Response From the Regional Community of Karangasem Regency Regarding Development Message of the Regional Government of Karangasem Regency

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Abstract

Development is an effort to improve the welfare of society, both in terms of social, economic, technological, and various other things. In the process, communication has an important role in the development process. This research was then carried out to see the response of the Karangasem Regency Regional Community Regarding the Development Message of the Karangasem Regency Regional Government. This research was carried out using a quantitative approach. This research then found that research revealed that the Karangasem community has a basic understanding of development messages, but implementation is hindered by low interest and digital literacy, particularly among Millennials and Gen Z. Limited attention is given to information on social media, and some individuals still require assistance in understanding from the regional administration due to challenges in accessing information caused by complex topography affecting network distribution. Despite some understanding of development messages, certain individuals still need assistance in understanding information communicated by the regional administration. This assistance is necessary due to challenges in accessing information caused by limited network distribution in Karangasem, primarily attributed to the complex topographic circumstances in the region.

Keywords: *Karangasem Regency, Development Message, Communication.*

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A. INTRODUCTION

Development can be interpreted as society's efforts to improve its standard of living. Modernization, social transformation, industrialization, westernization, sociocultural growth, and evolution are often associated with the definition of development. According to Rogers Wijaya in Wardhana, development is a process of social transformation with broad participation in society which aims at social and material progress for the majority of society because they gain greater control over their environment (Zaidan & Abulibdeh, 2021).

Well-implemented development in an area will improve the quality of life of its residents. According to Sirgar, development communication can be seen as a type of communication science in developing countries, especially in social communication. Based on this quote, emphasizes the premise that the message of development in an area will always be tied to the social community in that area (Zhang et al., 2022).

Development and communication are two things that have a close correlation. According to Putri & Dirgantara communication aims to implement and improve

human development, in this case, unemployment, poverty, and injustice in society are eliminated. Thus, development communication becomes an important aspect of the relationship between two parties, namely communication and government (Kumi et al., 2020). Communication in the development context is an integral part of development. Referring to the assumption of the importance of communication in development, especially regional development, one of the significant involvement factors is the communication relationship between the regional government and the community in conveying information from all existing lines of government (Krizanova et al., 2019).

Currently, the role of communication is considered very important, especially in development. Through good communication between the government and society and vice versa, a development planned jointly between the government and society will provide positive benefits to improve society's welfare. The government, in this case, the Regional Government (Pemda), is the main source of information that the public feels is the most accurate and effective (Mansoor, 2021). This is supported by one of the studies in Paser Regency where from the results of the research an integrated information system design was created regarding the systems that will be combined such as the Government Website, SAKD (Information System Regional Accounting and Financial Management), ASP2D (Regional Development Planning System Application), SIMPATDA (System Regional Revenue Management Information), SIMKASDA (Regional Cash Management Information System), SIMDUK (Population Management Information System), SIMTAP (Information System One-Stop Service Management), SIMASET (Regional Asset and Equipment Management Information System), SIMPEG (System Personnel Management Information), and SIEDA (Regional Executive Management Information System). For this reason, a system design is needed which will serve as a guideline in building the system Integrated information from the Paser Regency Government.

This system can assist the Paser Regency government in building the necessary integrated information system. According to Hatta from that research this information design was created using Data Flow Diagrams (DFD) where Data Flow diagrams can be developed from low level to high level According to Rondonuwu, mass media have a very effective role in conveying information. However, the opinion above cannot be used as an absolute benchmark because the mass media (Social-Media and Websites) themselves cannot be understood equally by all groups (Höttecke & Allchin, 2020).

According to data from the Ministry of Tourism and Creative Economy, Bali Province is one of the priority provinces in Indonesia, a province famous for its natural and cultural beauty and the province with the most tourist destinations in Indonesia. Karangasem, which is one of the districts in the province of Bali, is included in the category of underdeveloped districts. In 2022 Karangasem district will be the district with the lowest economic growth, reaching 2.58%. This can be a basis to show that Karangasem district is one of the most underdeveloped districts in Bali province (Widanta, 2021).

This fact will certainly have an impact on all sectors, especially information and communication. The Regional Government of Karangasem Regency, in this case, has provided facilities to regional communities in the form of communication media such as websites and social media (Facebook, Instagram, Twitter, YouTube). However, it seems that this is still a problem that must be considered because related to existing information based on Karangasem Regency regional government data, there is still a low understanding of the importance of information and communication media in supporting implementation. Regional development and lack of human resources capable of applying information technology (Mudana et al., 2021).

Based on the brief explanation above, this research then aims to see the response of the Karangasem Regency Regional Community Regarding the Development Message of the Karangasem Regency Regional Government. It is hoped that this research can help the Karangasem regional government design and implement policies that are more responsive to the needs and aspirations of the community, as well as strengthen active citizen participation in the regional development process. This will also help better understand the dynamics of local government in Indonesia and how community reactions can influence social and economic change at the regional level.

B. LITERATURE REVIEW

1. Mass Media Communication

Mass media communication is made up of two words: media and mass. Communication is derived from the Latin word "communis," which means "common" (same), according to Wilbur Schramm. As a result, when we communicate, we must have similar goals and objectives. Meanwhile, Marchis and Potter define "mass" in the context of mass media as "a large number of audiences or groups of people who receive the same message through communication channels" (Coman et al., 2021). Television, radio, newspapers, magazines, and the internet are examples of mass media that reach a large audience. The word "mass media" is frequently used interchangeably with "mass communication," which refers to the process of creating and disseminating information to a large audience. Devito, as mentioned claims," First, mass communication is communication aimed at the people, at a big body of information, and second, mass communication is communication mediated by audio and visual transmitters" (Arqoub & Dwikat, 2023).

According to this remark, mass communication is the practice of disseminating messages to a large audience using mass media such as print and electronic media. Broad communication, on the other hand, is communication intended for a large number of people. According to Kustiawan, the primary difference between mass media communication and other forms of communication is that the recipient of the message does not have to be in the same location. The message is intended for a broader audience and is broad in scope, making it simple to understand and deliver fast (Berg et al., 2021).

According to Deuze and Mcquail, the following fundamental concepts concerning media tasks (functions) in society:

a. Information:
    1). Providing information on current events and global conditions.
    2). Indicating power dynamics.
    3). Increasing the likelihood of innovation, adaptation, and progress.
b. Correlation:
    1). Explanation, interpretation, and commentary on the significance of events and information.
    2). Supporting existing authorities and norms.
    3). Socialising.
    4). Separate actions must be coordinated.
    5). Constructing a consensus.
    6). Setting priority ordering and signalling relative status.
c. Continuity:
    1). Recognizing subcultures and new cultural changes while expressing the prevailing culture.
    2). Creating and sustaining shared ideals.
d. Entertainment:
    1). Providing entertainment, diversion, and a way of relaxation.
    2). Reducing social conflict.
e. Mobilization:
    1). Campaigning for social goals in politics, war, economic development, work, and, on occasion, religion.

These functions constitute a fundamental function of communication that we frequently experience in everyday life, with mass communication serving as the primary forum in its role as a channel for aspects of society. One of the roles of mass communication in this scenario is the information function. This corresponds to one of the tasks of the Head of the Karangasem Regency Communication and Information Service, which is to increase the role of information and communication in society through public information platforms and to improve the functionality of local government websites and social media (Broussard et al., 2019).

This happens because according to The Karangasem Diskominfo report stated that there is still a lack of functioning social media and local government websites and there is still a lack of human resources capable of operating existing information media so that the delivery of information to the public is still being paid attention to less than optimal (Silva et al., 2019).

According to Kustiawan, mass communication has three effects: cognitive (knowledge), affective (emotions and feelings), and behavioral (changes in behavior). These three types of knowledge cannot stand alone; they must be supported by individual and social factors. One of the communication media factors according to Kustiawan, is social factors, where social scientists often consider humans as a social

phenomenon in the study of society, with an emphasis on how individuals interact with other people and other people in a broader context (Martiskainen et al., 2020).

Even when the first factors that influence the message reception process are a person's age and gender, because both can influence which group the individual will belong to in the context of mass media, the boundaries between individual factors and social factors can be distinguished (AlShurman et al., 2021).

2. Social Media

Social media or social networks are part of new media. Ardianto in the book Communication 2.0 said that online social media is referred to as online mass media so that social forces greatly influence public opinion in society. According to Watie, many things can happen as a result of the formation of social media, one of which is mass movements or raising support, because what is on social media has been proven to be able to shape people's opinions, attitudes, and behavior of public or society (Wuryanta, 2022). Thus, online social media has a very significant role in shaping and influencing people's views and actions. It cannot be denied that social media has great capabilities so that it can easily and quickly influence the behavior of people or society. Allan Touraine sees that social processes are the result of modernization which has reached its extreme point today in the contemporary era known as "hypermodernism". This can be seen from how rapidly the internet is developing. Internet use has become a part of our daily lives (Dow et al., 2021).

According to Sari & Ansarullah, the development of social media has experienced significant changes from year to year. Initially, in 2002, Friendster dominated the social media market. However, as time goes by, various kinds of social media platforms have emerged with unique media characteristics. The history of social media itself began in the 70s with the discovery of the system bulletin board which allows communication via electronic mail and various software via the voice of a modern connected telephone (Appel et al., 2020).

In 1995, GeoCities became a pioneer in web hosting services, allowing users to store their website data so that it could be accessed from various locations. Then in 1997-1999, the first social media such as six Degree.com and Odnoklassniki.com appeared, along with the emergence of bloggers which allowed users to make their blogs private. Then in 2002, Friendster emerged as social media and created a big phenomenon. After that, various other types of social media emerged, such as LinkedIn, My Space, Facebook, Twitter, Wiser, Google+, and many other social media. Social media is also an important tool in digital marketing activities, including platform maintenance, support, and activation (Król, & Zdonek, 2022).

In its application, social media itself has several levels of communication. According to Watie, the media itself has levels of communication, namely interpersonal, interpersonal, group, public, and mass communication. Talking about levels of communication, one of them is mass communication which is a large level of communication because it has a wide range of communication targets. Mass communication is the process of conveying messages to a wide audience and

spreading them through media such as newspapers, magazines, television, radio, and the internet (Hidayat et al., 2020).

According to Sari & Ansarullah, social media has various characteristics as follows:

a. A network is an infrastructure that connects computers so that they may communicate and transport data.
b. Information is particularly significant in social media since its use develops a representation of their identity, produces content, and interacts based on it.
c. Archives are crucial for social media users because they demonstrate that material has been saved and can be viewed at any time and from any device.
d. Interactivity on social media creates user networks that include more than just friendships or followers, but also exchanges between users.
e. Social simulation demonstrates how social media generates a virtual world that is distinct and follows a different pattern than reality (Arif et al., 2019).

User-generated content: in contrast to traditional media, where the public is more passive, content that is owned and developed by social media users allows them to participate actively. The pace of development of social media is also felt to be very fast, this is influenced by the rapid globalization which increases the use of social media in society. Some of them are Facebook, Instagram, and Twitter. According to Mansyur, social media has become a popular way for people in Indonesia to communicate. According to the Indonesian Internet Service Providers Association (APJII), in 2016 internet users in Indonesia reached 132.7 million people. And Facebook is the most visited social media content, namely 54%, followed by YouTube, Instagram, Twitter (You & Joshi, 2020).

3. SOR Theory

SOR theory was discovered by Hovland in 1953. In the 1930s, a classic communication model was born, which quickly became a psychological theory before evolving into a communication theory. SOR theory derives from Stimulus Organism Response. Material Objects Psychology and communication science are the same, namely humans whose souls include components such as attitudes, opinions, behavior, cognition, affection, and conation. The assumption based on this Theorem is that mass media causes a directed effect, increasingly and directly on the directed effect, of communication (Li et al., 2023).

According to Effendy in stimulus organism response theory, the effect that is highlighted is focused reaction to focused response, S-O-R theory (Stimulus, Organism, Response). The S-O-R theory includes three components: stimulus (S), organism (O), and response (R). The stimulus (S) is the stimulus that is presented, the organism (O) is the person who receives the stimulus, and the response (R) is the penalty that occurs as a result of the receiver's decision to accept or reject the stimulus (Zhu et al., 2020).

In the relation between this research and the S-O-R theory, including the stimulus or influence, in this case, the development message of the local government

of Karangasem district, the organism, namely the people of Karangasem district as the recipient of the message and in this case the author wants to see the response or responses of the community to development messages via social media. submitted by the Karangasem district government (Kim et al., 2020).

C. METHOD

According to Sugiyono, quantitative methods are called traditional methods, because this method has been used for a long time so it has become a tradition as a research method. This method is called a positivistic method because it is based on the philosophy of positivism. This method is a scientific method because it meets scientific principles, namely empirical concrete, objective, measurable, rational, and systematic. This method can also be said to be a quantitative method because the research data is in the form of numbers and the analysis uses statistics. Not only that, according to Sugiyono quantitative research methods can be interpreted as research methods that are based on the philosophy of positivism, used to research certain populations or samples, collect data using research instruments, and analyze quantitative/statistical data, with the aim of testing predetermined hypotheses. Meanwhile, according to Azhari research is the activity of searching, recording, formulating, and analyzing to prepare a report. In each study, researchers collect data in the form of numbers to describe the characteristics of the phenomenon or group of people being studied. After data collection, statistical analysis is used to discover trends and characteristics.

D. RESULT AND DISCUSSION

The validity assessment is employed to gauge the resemblance between the gathered data and the data present in the research subject, ensuring the genuinely valid acquisition of data. This test's evaluation involves comparing the computed r value with the designated table r value. The criteria utilized for assessing the validity test include:

a. In cases where the computed r surpasses the table r, the questionnaire component is deemed valid.
b. Conversely, if the calculated r is less than the table r, the questionnaire component is deemed invalid.

The research's validity assessment was conducted through the utilization of the SPSS application for processing data derived from distributed questionnaire responses. Referring to the provided table, it is evident that every question in the employed instrument is affirmed as valid. This determination is made by contrasting each computed r-value (Pearson correlation) in column 3 with the corresponding r table value in column 2. The outcomes reveal that the calculated r-value (Pearson correlation) for each question component surpasses the specified r-value (0.179).

The reliability examination aimed to assess the questionnaire's capability to demonstrate result stability in successive research endeavors under consistent conditions. The measurement of reliability involves the application of statistical tests

such as Cronbach Alpha (a). The criteria employed for reliability test assessment are as follows:

a. A questionnaire is affirmed as reliable if the alpha coefficient result exceeds 0.60.
b. Conversely, if the alpha coefficient result falls below 0.60, the questionnaire is considered unreliable.

Table 1. Reliability Statistics

Cronbach's Alpha	N of Items
0.834	12

The research's reliability assessment was conducted using the SPSS application. As indicated in the provided table, every question within each utilized variable is confirmed as reliable. This determination is established by comparing each Cronbach's Alpha value, and the outcomes demonstrate that the Cronbach's Alpha value for each variable exceeds 0.60.

The researchers explain the analysis of the research outcomes that they conducted in this part. The goal is to give correct information based on data collected through the distribution of questionnaires whose validity and reliability have been evaluated.

a. Development Message
   The researchers explain the analysis of the research outcomes that they conducted in this part. The goal is to give correct information based on data collected through the distribution of questionnaires whose validity and reliability have been evaluated.
b. Frequency
   According to the findings of the authors' research on the frequency of sending messages, an estimated average active frequency of two times a week According to the research findings, the general population strongly agrees with this assertion. The percentage demonstrates that this agreement was gained at 39% of the total, which was the highest average. This is the author's source for assessing the fact that the regional government's message delivery frequency is quite active.
c. Media
   The Karangasem district government uses Instagram, Facebook, and the website to communicate regional development messages throughout the area. Based on this, the authors conducted research on respondents' perspectives about the use of the three media platforms, and the results show that the figure is 40%. The majority strongly supported using media outlets to promote development themes.
d. Message Meaning
   This message is significant because, with the proper and focused meaning, it will help the community understand and implement the Karangasem district government's development agenda. Because of the government's hope, the

Karangasem district government's development message can later be used as a reference for the community to participate in development efforts in the Karangasem district region. According to the Karangasem district government's research, 42% strongly agreed that development messages might be used as a reference for society in development.

e. Media Interpretation
In delivering information, media and messages have a strong interaction and association. The media is a tool or container via which informants transmit a message. Furthermore, the message given to the recipient or audience will have a big impact on it. According to the findings of this study, a sizable proportion of respondents, 40%, strongly agree that the media has a significant influence on the formation of attitudes and values towards society.

f. Personal Culture
Of course, discussing cultural values in a society will be tied to the shape and behavior of society towards a scenario both after and before the behavior occurs. According to the authors of this study, the delivery of messages by local governments is based on the cultural values to which they adhere. The findings show that the majority of survey respondents, 38%, strongly agreed with the assertion that the message delivered was the development of cultural norms and values in society.

g. Personal Experience
Everyday experiences are inextricably linked to everyday behavior in society, which means that whatever happens in a person's daily activity will become their daily experience later on. The authors of this study asked whether respondents' ordinary experiences helped them understand the message. This is the same as asking whether, in the process of learning development messages, daily behavior and activities can aid in the development process. According to the research findings, 39% of respondents agreed with the authors' statement.

h. Desire to Participate and Be Active
Participating and being active are two of the activities and efforts that the government expects from the local community. This occurs because it refers to how a program will function in the absence of full community and government enthusiasm and support. The authors of this study seek to know if the development message communicated by the Karangasem district government can encourage the community to take an active role in its execution. Furthermore, according to the findings of the author's research, as many as 52% of respondents strongly agreed with the existence of development programs that encourage the community to have an active role in their implementation.

i. Listening
Listening and paying attention to this behavior is crucial, and the public should pay heed to the message they wish to send. In this study, the authors make a statement about whether the public is paying attention to the implementation

of the Karangasem district government's program, and the results of a survey conducted with this statement show that 44% have listened to and understood the Karangasem district government's program. The district government of Karangasem.

j. Visual

Apart from being a means for spreading information, social media can also have a significant impact on the behavior and thoughts of social users who use it daily. As a result, the authors of this study seek to explore how social media might encourage society to participate in development projects. According to the findings of an online study, 41% of respondents believed that messages delivered via social media inspired them to join in existing activities.

k. Generating Attention

Understanding is synonymous with comprehension, which is the reply that the government expects from its citizens, namely understanding and comprehending the message that the government sends to its citizens. The authors conducted research in this study by presenting a fairly straightforward statement to respondents via a questionnaire distribution survey, and the results revealed that 41% of the public strongly agreed with the statement that they paid close attention to the programs presented by the Karangasem district government via social media.

l. Statement

The community's role in implementing all regional government activities sponsored by the regional government is crucial. Observing and implementing regional government programs launched by the government is one of our community's efforts to support the government's program. The authors of this study sought to determine how active community support is in supporting government programs. According to the findings of a government research poll, the majority of 515 survey respondents agreed with the assertion that they had played an active role in supporting government programs.

Development messages are planning in nature and can be seen as programs in an area's development process. The authors discuss how the people of Karangasem Regency respond to development messages provided by the Karangasem Regency government via social media and the website in this study. After researching the subject, the authors can assess it through an online survey. People understand and apply development messages in general, as well as the development messages provided by the Karangasem district government.

This research, in addition to resolving problems posed by the problem formulation, is consistent with the theory employed, specifically the S-O-R Theory. The S-O-R theory is an explanation that describes the message recipient's reaction to the message. If we go back to the beginning, it was explained as follows: Stimulus The message transmitted in this case is one of development: body in this case, the people of Karangasem district, and office in this case, the response of the people of Karangasem Regency. Furthermore, based on research conducted using this theory, it

is possible to conclude that the Karangasem community's reaction to the development message sent by the Karangasem district government was positive. This is evident in how the residents of Karangasem interpret the message delivered through social media, as well as the significance of the development message itself.

This demonstrates that the use of social media, while not uniformly dispersed in Karangasem Regency, is not an impediment to the residents of Karangasem continuing to seek information about their area through social media. According to the findings, a sample of 400 people was drawn from a population of 511.28 in Karangasem in 2022. 100% of the samples used comprehend social media, not merely comprehend social media. They also understand the information supplied by local governments about development programs and the fundamentals of new policies.

Aside from the intriguing relationship between this research and the S-O-R theory, the authors discussed the findings using the results of a previously disseminated questionnaire survey. In this study, the writers compared it to earlier journals that they used as references when doing this study. The previous reference journal explored "community perceptions in the development of religious tourism destinations in the city of Semarang". This quantitative research discusses community perceptions as well, but when compared to the author's previous research, namely the perceptions of the Karangasem community, the research results in reference journals show that the local community's level of knowledge regarding policies for developing religious tourism destinations around the Great Mosque of Semarang is classified as moderate and quite knowledgeable. Furthermore, this implies that the public still requires in-depth knowledge and understanding of this strategy. As stated by the authors of the previous study, Ayu Setya and Agung, this research answers that public perception of the policy for developing religious tourism destinations around the Great Mosque of Semarang is seen from two perspectives: the community's relationship to the development policy itself and the availability of tourism-supporting aspects, which are fairly homogeneous. This uniform perception leads to a favorable reaction to regional development policies.

Meanwhile, attitudes are discussed in the writers' research. However, in this study, we examine how the community responds to or interprets the development message communicated by the Karangasem district government, and past research findings indicate that the population understands this development. The administration sent statements via the Karangasem district government's official social media. This is visible in terms of comprehension, but the implementation is different. Based on the implementation of existing development messages, society is also in a position to implement them. In this instance, there are still social groups that need to learn about or fully execute existing development messages.

After analyzing the theory and past reviews, this is the author's research conclusion. However, to strengthen the evidence and research findings, the authors supplemented the study discussion findings with a brief interview regarding the research topic discussed. Following a discussion of the three components, and based on the findings of the criteria survey, the typical Karangasem community that

responded to the survey all held bachelor's degrees. As a result, the writers interviewed two Karangasem Regency singles.

The first study was conducted via video call with two undergraduate graduates from Karangasem Regency. The authors addressed the interviewees' questions on their reaction as a regional community of Karangasem Regency to the development message delivered by the Regional Government of Karangasem Regency. as well as their grasp of the development message and the effectiveness of socialization through social media nowadays. Based on these two reactions, the authors conclude that social media is a generally successful and appropriate means of conveying information and messages to the public. This is demonstrated by the widespread use of social media platforms such as Instagram and TikTok. This can only be beneficial in digesting information that has been arranged in an instructive and creative manner so that the public understands it quickly.

Efforts to use social media to disseminate existing development themes have also increased many generations' understanding and awareness of their regional environment, including not only the millennial generation but also Generation Z. The regional government can effectively package the development message's substance. In that instance, the public will gain a better understanding of the underlying message of development. Furthermore, the government's present efforts and performance in transmitting messages and information from the regional administration to the public via social media, websites, and content are rather good. However, we must wait before declaring it to be completely ideal because there are still numerous changes and further evaluations to be made about digital transformation information.

Apart from conducting in-depth interviews with two millennial generations from Karangasem Regency, the authors also conducted in-depth interviews with OPD (Regional Government Apparatus) in the Communication and Information Department, based on the results of the in-depth interviews, which provided views from the government's perspective on how social media is used as a forum for conveying development messages by local governments to the community and stated that Of course, there are still 20% of tasks that must be completed. This is due to conflicts related to the issue of insufficient education and harsh topography, which affects network and information access in the Karangasem area.

This is an impediment caused by the harsh geography and the issue of education distribution, both of which require improvement. Local governments also pay particular attention to budgets while developing a robust, precise information system. Of course, excellent research and programs are required. In terms of information dissemination, the Karangasem administration wishes to provide the finest and implement a sound information system. Of course, enormous costs are required because this will have an impact on the network's quality and the Karangasem informatics plan. At the same time, the present budget must be improved so that the planned program may continue to be implemented optimally.

Meanwhile, the regional government's response to the community's response to transmitting development messages through current social media is good, as seen

by the results of the quantitative indicators offered to the community. Measurable indicators refer to the community complaint service provided by the regional government. Aside from that, the regional administration surveys all sub-districts every six months by convening 50 persons from each sub-district to review ongoing work and programs. Based on these factors, the government can determine whether or not the public is completely content with the way social media disseminates information and communicates.

Based on the findings of in-depth interviews with three sources, two undergraduate graduates and one regional official, the author concluded that millennials are very familiar with technology and understand how to package existing information so that it can become content by observing how local governments package content. More activity and interest are still required, and the ability to establish social media is critical at this moment. We are entering a digital transition era, which necessitates progress and development using existing technologies. Furthermore, packaging the content in the media increases readers' or audiences' interest in the existing information, not only in the information provided but also in the future, allowing them to learn more about the Karangasem region.

Meanwhile, the government believes it has streamlined this as much as possible by updating the website and existing facilities and services, but further optimization would require technology and professional human resources. This is almost probably tied to the current budget. Furthermore, the Karangasem district administration constantly aims to deliver the best to the community while implementing all existing informatics programs and development, which impedes improving existing informatics products. Meanwhile, extreme geography makes it difficult for the government to transmit information uniformly due to a lack of network connection in specific locations, necessitating improved dissemination.

E. CONCLUSION

This research found that the average Karangasem community understands and is aware of the development messages conveyed by the Karangasem district regional government. However, the implementation and application of the principles are still inadequate, and this is due to the regional populations' low interest in learning more about district activities and information. According to the findings of the discussions, this is because the typical population now consists of Millennials and Gen Z, thus the degree of digital literacy is still low, as well as how local governments package information delivered via social media, which attracts less attention. Many users simply skim the headlines or subtitles that are offered. Even if many people understand the development message, some people still require assistance in comprehending the development message and the information communicated by the Karangasem regional administration. This is because access to information and development messages must still be obtained. This is based on the distribution of network access in Karangasem, which still needs to be greater due to the extreme topographic circumstances, thus network access distribution is complex, making it

difficult for the government to broadcast information linked to development messaging.

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