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## **Implementation of Communication Through Online-Based Applications with Schools (KABOS) at the Minahasa District Education Office**

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**Abstract.** This study aims to describe and analyze the Implementation of Communication Applications through online-based applications with schools, especially the Supervision Application Service at the Minahasa District Education Office. This research approach used a descriptive qualitative approach, with 10 predetermined informants using data collection techniques, namely observation, interviews and documentation using data analysis techniques through data reduction, data presentation and drawing verification conclusions. The results of this study indicate that I Implementation of Communication Applications through online-based applications with schools, especially supervisory application services for supervisors in basic education at the Minahasa district education office, is not optimal and good at implementing this policy as seen in the research focus which includes, (1) Application Application Communication through online-based applications with schools in supervisory application services (2) Communication Application Communication through online-based applications with schools to Supervisors. (3) Accuracy of Application Process Communication through online-based applications with schools to Supervisors then from the research results in the research focus encountered problems in the implementation process which is clearly illustrated in the Human Resources indicators and factors, where Financial and Telecommunications Equipment are not yet adequate and there is still a lack of supervisory competence in using the Application, some software is used and it is still not there are several areas that have not been reached by the internet network making it difficult for supervisors, then there is a lack of initiative and awkwardness in the Communication process between superiors and subordinates, Application Operators and Supervisors, then Supervisors and Supervisors so that the communication process does not work which affects less optimal Implementation, after that a leader is found who lack of discipline and even a lack of communication built between employees and leaders as well as supervisors and supervisors, researchers also assessed and found that not all civil servants, in this case the supervisor at the Minahasa District Education Office, correctly understood the contents and how to operate the KABOS Application, Communication (through) the Application Based Online (with) Schools so that it is very influential on the less optimal and good implementation of this Policy..

**Keywords.** Policy Implementation, KABOS, Supervisory Service Application

### **A. Introduction**

Law of the Republic of Indonesia Number 14 of 2008 Public Information is information that is generated, stored, managed, sent, and/or received by a public agency relating to the administration and administration of the state and/or the administration and administration of other public bodies in accordance with this Law and other information relating to public interest [1].

Presidential Regulation (Perpres) Number 95 of 2018 [2] concerning the Electronic-Based Government System (SPBE) Regulation of the Minister of State Apparatus Empowerment & Bureaucratic Reform of the Republic of Indonesia Number 5 of 2018 concerning Guidelines for SPBE Evaluation Presidential Regulation (PERPRES) Number 39 of 2019 concerning One Indonesian Data. Guidebook for the Preparation of the Smart City Master Plan 2017 Movement Towards 100 Smart Cities, Directorate General of Informatics Applications, Ministry of Communication and Informatics, Republic of Indonesia, 2017. Based on the above, currently the Head of the Minahasa District Education Office in August 2019 Makes Innovations in the World of Education by make a Communication Application through an online-based application with schools through Decree Number: 800/1227/VIII-2019 Communication Application through an online-based application with this school is a Digital-based Service which is introduced to the Public to facilitate and provide certainty in Services especially during the 4.0 era.

In the Communication Application through an online-based application with schools there are 6 (six) Service Affairs. Registration Services In this service, the community, more specifically educational staff, can first register for what purpose, time and what business and with whom, so that when they arrive they can be immediately served according to the schedule made, can be requested and adapted to their affairs. Promotion in Rank This service is given to educational staff to make it easier to control and provide certainty whether they can or cannot be promoted. CCTV For this service, it goes deeper specifically to monitor schools that already have CCTV. Data Center In this application there is data for the entire Education Office, namely the number of schools, the number of students, the name of the school, the programs in each field. Staffing In this application there is data on all employees in the Education office which contain names, employee identification numbers, ranks/classes, positions and work units. Supervision Application, is a system that electronically regulates the activities of Supervisors to carry out tasks as well as reports to the Service for activities in schools that are the responsibility of their guidance.

The Bina Supervisors will later report activities to the school by sharing via the GPS feature in the Supervisor WA Group connected to the Supervisor Application. Likewise, they are required to screenshop their activities at school and then send them to the supervisor application in the WA group. Furthermore, the communication supervisor application operator via an online-based application with the school will include it in a prepared report format.

The purpose of developing this Supervisory Application is to monitor the activities of Bina Supervisors in schools so that they are effective and coordinated. In this service, education staff can find out where the school supervisor is located so that they can provide certainty about the schedule for meetings and related to attendance lists, documentation and journals in terms of reporting attendance for certification requirements. Law Number 23 of 2014 article 12 [2] the authority of the district government in the field of education is basic education (SD and SMP) for the Minahasa district education office. The number of supervisors for junior high school is 8 people. 103 public and private junior high schools.

Regional Regulation No. 4 of 2016[3] concerning the Organizational Structure and Work Procedure of the Minahasa Regency Regional Technical Institution and Minahasa District Head Decree Number 2016 concerning the Elaboration of Main Duties and Functions of the Education Office, describes:

1. The main task of the Education Office is to assist the District Head in carrying out the preparation and implementation of regional policies and assistance in the field of Education which is the authority of the region which is delegated by the Central Government to the Regional Governments.

2. The function of the Education Office in carrying out the tasks referred to above:

- a. Implementation and determination of operational policies in the education sector;
- b. Coordinating, facilitating and implementing the provision of assistance for the cost of implementing Education;
- c. Coordinating, facilitating and supervising the education curriculum;
- d. Implementation of supervision of educational facilities and infrastructure;
- e. Coordinating and facilitating the implementation of planning, appointment, placement of transfers, increasing welfare, appreciation, protection, coaching, development and dismissal of educators and education personnel in accordance with applicable laws and regulations;
- f. Implementation of education quality control;
- g. Implementation of National Education Standards;
- h. Implementation of administrative activities;
- i. Implementation of activity evaluation; and
- j. Preparation and submission of activity reports.

Previous research conducted by Abdul Hamid regarding the application of the "what" technique to improve the ability of school administration staff to use information and communication technology. School administration personnel at the elementary and secondary education levels are one of the components that have an important role in the implementation of quality education. School administrative personnel are personnel at school who are not directly involved in learning activities but play a role in supporting the smooth learning process and school administration activities [4].

To facilitate and provide certainty in providing services to schools, a Communication Application was created through an online-based application with schools. Service Affairs in the Application Communication through an online-based application with the school includes registration, supervisors, promotion, CCTV, data center, and staffing where every business can be carried out wherever you are without having to face to face directly, in the framework of technological advances, digitalization services (lesspaper) and also see the current state of the world during the current Covid-19 pandemic. However, in daily practice the communication application through an online-based application with schools cannot be utilized optimally where the supervisor application has been made so that all supervisors can access and use it, but from 37 supervisors in the field of PAUD, SD and SMP there are school supervisors, only 5 people use and make use of it so researchers feel the need to conduct research on the implementation of the Supervisory Application.

## **B. Literature review**

### **1. Public Policy**

Fields and sectors such as [8] economic, political, social, cultural, legal, and so. In addition, judging from the hierarchy, public policy can national, regional or local in nature such

as laws, regulations government regulations, presidential regulations, ministerial regulations, government regulations regional/provincial regulations, governor decrees, district/city regional regulations, and the decision of the regent/mayor [6]. In terminology, the definition of policy There are a lot of public policies, depending on which angle we mean it. Public policy is [7]: "A series of policy decisions taken by a person or group of people to realize certain goals in society" [5] defines public policy as the allocation of values by force to all members of society.

Public Policy Models. There are several policy models that apply, namely:

a. Institutional Model. The government is in charge of making policies according to this model [9]. So whatever is made by the government in any way is policy. This model is the simplest model in policy formulation. Policy is the result of government institutions which include processes of authoritative formulation, implementation and coercion by government institutions. The characteristics of this policy model include [10]: The government is the legitimate owner of the policy, while the people are the recipients of the policy. Policy must be implemented universally and no one can avoid it. The government has the right to impose policies on the people.

b. Process Model (Process). This model assumes that politics is an activity that has a process. This model explains how a policy is made or should be made, but does not provide substance as to what should exist. For example, starting from: the process of identifying problems, setting the policy formulation agenda, formulating proposals, policy legitimacy, policy implementation, and policy evaluation [11]. c. Model Group (Group). d. The group model presupposes policy as a point of balance (equilibrium) [12]. The interaction carried out by the group will produce balance, and balance is the best. Each individual in the group will interact through the mass media to convey demands to the government to issue the necessary public policies. e. Model Elite (Elite). This model assumes that in every society there are two groups, namely those who hold power or the elite and those who do not have power or the masses. This theory explains that no matter how democratic, there is always a bias in policy formulation

f. Rational Model. This policy means that the government as a policy maker must choose policies that provide optimum benefits for the community. This model is the most widely followed model in public policy practice worldwide. This model assumes that the policy process must be based on decisions that have calculated their rationality. g. Incremental Model. Incrementalist model is a model that criticizes the rational model. Policy makers do not carry out the required process because they do not have enough time, intellectual or financial resources. This can be seen in the current government's policy of taking over policies in the past, such as decentralization, party policies, recapitalization of VAT policies and others. h. Game Theory Model. The ideal idea of this policy model is, first, the policy is in an intensive situation, second, the actor is in a situation that is not independent. Just like a game of chess, each move will meet with the next move and a counter move, each of which is relatively free. The essence of this model is to accommodate the facts in society, that every country, every government, every society does not live in a vacuum.

i. Public Choice Model. This model assumes that policy is a collective decision process with an interest in the decision. Public policy made by the government is the choice of the user (beneficiary or customer in the business concept). This is the concept of democracy which gives space for the people to contribute their choices to the government before making a decision. j. System Model (System). There are three important components according to this model, namely

input, process and output in this model. The weakness of this model is that it focuses attention on government action, and in the end we lose attention to what government never does.

Public Policy Implementation. Mazmanian and Sabatier (in Wahab, 2001:68) the meaning of policy implementation is implementing basic policy decisions, usually in the form of laws. But it can also take the form of important executive orders or decisions or other judicial bodies, these decisions identify the problems to be addressed, explicitly state the goals or objectives to be achieved in various ways to structure or regulate the implementation process.

## **2. Policy Implementation Models**

Edward III Implementation Model. The policy implementation model put forward by Edward III is called the Direct and Indirect Impact on Implementation. According to the model put forward by Edward III, there are four factors that influence the success or failure of implementing a policy, namely factors of resources, bureaucracy, communication, and disposition. [13].

Grindle Implementation Model. The next policy implementation model put forward by Grindle is determined by the content of the policy and the context of its implementation. The basic idea is that after the policy is transformed, then the implementation of the policy results is determined by implementability. [14] According to him, the success of policy implementation can be seen from two things, namely: 1. Judging from the process, by questioning whether the implementation of the policy is in accordance with the specified (design) with reference to the policy action. 2. Were the policy objectives achieved. Mazmania and Sabaitier Implementation Models. The public policy implementation model according to Mazmanian and Sabatier is known as the Implementation Analysis Framework (A Framework for Implementation Analysis). Mazmanian and Sabatier classify the policy implementation process into three variables independent variables, intervening variables, and dependent variables. Model of Policy Implementation Van Meter and Van Horn [15]. Presupposes that policy implementation runs linearly from public policy, implementers, and public policy performance.

## **3. Communication application through an online-based application with schools (KABOS)**

KABOS is an acronym for Communication (through) Online-Based Applications (with) Schools. It contains service applications, namely;

### **a. Registration Application;**

The Registration Application is an electronic system that regulates the arrival of school personnel to take care of interests at the Minahasa District Education Office, through the SMS Gate network.

### **b. Supervisor Application;**

Supervision Application, is a system that electronically regulates the activities of Supervisors to carry out tasks as well as reports to the Service for activities in schools that are the responsibility of their guidance.

### **c. Personnel Application;**

The Employment Application is an electronic system to facilitate staffing services within the scope of the Minahasa District Education Office's services. This application has loaded the staffing database of employees. Through the application, this database is processed to notify employees regarding the management of Promotions, Periodic Increases, and Retirements.

d. Internet CCTV application;

The CCTV Internet application is a CCTV network innovation that is accessed using the Internet line. The COMMUNICATION application THROUGH ONLINE-BASED APPLICATIONS WITH SCHOOLS will connect the CCTV network of schools that have installed CCTV and the Internet network (Indihome).

e. Web Application.

The Web application is an electronic system based on the Web, by creating a special website for the Minahasa District Education Office, with the address [www.disdikminahasa.com](http://www.disdikminahasa.com). The development of this Web Application is to display various information about the performance of the Minahasa District Education Office which can be accessed through available content, such as News, school profiles, regulations, etc.

4. School Superintendent

Regulation of the Minister of State for Administrative Reform and Bureaucratic Reform Number 21 of 2010 concerning the Functional Position of School Supervisors and Their Credit Scores. Definitions of School Supervisors are

a. School Superintendent Functional Position is a functional position that has the scope of duties, responsibilities and authority to carry out academic and managerial supervision activities in educational units;

b. School supervisors are civil servants who are given full duties, responsibilities and authority by authorized officials to carry out managerial academic supervision in educational units.

### **C. Method**

The research method used in this study is the Qualitative Research Method. A qualitative research approach is an approach that places more emphasis on aspects of understanding in depth on a problem rather than looking at problems for generalization research, preferring to use in-depth analysis techniques, namely examining problems on a case-by-case basis because qualitative methodologies believe that the nature of a one problem will be different from the nature of the other problem. In the qualitative research method, data is collected through interviews by conducting interviews, creating a conducive and not tense interview atmosphere, finding a time and place that has been agreed upon with the informant, starting from simple questions to serious ones, being respectful and friendly to informants. Furthermore, using observation which is essentially an activity using the five senses, can be sight, smell, hearing, to obtain the information needed to answer the research problem [16].

Data analysis in qualitative research is carried out when the data is collected and after the data collection is completed within a certain period of time. The analytical model proposed by Miles and Huberman [17] data collection, data reduction, data presentation, and drawing conclusions.

### **D. Result and discussion**

The Regional Government has the authority and affairs related to providing services in serving the public in a comprehensive and massive manner. For the implementation process, the Education Office, which is part of the Regional Government of Minahasa Regency, in carrying out tasks in public and administrative services, makes innovations to facilitate and provide certainty in carrying out services to schools, a Communication Application is made through an online-based application with schools.

**(a) Application Application Communication through an online-based application with schools in supervisory application services**

Related to the sub-focus of Application Implementation Communication through online-based applications with schools in supervisory application services, there are several indicators in it which are described in Steps for using supervisory applications for supervisors including sending GPS, Supervisors sending documentation of school activities, Supervisors sending journals according to the format specified. provided through the supervisor application in the form of a pdf file.

Related to Supervisors sending GPS, sending documentation and sending journals in pdf format.

"Related to knowing the innovation of the KABOS application launched by the Minahasa District Education Office where it is the office I work for, of course I know about innovation in the form of this application, but I am not very good at how to use it so for reporting or for giving and sending locations it is still manual."

Then it was found that the same statement from the same question was also put forward by one of the informants with the initials "FM". The following is the informant's statement:

"It's true that I know the innovations made by my office are related to making it easier for us supervisors to work, but it's undeniable that I personally haven't mastered and know how to use or operate this application."

From the statements put forward by the two informants above, it can be seen that the supervisors are very aware of the innovation launched by the Minahasa District Education Office, but the operation and use of this application are not thoroughly known by the supervisors so that when carrying out tasks when reporting and sort of still manually.

According to Edward III [13] the implementation of the policy will go well and according to the objectives also determined the disposition (attitude) where there must be a willingness to implement the policy and factors of the bureaucratic structure by implementing something that must be in accordance with the SOP and the distribution of responsibility. From the description of the research results, it can be concluded that the implementation of communication applications through online-based applications with schools that the kabos application has been implemented but is not optimal because there is a need for communication through outreach to users, in this case basic education supervisors, requires creativity and innovation in using supervisor applications. There are still some areas that don't have internet so they find it difficult to use the application.

The statements of the informants above and the descriptions related to the sub focus of implementing the supervisor application found that supervisors were aware of innovations that had been announced and had been made by the Minahasa District Education Office related to an application called KABOS which was to assist employee performance activities at the Minahasa District Education Office including in it includes Elementary School Supervisors, but there are supervisors who already know how to operate it, there are Supervisors who have never used this application, there are also supervisors who do not understand how to operate this Application. Then it was found that the supervisor experienced problems when in the process of using the application when he was in a situation and condition of a school that did not have access or an internet network and also no Wi-fi inventory.

**(b) Application Communication Communication through Online-Based Applications with Schools to Superintendents**

Communication is a very important thing to do and use in all processes related to policies that will be carried out even including Communication Application Communication

through Online-Based Applications with Schools to Supervisors. Therefore the researcher asked several predetermined informants about how the communication was carried out at the Minahasa District Education Office to the School Superintendent.

As stated by the informant with the initials "FM" as follows,

"When talking about the application as a whole, especially regarding how and the mechanism for its use has not been communicated in detail. Because to be honest, our supervisors don't fully understand this application, it's just that at the call that morning sometimes there are instructions for studying but only up to the instructions, we don't have any further communication for us to do yet."

Researchers conducted interviews with the informant "SL", Talking about communication Communication to supervisors regarding Communication Applications through Online-Based Applications with Schools. Has communication regarding this application been carried out at the Minahasa District Education Office along with the answer:

"When talking about communication about the application, it is certain that communication will be carried out in this office, especially with supervisors.

The informants above prove that communication about Communication Applications through Online-Based Applications with Schools is carried out properly at the Minahasa District Education Office office. Continue with questions for the informant "GT" regarding the form of communication carried out as follows,

"Regarding the form of communication regarding Communication through Online-Based Applications with Schools to supervisors, it is conveyed and reminded at apples or meetings."

From the informant above, based on the informant's explanation, the form of communication that was carried out at the Minahasa Regency Education Office was by delivering it during the morning assembly and also at impromptu meetings.

Then interviews with the informant "JAAL" about how communication is carried out between heads of division and supervisors or leaders and supervisors regarding policies in the form of using the application, as follows,

"Regarding application communication between leaders and supervisors as well as application operators and supervisors, I think it is still lacking based on my personal perspective or perspective, due to the lack of intensity of our meetings, both fellow supervisors and supervisors and leaders as well as supervisors and application operators.

From the explanation of the informants above, it can be said that communication between leaders and supervisors as well as application operators and supervisors is still very lacking or even bad because there is no initiative and lack of meeting time from these actors. According to Anderson, communication is a series of steps of handing over intentions that occur dynamically and constantly in the form of accordance with the prevailing conditions.

**(c) Accuracy of Application Implementation Process Communication through online-based applications with schools to Supervisors**

The accuracy of the process is an important thing in the implementation of a policy where when a policy is running but is not in the same direction or not standardized and refers to how the process is actually/ideally, the consequences of the policy will be bad and the process is not appropriate. One of the forms or efforts that must be made so that the policy goes through the right process is that there must be firmness or sanctions that must be given to actors and implementers of the policy. Judging from the lack of application implementation, the researcher

conducted an interview with "RM" as the leader about how sanctions were carried out at the Minahasa District Education Office, as follows,

"For the application of sanctions according to the mechanism, disciplinary sanctions are certainly there, but according to the employment criteria there are summons. We coordinate with BKD, we collect written reports. So when there are civil servants, in this case supervisors who violate their rules or don't carry out their duties properly as supervisors or commit deviations from their duties, they will be punished or given sanctions, but according to the procedure they will be summoned three times and will be questioned first."

After that the researcher continued to conduct interviews with "JAAL" regarding the presence or absence of sanctions or warnings given by the leadership to employees as follows,

"When talking about sanctions from the office or leadership to us employees who are given the task of supervising schools, in this case as elementary school supervisors, when we carry out our duties in reporting journals or task documentation when reporting activities are still in manual form, we have not received significant sanctions or verbal sanctions. I bring this up because I am a supervisor when at work I have not implemented or made a report using this application."

From the explanation of the informants above, it can be seen that when supervisors have not carried out their duties by using the application, there is no firmness and harsh sanctions given from the leadership to employees, in this case a supervisor. Talking about the implementation of Van Meter and Van Horn in Budi Winarno [18] defines the implementation of public policy as actions in previous decisions. These actions include efforts to convert decisions into operational actions within a certain period of time as well as in order to continue efforts to achieve big and small changes determined by decisions made by public organizations aimed at achieving goals that have been set.

### **E. Conclusion**

Based on the results of the research above, it can be concluded that the Application of the KABOS Communication Application (through) Online-Based Applications (with) Schools to Supervisors of Elementary Schools has not gone well which is clearly illustrated in the indicators and factors of Human Resources, where Financial and Telecommunication Tools are inadequate and there is still a lack of supervisor competence in using the Application, some software is used and there are still several areas that the internet network has not yet reached, making it difficult for supervisors to send GPS and photo evidence while in the target area so that the timeliness does not match. The two Disposition / Attitude Factors that form an attitude of lack of compliance in implementing policies from work unit leaders and Weak Monitoring and Evaluation in making decisions that the use of Communication Applications through online-based applications with schools Sub-Application supervisors Must be implemented. The policy objective of the Leaders to launch a Communication Application through an online-based application with schools is to support Community Service Work at the Education Office according to the mandate of the law and support the current situation where we have entered the digitalization era.

Communication in implementing the KABOS Application Communication (through) Online-Based Applications (with) Schools to Elementary School Supervisors has not gone well where there is a lack of initiative and awkwardness in the Communication process between superiors and subordinates, Application Operators and Supervisors, then Supervisors and Supervisors so that the communication process not running which has the effect of not optimally implementing the KABOS Communication Application (through) Online-Based Applications

(with) Schools. Process Accuracy as one of the indicators in the focus of this study concluded that no matter how precise a policy is made, of course it will not achieve the desired results if it is not supported by good implementation and good communication as well. In this case the implementation of the KABOS Communication Application (through) Online-Based Applications (with) Schools is still not good. In addition to leaders who lack discipline and even lack of communication that is built between employees and leaders as well as supervisors and supervisors, researchers also assess that not all Civil Servants (PNS) in this case Supervisors at the Minahasa Regency Education Office correctly understand the contents and how to operate the KABOS Application, Communication (through) Online-Based Applications (with) Schools.

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