (Jakarta: Universitas Terbuka, 1994), h. 91.

development innovations<sup>5</sup> are *coffe morning*, press meetings, public meetings. In *the coffe morning* activities, public meetings and press meetings, a number of elements such as community leaders, service heads, religious leaders, and also the press were invited to listen to the *progress* (development) of development in North Sumatra. The three communication activities are carried out on an ongoing basis with the aim of disseminating information and development innovations carried out by the Provincial Government.

## EFFECTIVENESS

Effectiveness comes from the basic word effective (adjective). According to the Great Dictionary of Indonesian, effective is defined; (1) there is an effect, (2) it is potent or efficacious, (3) it can bring results; successfully used. While effectiveness means; (1) circumstances of effect, (2) efficacy or efficacy, (3) success or efficacy. If it is associated with a social system, effectiveness is intended as the degree of how far a social system it reaches its goals. Effectiveness is directly connected with the achievement of a goal. In relation to communication, the effectiveness of a communication means that the success rate of a communication gives birth to <sup>67</sup>*commonness*, understanding between sources *and* receivers. A communication will be effective if the *audience* receives the message, understanding, etc. as desired by the conveyer. Thus, the effectiveness referred to in this study is the success or efficacy of group communication carried out by the Communication<sup>8</sup> and Informatics Service of North Sumatra Province in disseminating development information to the community.

## Group communication

Group communication is one of the forms of communication that

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<sup>5</sup> Innovation is an idea, action or item that is considered new by a person. Not it becomes a matter of, whether the idea is completely new or not if measured by an interval of time since Used or Found first river. Novelty Innovation that Measured in a Subjective according to the view of the individual who caught it. Everett M. Rogers, *Diffusion of Inovation* (London: Colier MacMillan Publishers, 1983), p. 26.

<sup>6</sup> Departemen Pendidikan Nasional, *Kamus Besar Bahasa Indonesia*, (Jakarta: Balai Pustaka, 2003), edisi ke-3, p. 284.

<sup>7</sup> Hessel Nogi S. Tangkilisan, *Manajemen Publik*, (Jakarta: PT Grasindo, 2005), p. 138..

<sup>8</sup> Tommy Suprpto, *Pengantar Teori & Manajemen Komunikasi*, (Yogyakarta: Medpress, 2009), p. 5.

is commonly practiced by humans. Onong Uchjana Effendi defines group communication, which is communication that takes place between a communicator and a group of people who are more than two people. This understanding is in line with what Gratitude Kholil conveys, that group communication is communication that a person does with a group, or between one group and another<sup>9</sup>.<sup>10</sup> Thus, the group communication referred to in this study is a group communication routine carried out by the Communication and Informatics Service, both in the relevant agencies such as *coffee morning activities*, public meetings and press meetings. The group communication referred to in this study, including group communication carried out by the Communication and Informatics Service of North Sumatra Province in disseminating development innovations to potential community groups, such as NGOs, community groups, and community social organizations.

### **Communication and Informatics Service**

The North Sumatra Communication and Informatics Service, which is further abbreviated as the North Sumatra Communication and Information Service, is an element of the Implementation of Regional Autonomy of the Provincial Government, led by a Head of Service, domiciled under and responsible to the Governor through the Regional Secretary. His task is to carry out government affairs / Provincial authorities, in the field of technical policies for telematics applications of public opinion, institutional relations of communication facilities, dissemination, post, telecommunications, information data and mass media development as well as assistance duties. The North Sumatra Communication and Information Service in question, namely the Communication and Information Service which is located at Jl. H. Muhammad Said No. 27 Medan.

### **Spread of Development Innovation**

Innovation is certainly very related to development. Innovation as Rogers called it can be an idea, action or item that is considered new by a person. Thus, the dissemination of innovations referred to in this

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<sup>9</sup> Onong Uchjana Effendi, *Ilmu, Teori dan Filsafat Komunikasi*, (Bandung: Citra Aditya Bakti, 2000), p. 75.

<sup>10</sup> Kholil, *Komunikasi Islam*, (Bandung: Cita Pustaka, 2007), p. 113.

dissertation is the dissemination of government messages or ideas<sup>11</sup> about the development to be carried out, both physical development and psychic development carried out by the North Sumatra Provincial government. Meanwhile, development is a process of social change in society that aims to advance social and material conditions in a better direction. Thus, the dissemination of development innovations intended in this study is socialization or dissemination containing development messages carried out by the North Sumatra provincial government, so that the community can participate in providing support for the success of the development carried out. Among the issues of development innovation are the construction of highways, toll roads, offices, drainage improvements, and so on.

## RESEARCH METHODOLOGY

This type of research is field research with a qualitative approach. Thus, the purpose of this study intends to describe the results of the study and try to find a conclusive picture of the situation and circumstances being studied. Descriptive as Quoted Rakhmat of Isaac and Michael, aims to systematically describe the facts or characteristics of a particular population or a particular field factually and meticulously.<sup>12</sup>

Basuki quoted from Creswell, explaining that qualitative research is a research process to understand human or social problems by creating a comprehensive and complex picture presented in words, reporting detailed views obtained from sources of information, and carried out in a natural setting. Jalaluddin Rakhmat's term, natural research is referred to as <sup>13</sup>*naturalistic setting*, because the focus of research is on observation and natural atmosphere. Rakhmat also emphasized that the purpose of the research is to collect actual information in detail by describing the existing problems.<sup>14</sup>

The perspective used to study this research is a communication perspective, because the researcher seeks to understand and explain the

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<sup>11</sup> Everett M. Rogers, *Diffusion of Innovation* (London: Colier Mac Millan Publishers, 1983), p.34

<sup>12</sup> Jalaluddin Rakhmat, *Metode Penelitian Komunikasi Dilengkapi Contoh Analisis Statistik*, (Bandung: Remaja Rosdakarya, 1984), p. 22.

<sup>13</sup> Heru Basuki, *Penelitian kualitatif: Untuk Ilmu-Ilmu Kemanusiaan dan Budaya*, (Jakarta:Universitas Gunadarma, 2006), p. 86

<sup>14</sup> See Rakhmat, *Method...*, p. 25.

phenomena that occur in accordance with the views of communication theories. At the same time, it needs to be emphasized that this study does not intend to explain the intervariable relationship.<sup>159</sup> Thus, the study aims to make a systematic, factual and accurate description of the facts of the object under study, that is, the effectiveness of group communication in the office. Dinas Kominfo Sumut. The group communication in question includes coffee morning activities, press conferences and public meetings.

## DISCUSSION AND DISCUSSION

### **The Effectiveness of Group Communication of the Communication and Informatics Service of North Sumatra Province in the Dissemination of Innovation.**

Effendy measures the effectiveness of a communication arising from three classifications, namely: First, cognitive effects. This effect is related to the mind, reason or ratio. With this effect, it is hoped that the communicants who originally did not understand will understand, who originally did not know to distinguish between what was wrong and which was right. Second, affective effects, that is, effects related to feelings. For example, those who were originally unhappy became happy, those who were originally inferior became self-confidence. Third, behavioral effects are effects that cause ethics for certain behaviors in the sense of the word performing an action or activity that is physical or physical.

In interviews, the Head of the Communication and Information Service in each group formed by the community under the auspices of the Communication and Information Service held an event in the form of trainings tailored to the program made to be published to the wider community, such as holding competitions, holding quizzes, holding scheduled meetings through Bakohumas.<sup>15</sup>

Meanwhile, according to the Mass Media Empowerment Development Section, every activity will be published through the *Website* and *e-mail* if deemed necessary, it will be printed in a kind of newsletter. In the event that the meetings conducted by Bakohumas each region make plans that will be carried out for the

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<sup>15</sup> Interview with Mr. Drs.H.Mhd. Fitriyus, SH, M.SP, as Head of Service Kominfo Province Sumatra North at day Friday January 20 2017, hit 9:30 a.m. to 11:00 a.m. PM GMT

meetings to discuss developments in their respective regions, this is also done through the *Website* and *e-mail* of each region.<sup>16</sup>

In relation to the effectiveness of group communication, Jalaluddin Rakhmat explained that its effectiveness can be traced based on the characteristics of the group concerned. For example, from the size of the group and the group network. First, from the size of the rakhmat word group, the effectiveness of communication can be seen from the level of participation of group members. Because the larger the size of the group, the more active members will be separated from the rest of the group. On the other hand, from the range of two to seven, there seems to be an increase in the proportion of groups that become less contributing in the sense that they make less donations compared to the sum of the total volume of their interactions. Secondly, the effectiveness of group communication can be measured from the group network and group cohesion, that is, whether the members of that group remain in the group, and prevent them from leaving the group.

From the description above, it can be concluded that in group communication there are several elements, including oral communication, leadership, group goals, group norms, roles, group cohesiveness and group situations. These elements must be continuous in order to realize effective communication in groups and groups that are good. From this it is also understood that the interaction situations of the members of the group can vary, so the group from one to another can be different. Effective communication can guarantee the solidity or inadequacy of a group.

According to the results of an interview with the Secretariat section represented by the Head of the Finance Subdivision, the effectiveness of group communication carried out by the Communication and Information Technology when related to finance is not adequate compared to other provinces that have previously carried out North Sumatra communication groups in this case it is still lacking due to the available budget in addition to that human resources are not adequate, but there is also in North Sumatra one of the regions has been more advanced due to groups

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<sup>16</sup> Interview with Dra. Renawati Hutajulu's mother, as the Head of the Empowerment Development Section Official Mass Media Kominfo North Sumatra Province, on Wednesday, January 25, 2017, 9:30 a.m. up to 11:00 a.m. PM GMT.



created by active communities.<sup>17</sup>

From the description above, it can be concluded that effective communication is communication that has the power of the message to affect or the level of the message's ability to influence communicants. Therefore, the effectiveness of a communication can be measured based on understanding, pleasure, authorship towards attitudes, better relationships, actions. The effectiveness of communication can be seen from the level of reception of the communicator to the message conveyed. In this case, it is said to be effective when the communicant gains a careful understanding of the message it receives.

Researchers argue that the effectiveness of group communication should be to train more current groups or comparative studies to more advanced areas of the group created by the area, if in finance it is not possible for the North Sumatra Communication and Information Technology to facilitate making connections between the group and other groups *WhatsApp, WeChat, Facebook* between the heads of existing groups so that the communication that is built can exchange information.

Effendy defines development communication as the process of spreading messages by a person or group of people to an audience in order to change their attitudes, opinions, and behaviors in order to increase outward progress and inner satisfaction. According to Mardikanto, development communication is a process of interaction of all citizens (government officials, extension workers, community leaders, NGOs, individuals or groups / social organizations) to grow awareness and mobilize participation through a process of planned change in order to achieve quality-life in a sustainable manner, using technology or implementing ideas that have been selected.

Interviews with the secretariat are represented ka. subsection program in accordance with the vision and mission of kominfo in terms of the formation of groups in the community or groups in the communication and information technology such as *copy morning*, Bakohumas the goal is that each group can build its group and develop the business in that group so that the group is

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<sup>17</sup> Interview with mother Julita, One As Ka. Subsections Finance Service Kominfo Province Sumatra North, on Tuesday date January 24 2017, Hour 09.30 s / d 11.00 PM GMT.

independent, the task of the communication and information technology is to disseminate groups that already have businesses in the form of *a home industry*, in terms of agriculture or animal husbandry and others. Meanwhile, *the copy morning* made by Kominfo *invites stakeholders* so that groups in the community can be disseminated by interested parties, this is carried out at least 4 to 6 times a year.<sup>18</sup>

According to the Head of the General Subdivision, there is also a Bakohumas group of development in each area, both carried out by the government and by the community, this is published by the Communication and Information Technology so that the wider community knows. In addition, every department in the North Sumatra Province through Bakohumas presents the development in their respective regions, the North Sumatra Communication and Information Technology disseminates through IT in the Communication and Information Technology.<sup>19</sup>

Zukarimein Nasution explained that development communication includes the role and function of communication as an activity of reciprocal exchange of messages among all parties involved in development efforts; especially between the community and the government, from the process of planning, implementing and assessing development. The development efforts of a society are always characterized by the presence of a number of people who spearhead, mobilize and disseminate the process of change. These people are known as *change agents*.

Thus, it can be concluded that development communication is a process of interaction and dissemination of information reciprocally between parties involved in development efforts (government, society, and community institutions) from the planning, implementation to development assessment stages. Development communication is carried out to foster public awareness and participation.

Development communication can run well if there is coordination

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<sup>18</sup> Interview with mother Dra. Maiderhana Nasution, SP, as Ka. Program Subsections Diinas Kominfo Province Sumatra North at Monday January 23 2017, 1:30 p.m. to 1:30 p.m. 3:00 p.m.

<sup>19</sup> Interview with mother Lily Maulina, Lubis, SS As Ka. Subsections Common Kominfo Province Sumatra North at Wednesday date January 25 2017, hit 13.30 up to 3:00 p.m. PM GMT

between communication groups to foster awareness and encourage participation through a process of changing plans in order to achieve a sustainable quality of life.

In the process of development communication, the government or parties who have ideas about development can play the role of a source of messages. The message is spread to the communicant (recipient of the message) by the communicator through a channel or medium with a certain effect. In the process of communication, feedback from the communicant to the communicator can occur in reaction to the development messages conveyed. The feedback can be done directly by the communicant (*external feedback*) or interpreted by the communicator himself (*inferential feedback*). According to Sumarto, development communication involves development *stakeholders*, namely all individuals, groups or organizations that have an interest, are involved or influenced (positively or negatively) by a development activity or program

From the results of interviews with the Field of Communication Facilities, Information Dissemination, Head of the Social Communication Section, in the formation of each group of organizations must go through the stages given by the Communication and Information Technology such as the formation of the name of the organization and the bodies in the organization so that the public knows what the purpose of the organization is. And Kominfo provides input on the formation of organizations formed by the community. One example of public information communication in the field of art, the Communication and Information Technology (Kominfo) approaches the organization so that the programs between the communication and information technology and their art that are carried out have a correlation.<sup>20</sup>

In development communication, the individual has a very important role. The role of the individual in the communication system is determined by the structural relationship between one individual and another. The relationship is determined by the pattern of the relationship of the interaction of the individual with the flow of information in the

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<sup>20</sup> Interview with mother Efi Zarnita, M.Si, As Ka. Sexy Communication Social KominfoProvince Sumatra North at Thursday 26th January 2017, 9:30 a.m. up to 11.00 pm PM GMT

communication network that forms a communication pattern. Communication patterns in society can be done by identifying how information is disseminated in society, who is the source of information, where are the centers for information dissemination, and what communication channels are used. Because development communication includes the role and function of communication since the planning, implementation and assessment process of development, the process of disseminating information that forms communication patterns is reflected in all stages of development communication that are in line with the stages of development management, which include activities: planning, organizing, implementing (*actuating*) and supervision (*controlling*).

The Communication and Information Technology (Kominfo) builds relationships between groups in the regions must train organizational planning, implementation, supervision so that the group organization has management and programs are arranged.

Effendy defines development communication as the process of spreading messages by a person or group of people to an audience in order to change their attitudes, opinions, and behaviors in order to increase outward progress and inner satisfaction. According to Mardikanto, development communication is a process of interaction of all citizens (government officials, extension workers, community leaders, NGOs, individuals or groups / social organizations) to grow awareness and mobilize participation through a process of planned change in order to achieve quality-life in a sustainable manner, using technology or implementing ideas that have been selected.

In the interview, the Head of the Communication and Informatics Service in building is not only physical but spiritual, it is also necessary for the development to be balanced, the Communication and Information Service always includes community leaders, religious leaders and NGOs so that what is expected in development can be realized.<sup>21</sup>

Interviews with the secretariat represented by the Head of the Program Subdivision, the programs in the communication and

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<sup>21</sup> Interview with Mr. Drs.H.Mhd. Fitriyus, SH, M.SP, as Head of Service Kominfo Province Sumatra North at day Friday January 20 2017, hit 9:30 a.m. to 11:00 a.m. PM GMT

information technology that have been formed by the community and those formed by the communication and information technology itself, such as KIM, *copy morning*, *bakohumas*, are still being evaluated so that these programs are increasingly in demand by the community and are sought to be as efficient as possible for the event to be rolled out according to the schedule. Now this is how the community can develop groups that are formed to be more advanced, this is where the task of the communication and information technology is always to coordinate with the heads of these groups, so that the programs that are made are not monotonous, it is hoped that the group will be more creative and innovative. There was input from parties to include elements of the university but because it was caused by the element of limited financing, this could not be realized.<sup>22</sup>

Thus, it can be concluded that development communication is a process of interaction and dissemination of information reciprocally between parties involved in development efforts (government, society, and community institutions) from the planning, implementation to development assessment stages. Development communication is carried out to foster public awareness and participation.

Zukarmein Nasution explained that development communication includes the role and function of communication as an activity of reciprocal exchange of messages among all parties involved in development efforts; especially between the community and the government, from the process of planning, implementing and assessing development. The development efforts of a society are always characterized by the presence of a number of people who spearhead, mobilize and disseminate the process of change. These people are known as *change agents* (*change agents*)

Interviews with the secretariat are represented by subdivisions of programs, communication, information and mass media development programs that have been carried out such as, staging traditional media through television, empowering community information groups (KIM) in districts / cities, national-level people's performances, community information group *workshops* ,

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<sup>22</sup> Interview with mother Dra. Maiderhana Nasution, SP, as Ka. Program Subsections Diinas Kominfo Province Sumatra North at Monday January 23 2017, 1:30 p.m. to 1:30 p.m. 3:00 p.m.

interactive dialogues through broadcast radio, this program supports information on the spread of development innovations . In North Sumatra, this program is always scheduled and evaluated so that the program can be understood by the community. We also carry out this program to improve the quality of public information services through *website.sumutprov.go.id*, the use of internet Access and Local Links from providers to the Provincial Government, and the creation of LKPJ Gubsu social audio with this program, Kominfo hopes that the effectiveness of communication groups spreading development innovations in North Sumatra province can be effective.<sup>23</sup>

Based on the interview above, it can be understood that the purpose of communication contains two dimensions, namely who to communicate with and the effect of how to expect. In terms of the expected effect, here it contains the meaning of continuity after the message is received by the target. Then you have to think about what the target wants with the communication.

## CONCLUSION

The Effectiveness of Group Communication of the Communication and Informatics Service of North Sumatra Province in the Dissemination of Innovation. Based on the interview, it can be understood that the purpose of communication contains two dimensions, namely: who to communicate with and the effect of how to expect. In the communication, information and mass media development programs that have been carried out by the Communication and Information Technology such as staging traditional media through television, deceiving community information groups (KIM) in regencies/cities, holding folk performances, interactive dialogues through radio.

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<sup>23</sup> Interview with Dra's mother. Maiderhana Nasution, SP, as Ka. Subsections Program DinasKominfo Province Sumatra North at Monday January 23 2017, 1:30 p.m. to 1:30 p.m. 3:00 p.m.

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- Wawancara dengan Bapak Drs.H.Mhd. Fitriyus, SH, M.SP, selaku Kepala Dinas Kominfo Provinsi Sumatera Utara, pada hari jum'at tanggal

- 20 Januari 2017, pukul 09.30 s/d 11.00 WIB  
Wawancara dengan Bapak Drs.H.Mhd. Fitriyus, SH, M.SP, selaku Kepala Dinas Kominfo Provinsi Sumatera Utara, pada hari jum'at tanggal 20 Januari 2017, pukul 09.30 s/d 11.00 WIB
- Wawancara dengan ibu Dra. Maiderhana Nasution, SP, selaku Ka. Subbag Program Diinas Kominfo Provinsi Sumatera Utara, pada hari Senin tanggal 23 Januari 2017, 13.30 s/d 15.00 WIB.
- Wawancara dengan ibu Dra. Renawati Hutajulu, selaku Ka. Seksi Bina Pemberdayaan Media Massa Dinas Kominfo Provinsi Sumatera Utara, pada hari Rabu tanggal 25 Januari 2017, 09.30 s/d 11.00 WIB.
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