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Village Social Welfare in the Village Building Program of the TVRI East Java Public Broadcasting Institution 2021-2023

Mohammad Hasan Fauzi[1a)] dan Dimas Prakoso Nugroho[2)]

[12)] Program Studi Komunikasi dan Penyiaran Islam, Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung

a) Author correspondence: fauzihasan2028@gmail.com

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ABSTRACT

Village social welfare is an organized field of activities carried out either by the village administration or the private sector which has the main objective of fulfilling basic needs, improving the quality of life of village communities, as well as increasing village independence and overcoming social problems. This study attempts to analyze how village social welfare is described in the program "Mbangun Deso" by the East Java TVRI Public Broadcasting Institute using the Krippendorff quantitative content analysis method. The results showed that of the 88 segments analyzed, village social welfare in the "Mbangun Deso" program was described by the tourism sector being the most dominant sub-indicator in activities for utilizing the potential of natural resources, economic empowerment being the dominant sub-indicator in village community empowerment activities, building facilities and Village economic infrastructure is the dominant sub-indicator in village facilities and infrastructure development activities, economic development by the local government is the dominant sub-indicator in local economic development activities. Of the 22 villages that have been covered by LPP TVRI East Java's "Mbangun Deso" program, there are 14 villages carrying out local customs/culture preservation through direct cultural practices and 2 villages through cultural education. There are 12 villages that have modernized village government by digitizing public services.

***Keywords**: East Java; social; TVRI; villag; welfare*

ABSTRAK

Kesejahteraan sosial desa merupakan bidang kegiatan terorganisir yang diselenggarakan baik oleh pemerintahan desa atau pihak swasta yang memiliki tujuan utama untuk pemenuhan kebutuhan dasar, meningkatkan kualitas hidup masyarakat desa, serta meningkatkan kemandirian desa dan mengatasi permasalahan sosial. Penelitian ini berusaha menganalisis bagaimana kesejahteraan sosial desa digambarkan dalam program acara “Mbangun Deso” Lembaga Penyiaran Publik TVRI Jawa Timur dengan metode analisis isi kuantitatif Krippendorff. Hasil penelitian menunjukkan dari 88 segmen yang dianalisis, kesejahteraan sosial desa pada program “Mbangun Deso” digambarkan dengan sektor pariwisata menjadi sub indikator paling dominan dalam kegiatan pendayagunaan potensi sumber daya alam, pemberdayaan ekonomi menjadi sub indikator dominan dalam kegiatan pemberdayaan masyarakat desa, pembangunan sarana dan prasarana ekonomi desa menjadi sub indikator dominan dalam kegiatan pembangunan sarana dan prasarana desa, pengembangan ekonomi oleh pemerintah lokal menjadi sub indikator dominan dalam kegiatan pengembangan ekonomi lokal. Dari 22 desa yang telah diliput oleh program acara “Mbangun Deso” LPP TVRI Jawa Timur, terdapat 14 desa melaksanakan pelestarian adat/budaya lokal melalui praktik budaya secara langsung dan 2 desa melalui edukasi budaya. Serta terdapat 12 desa telah melaksanakan modernisasi pemerintahan desa dengan digitalisasi pelayanan publik.

Kata kunci: *Jawa Timur; sosial; TVRI; desa; kesejahteraan*

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INTRODUCTION

In the history of village settlements, various policies have been established since the establishment of this republic. However, some of the policies that have been set are considered not able to accommodate all the needs and interests of the village community. In addition, the implementation of the village regulation policy that has been in effect is also considered not in accordance with the times, especially regarding the position of customary law communities, diversity, democratization, community participation, and the progress and equitable distribution of development. Some of these problems actually cause problems of disparities between regions, poverty problems, and socio-cultural problems that can disrupt the integrity of the Unitary State of the Republic of Indonesia. Thus, this problem became one of the basis for the establishment of Law Number 6 of 2014 concerning Villages (Village Law).

The Village Law has brought new hope to Indonesia in overcoming the problems faced by villages. The establishment of the Village Law has shared objectives including providing respect and recognition for the village, providing clarity of the status and legal certainty of the village in the constitution, preserving and advancing village customs, encouraging community participation in developing village potentials and assets, forming a village government that has professionalism, efficiency, effectiveness, openness and accountability, improving public services to accelerate public welfare, advancing the economy of village communities and overcoming national development gaps, and strengthening village communities as the main subjects or actors of development (UU No. 6 Tahun 2014)

After the enactment of the Village Law, villages have a legal basis to foster village independence which can then be used to improve welfare for their communities, considering that villages have various potentials that can be used to achieve these goals. The independence in question is the independence of the village government (*local selfgovernment*) and the independence of the village community (*selfgoverning community*) (UU No. 6 Tahun 2014). Meanwhile, according to Summer et al., welfare is a condition where the physical, social, and mental state is in good condition. These conditions are indicated by the fulfillment of basic needs and the achievement of life goals that are strengthened by conditions between communities that support each other, are strong and open to cultural diversity, adequate financial conditions, decent work, and healthy environmental conditions (Summers et al., 2012).

Summers et al distinguish well-being into dimensions that are *subjective and* objective *well-being*. The subjective dimension of well-being is based on an individual's assessment of the individual's perceived well-being towards life satisfaction or happiness. Meanwhile, the objective welfare dimension is generally based on assumptions about basic human living needs, economic needs, and environmental needs. In the concept of objective welfare, basic human needs are also referred to as physiological needs or needs that are divided into the scope of food,

clothing and shelter needs. Economic needs are divided into the scope of basic economic fulfillment, education costs, earning power, personal wealth, household infrastructure, community/national wealth and productivity, public infrastructure, economic diversity, economic growth, economic sustainability and trade. Environmental needs are divided into the scope of availability of clean air and water, the absence of pollution, and the avoidance of ecological criticality (Summers et al., 2012).

Another definition of welfare is contained in Law Number 11 of 2005 concerning Social Welfare, social welfare is a condition for the fulfillment of the material, spiritual, and social needs of citizens in order to live a decent life and be able to develop themselves, so as to be able to carry out their social functions (UU Nomor 11 Tahun 2009). Suharto gave the limitations of the definition of social welfare as defined from the United Nations (UN) statement, social welfare is a field of activities organized and organized either by the government or the private sector that aims to prevent, overcome, and contribute to solving social problems and help improve the quality of life (Suharto, 2009).

From some of the definitions of welfare and social welfare above, it can be concluded to define social welfare at the village level, namely as a field of activities organized either by the village government or the private sector which has the main goal of helping to meet the basic needs of the village community, improve the quality of life, and increase village independence and overcome social problems.

Independence in realizing village social welfare is the main goal of the implementation of UU No. 6 of 2014 concerning Villages. The development of village independence based on the implementation of the Village Law, can be explicitly known through the Building Village Index (IDM) on the idm.kemendesa.go.id website initiated by the Ministry of Villages, Development of Disadvantaged Regions and Transmigration (Kemendes PDTT). The Building Village Index is a composite index of three constituent indices, namely the Social Resilience Index, the Economic Resilience Index, and the Ecology/Environmental Resilience Index.

IDM divides the classification of village status into five levels, namely: independent, advanced, developed, disadvantaged and very disadvantaged. Nationally, the IDM in 2022 compared to 2021 shows a significant increase in the number of independent and developed village classifications. The number of independent villages in 2021 was 3278 villages or 4.44 percent, and rose to 6239 villages or 8.43 percent in 2022. The number of developed villages in 2021 was 15,324 villages or 20.75 percent and increased to 20,248 villages or 27.34 percent in 2022. Thus, the number of developing, underdeveloped and severely underdeveloped villages shows a decline. The number of villages grew in 2021 to 38,086 villages or 51.57 percent and decreased to 33,892 villages or 45.77 percent in 2022. The number of underdeveloped villages in 2021 was 12,177 villages or 16.49 percent and decreased to 9234 villages or 12.47 percent in 2022. The number of villages was

severely lagging behind in 2021 as many as 4985 villages or 6.75 percent and dropped to 4438 villages or 5.99 percent in 2022 (Kemendesa PDTT, 2022)

Based on the IDM data above, it indicates that there has been an improvement in the implementation of the Village Law in the 2021-2022 period. According to IDM data in 2022, East Java Province is the province with the highest number of independent villages in Indonesia and has experienced a significant increase in the number of independent villages compared to 2021. With a total of 7,722 villages, as many as 1,490 villages in East Java are included in the classification of independent villages or an increase of 793 villages compared to 2021. Other villages with a total of 3,906 villages are included in the classification of developed villages, and as many as 2,326 villages are included in the classification of developing villages. In East Java Province, there are no villages that are included in the classification of disadvantaged villages or very disadvantaged villages (Kemendesa PDTT, 2022).

The development of village independence in East Java inspired the Public Broadcasting Institute (LPP) TVRI East Java to produce programs “Mbangun Deso” which has the meaning in Indonesian "Mbangun Deso". Programs are programs that are broadcast by television stations as broadcasting institutions to meet the needs of their viewers. According to Facruddin in Wildan Isfaguanto and Nikmah Suryandari, programs are factors that affect the attractiveness of viewers to watch shows aired by radio or television. The program will usually be designed as attractive as possible so that the public is enthusiastic to watch and receive the message conveyed through the broadcast (Isfaguwanto & Suryandari, 2022)

In Government Regulation Number 13 of 2005 concerning Public Broadcasting Institutions, TVRI has the task of providing information, education, healthy entertainment, social control and glue services as well as preserving the nation's culture for the benefit of all levels of society (PP No. 13 Tahun 2005). Through the program “Mbangun Deso” This LPP TVRI East Java as a local public broadcasting institution, carries out its duties in providing information servants in the form of the success of village efforts in realizing village social welfare, with activities held such as lifting the MSME and tourism sectors, utilizing village potential, to realizing good and efficient administrative services, through the program “Mbangun Deso” LPP TVRI East Java also carries out control duties, in this case control over sustainable village development and also participates in preserving the nation's culture in the area, especially villages in East Java Province (interview with Iwan, March 13, 2023).

Program “Mbangun Deso” LPP TVRI East Java has a feature show format. The program, which has a broadcast duration of 30 minutes and is divided into 4 segments, also aims to inspire other villages, especially villages that are still in the category of developing, underdeveloped, or very backward villages by exposing the success of villages in East Java in increasing the independence and social welfare of their villages. Programs “Mbangun Deso” aired on TVRI East Java every Sunday at 10.00 WIB.

This research aims to find out and analyze how village social welfare is described in the "Mbangun Deso" program of LPP TVRI East Java. This is because each village has different efforts in realizing the social welfare of its village, so it is hoped that the steps and work programs of the village that have succeeded in increasing the independence of the village and the welfare of the community, are able to raise the spirit of the community as a whole and especially the village apparatus to continue to make improvements in maximizing the independence of the village to prosper the people in their area.

Television shows can be analyzed using content analysis techniques, according to Krippendorf Content analysis is a research technique that aims to make replicable and valid conclusions from the text (or other meaningful things) by paying attention to the context used (Krippendorff, 2004) {Formatting Citation}. There are several previous relevant studies on the analysis of the content of television programs, including a study by Hepi Nursela et al., entitled The Poor in the Media (Analysis of the Content of the Representation of Lower Class Habitus in the Trans 7 "Marginalized People" Program). The results of the data obtained show that Trans 7's "Marginalized People" show most highlighted people with the elderly and children with the female gender. The entire storyline of Trans 7's "Marginal People" shows low-class habitus starting from work and traits. The most commonly displayed low-class habitus professions are mobile food vendors, freelance day laborers, and handicraft sellers with erratic working hours and incomes. Marginalized people as the lower class are described as people who live in villages with physical conditions suffering from chronic diseases and people with disabilities, residences occupied in the form of non-permanent houses and rickety huts with conditions that are not suitable for occupancy and whose ownership status is not private property but belongs to relatives or other people. The traits displayed are traits that are always inherent in the lower class, namely hard work and never giving up and always being grateful and sincere (Nursela et al., 2021).

The second research was conducted by Diah Ayu Nur Siti Faizah entitled Quantitative Content Analysis on the NET "86" TV Program (Descriptive Quantitative Content Analysis Study on the NET "86" TV Program for the June-July 2018 period). The results of the results obtained show that the NET TV program "86" for the period of June-July 2018 aired the activities of the Indonesian National Police with the highest percentage of impressions on the control of motor vehicles that do not carry an STNK (13%), the arrest of the perpetrators of theft (11%), the discipline of motorists who do not wear helmets (10%), the discipline of motorists who do not have license plates and do not have a driver's license (8%), arresting the perpetrators of brawls, raiding suspected hard drug sellers and thwarting drug transactions respectively (6%), securing commercial sex workers, discipline two-wheeled riders who go against the tide, responding to complaints from the community who are victims of pickpocketing (5%), dispersing young people who are partying drunk (3%), raiding massage parlors that are still operating in the month of Ramadan, securing a couple who are making out in transportation, arrest of drug users, respond

to victims of persecution, and socialization to vehicle users after the collapse of bridges in their respective fields (2%) (Faizah, 2018).

The third research was conducted by Abuzar Algiffari et al entitled Analysis of the Content of Messages in the Kick Andy Talk Show Program on Metro Tv July 2018 Edition (Outstanding Youth Series). The results of the data obtained showed that the most dominant message category in the Kick Andy Talkshow Program on Metro Tv July 2018 Edition was the informative message category with 34 messages (40.47%), the second highest message category was the motivational message category with 33 messages (39.28%), and the third most popular message category was the socialization message category with 17 messages (20.23%). The factors that support the application of message orientation in the Kick Andy Talkshow Program on Metro Tv July 2018 Edition are the language used communicatively, the discussion of material relevant to the phenomenon that occurs, accompanied by interesting and relevant backsound and images, and the appearance of advertisements after the discussion of the material is completed (Algiffari et al., 2020).

METHODS

In this study, the researcher uses a positivism paradigm based on careful observation and testing of the existing objective reality. The research approach used in this study is quantitative, The quantitative research approach has the goal of producing generalizations. According to Sumanto, generalization is a statement of truth that occurs in a reality about a problem that is expected to occur (Sumanto, 2022).

This study uses the content analysis method, the content analysis method is used to measure certain aspects of the content that are carried out quantitatively. Content analysis is aimed at systematically identifying the content of communications that appear, is objectively valid, reliable, and replicable (Eriyanto, 2011). The content analysis technique used in this study is the content analysis of the Krippendorff model. Content analysis is a research technique that aims to make conclusions that can be replicated and valid from the text (or other meaningful things) by paying attention to the context used (Krippendorff, 2004).

The subject in this study is the show program “Mbangun Deso” TVRI East Java Public Broadcasting Institution for the period of December 26, 2021 - April 2, 2023. The object of this study is the social welfare of the village community. The sample determination technique in this study uses the census *sampling* technique, the saturated sample technique uses all members of the population to be a sample (Sugiyono, 2019). Based on the sample determination technique, the number of samples (n) taken was 88 segments, obtained from 22 episodes where each episode was divided into 4 segments.

In this study, the researcher uses thematic analysis, namely analysis that looks more at the main topic of each segment, seen from the narration, footage, scenes, information from the presenter, and statements from the source of the show "Mbangun Deso" of the TVRI Public Broadcasting Institute of TVRI East Java, in simple terms the thematic unit talks about "what the text talks about or what (Eriyanto, 2011). The conceptualization of this research is in the form of a village social welfare show, the concept is generally interpreted as an abstraction or representation of a social object or phenomenon (Eriyanto, 2011). The variables operationalized in this study are the social welfare of the village community which is divided into six indicators including the utilization of the potential of village natural resources, the empowerment of village communities, the development of village facilities and infrastructure, the development of local economy, the preservation of local customs/culture, and the modernization of village government.

Table 1. Categorization of Village Social Welfare Indicators

Yes	Indicator	Sub Indicator
1	Village Welfare	There
		No
2	Utilization of Village Natural Resources Potential	Food Crop Agriculture Sector
		Horticultural Crop Agriculture Sector
		Plantation Sector
		Livestock Sector
		Fisheries Sector
		Micro, Small and Medium Enterprises Sector
		Tourism Sector
3	Village Community Empowerment	Village Government
		Institutional Field
		Economics
		Technology Field
		Health
		Education/education
4	Development of Facilities and Infrastructure	Basic Facilities and Infrastructure
		Basic Social Activities Facilities and Infrastructure
		Facilities and Infrastructure of Economic Activities
		Facilities and infrastructure Environmental activities
5	Local Economic Development	The Role of Local Government
		The Role of Local Economic Institutions
		Role of Third/Private Parties
		The Role of Local Communities
6	Preservation of Local Customs/Culture	Cultural Experience/Culture Experience
		Cultural Education/Culture Knowledge
		None
7	Modernization of Village Government	Digitization of the public service system
		None

RESULT AND DISCUSSION

Village social welfare can be defined as a field of activities that are organized either by the village government or private parties whose main goal is to help meet the basic needs of the village community, improve the quality of life, and increase village independence and overcome social problems. The social welfare of the village can be described through the media, one of which is television.

The following are the results of the distribution of village social welfare frequencies as described by LPP TVRI East Java's "Mbangun Deso" program during the period of December 26, 2021 - April 2, 2023.

Tabel 2. Distribusi Frekuensi Kesejahteraan Sosial Desa pada Program Acara "Mbangun Deso" LPP TVRI Jawa Timur.

Kesejahteraan Sosial Desa	Frekuensi	Persen
Ada	88	100.0
Tidak	0	0,0
Total	**88**	**100.0**

Source: Data Coding, 2023

The results of the frequency distribution above show that the program of the event "Mbangun Deso" LPP TVRI East Java depicts the social welfare of the village in 88 segments of its 22 episodes. The spirit of the program "Mbangun Deso" as a whole, we want to motivate other villages, especially villages in East Java Province, by displaying the profiles of villages that are considered successful in prospering their communities (interview with Iwan, June 5, 2023). In the Program "Mbangun Deso" The emergence of village social welfare is polarized into six indicators, including the utilization of the potential of village natural resources, the empowerment of village communities, the development of village facilities and infrastructure, the development of local economy, the preservation of local customs/culture, and the modernization of village government.

Table 3. Frequency Distribution of Village Natural Resources Utilization Indicators on Event Program Broadcasts "Mbangun Deso" LPP TVRI East Java.

Indicators of Utilization of Natural Resources Potential	Frequency	Presses
Food Crop Agriculture Sector	10	11.4
Horticultural Crop Agriculture Sector	11	12.5
Plantation Sector	7	8.0
Livestock Sector	5	5.7
Fisheries Sector	3	3.4
Micro, Small and Medium Enterprises Sector	12	13.6
Tourism Sector	40	45.5
Total	**88**	**100.0**

Source: Data Coding, 2023

The results of the above frequency distribution show that in the indicators of the utilization of village natural resource potential, the most dominant sub-indicator appears is the tourism sector with the frequency of appearance of 40 segments and a percentage of 45.4%. Event program “Mbangun Deso” Paying great attention to the utilization of the potential of village natural resources for tourism sector activities, considering that the village benefits from the beautiful condition of natural resources and diverse geographical conditions. Through this advantage, the village tries to take advantage of this potential as a tourism area. In addition to increasing the economic movement of the village which is usually obtained from the agricultural and plantation sectors, tourism areas in several villages are also used as a means of education, animal and fauna conservation, and some are aimed at supporting the progress of culture in the area (interview with Iwan, June 5, 2023).

The next dominant sub-indicator frequency is the micro, small and medium enterprises (MSMEs) sector, which emerged as many as 12 segments with a percentage of 13.6%. Furthermore, it is followed by the sub-indicator of the horticultural crop agricultural sector with a frequency of 11 segments and a frequency of 12.5%. Then continued with the sub-indicator of food crop agriculture appearing as many as 10 segments with a frequency of 11.4%. The number of frequency segments is then filled by the plantation sector with 7 segments and a percentage of 8%. Then followed by the sub-indicator of the livestock sector with a segment frequency of 5 and a percentage of 5.7%. Finally, with the least number of appearances in the indicators of the utilization of the potential of village natural resources is the fisheries sub-indicator with a frequency of 3 segments and a percentage of 3.4%

Table 4. Frequency Distribution of Village Community Empowerment Indicators on Event Program Broadcasts “Mbangun Deso” LPP TVRI East Java.

Community Empowerment Indicators	Frequency	Presses
Village Government	5	5.7
Village Institutional Sector	7	8.0
Economics	69	78.4
Technology Field	3	3.4
Health	1	1.1
Education	3	3.4
Total	**88**	**100.0**

Source: Data Coding, 2023

The results of the above frequency distribution show that in the indicators of village community empowerment, the most dominant sub-indicator in the economic field appears with a frequency of 69 segments and a percentage of 78.9%. The "Mbangun Deso" program of LPP TVRI East Java highlights the efforts of villages in an effort to develop independence, participation and community empowerment so

that village communities are more empowered through the economic sector. Economic empowerment aims to help alleviate poverty, create jobs, and prevent urbanization or the migration of people of productive age to urban areas (interview with Iwan, June 5, 2023).

The next dominant sub-indicator frequency is the village institutional sector as many as 7 segments with a percentage of 8%. Then followed by sub-indicators in the field of village government with a frequency of 5 segments and a percentage of 5.7%. Followed by sub-indicators in the field of technology and sub-indicators in education with 3 segments each with a percentage of 3.4 segments. Furthermore, the last sub-indicator with the least frequency of occurrence with 1 segment and a percentage of 1.1 segments is the health sub-indicator.

Table 5. Frequency Distribution of Indicators of Village Facilities and Infrastructure Development in the Broadcast of the "Mbangun Deso" Program of LPP TVRI East Java.

Indicators of Infrastructure Development	Frequency	Presses
Basic Facilities and Infrastructure	14	15.9
Basic Social Facilities and Infrastructure	11	12.5
Economic Facilities and Infrastructure	59	67.0
Environmental Facilities and Infrastructure	4	4.5
Total	**88**	**100.0**

Source: Data Coding, 2023

The results of the frequency distribution above show that in the indicators of the development of village facilities and infrastructure, the most common sub-indicators are the development of economic facilities and infrastructure with a frequency of 59 segments and a percentage of 67%. The "Mbangun Deso" event program of LPP TVRI East Java pays attention to the development, development, and maintenance of infrastructure facilities that support the economy in villages such as BUMDes, village markets, village cooperatives, and tourism areas managed by tourism awareness groups in the area (interview with Iwan, June 5, 2023).

Furthermore, the number of frequencies is followed by sub-indicators of the development of basic facilities and infrastructure with a frequency of 14 segments and a percentage of 15.9 segments. Then the sub-indicator of the development of basic social facilities and infrastructure with the frequency of emergence of 11 segments and a percentage of 12.5%. Then the sub-indicator with the least number of frequencies is the development of environmental facilities and infrastructure with 4 segments and a percentage of 4.5%.

Table 6. Frequency Distribution of Local Economic Development Indicators on the Broadcast of the LPP TVRI East Java "Mbangun Deso" Program.

Economic Development Indicators	Frequency	Presses
The Role of Local Government	7	42.0
The Role of Village Economic Institutions	3	26.1
The Role of Village Communities	5	28.4
Role of Third/Private Parties		3.4
Total	**8**	**100.0**

Source: Data Coding, 2023

The results of the frequency distribution above show that in the local economic development indicator, the frequency of occurrence is most filled by local economic development by local governments with a frequency of 37 segments and a percentage of 42%. The "Mbangun Deso" program of LPP TVRI East Java pays attention to participation efforts that encourage cooperation between the village government and the business world and the community in their area to utilize the potential of local resources that function to create decent jobs and increase village economic activities. Local governments also have a role in making policies/regulations, structuring village economic institutions, increasing cooperation capacity, and helping to create markets and supporting infrastructure (interview with Iwan, June 5, 2023).

The next dominant indicator was followed by sub-indicators of local economic development by village communities with a frequency of 25 segments and a percentage of 28.4%. Then it was followed by the frequency of sub-indicators of local economic development by village economic institutions with a frequency of 23 segments and a percentage of 26.1%. Finally, the sub-indicator with a frequency of 3 segments with a percentage of 3.4%, namely sub-indicators of local economic development by third parties or the private sector.

Table 7. Frequency Distribution of Indicators of Preservation of Local Customs/Culture in the Broadcast of the "Mbangun Deso" Program of LPP TVRI East Java.

Customary/Cultural Preservation Indicators	Frequency	Presses
Through hands-on practice	28	31.8
Through Education	2	2.3
None	58	65.9
Total	**88**	**100.0**

Source: Data Coding, 2023

The results of the frequency distribution above show that in the indicators of local customs/culture preservation, as many as 58 segments with a percentage of 65.9%, there are no narratives, footage, scenes, statements from presenters, and statements from resource persons who discuss the preservation of local customs/culture. The dominance of the second sub-indicator of the preservation of local customs/culture is filled by the preservation of customs/culture through direct practice with a frequency of 28 segments and a percentage of 31.8 percent. The "Mbangun Deso" program of LPP TVRI East Java focuses on the preservation of the noble values of customs, traditions, and culture of the village community which is carried out directly such as dancing, playing musical instruments, performing arts and so on. With the hope that the public at large will know and get to know the cultural diversity in their area (interview with Iwan, June 5, 2023). The last sub-indicator with a frequency of 2 and a percentage of 2.3% is through education, the education in question is to provide a special area that is used for the process of cultural introduction education.

Table 8. Frequency Distribution of Village Government Modernization Indicators on the Broadcast of the "Mbangun Deso" Program of LPP TVRI East Java.

Indicators of Village Government Modernization	Frequency	Presses
Digitization of Public Services	20	22.7
None	68	77.3
Total	**88**	**100.0**

Source: Data Coding, 2023

The results of the above frequency distribution show that in the indicators of village government modernization, as many as 68 segments with a percentage of 77.3 percent, there are no narratives, footage, scenes, statements from presenters, and statements from resource persons who discuss the modernization of village government. The dominance of the second sub-indicator of village government modernization is filled by the digitization of public services with a frequency of 20 segments and a percentage of 22.7%. This shows that LPP TVRI East Java's "Mbangun Deso" program focuses on the formation of *Good Government* in the implementation of public services based on modern communication and information technology (interview with Iwan, June 5, 2023).

This study also presents the findings of data from cross-tabulation between the village name variable and the indicator of the utilization of the potential of village natural resources, the indicator of the preservation of local customs/udaya and the indicator of the modernization of village government. This cross-tabulation is intended to find out how the distribution of the utilization of the potential of village

natural resources, the distribution of villages that preserve local customs/culture and villages that have carried out modernization for villages that have been covered by the "Mbangun Deso" program of LPP TVRI East Java.

Table 9. Cross-tabulation of Village Names with Utilization Indicators Potential of Village Natural Resources

Village	Indicators of Utilization of Village Natural Resources Potential							Total
	Pertanian Pangan	Pertanian Holtikultura	Perkebunan	Peternakan	Perikanan	UMKM	Pariwisata	
Bejijong	0	0	0	0	0	0	4	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	**100.0%**
Badang	0	4	0	0	0	0	0	**4**
	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**100.0%**
Toyo Marto	0	0	2	0	0	1	1	**4**
	0.0%	0.0%	50.0%	0.0%	0.0%	25.0%	25.0%	**100.0%**
Sumber Pitu	0	0	0	4	0	0	0	**4**
	0.0%	0.0%	0.0%	100.0%	0.0%	0.0%	0.0%	**100.0%**
Kebun Tunggul	1	0	0	0	0	1	2	**4**
	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	50.0%	**100.0%**
Sendang	0	0	0	0	0	1	3	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	75.0%	**100.0%**
Kemiri Gede	2	0	0	0	0	1	1	**4**
	50.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	**100.0%**
Klata Kan	0	0	0	0	0	0	4	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	**100.0%**
Serang	0	0	0	0	0	1	3	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	75.0%	**100.0%**
Sumbe rejo kulon	1	0	0	0	1	0	2	**4**
	25.0%	0.0%	0.0%	0.0%	25.0%	0.0%	50.0%	**100.0%**
Kemiren	0	0	0	0	0	1	3	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	75.0%	**100.0%**
Pandan Rejo	0	2	0	0	0	0	2	**4**
	0.0%	50.0%	0.0%	0.0%	0.0%	0.0%	50.0%	**100.0%**
Bomo	0	0	0	0	0	1	3	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	25.0%	75.0%	**100.0%**
Plum Bangan	2	0	0	0	0	0	2	**4**
	50.0%	0.0%	0.0%	0.0%	0.0%	0.0%	50.0%	**100.0%**
Tanju Ngan	1	0	0	0	0	1	2	**4**
	25.0%	0.0%	0.0%	0.0%	0.0%	25.0%	50.0%	**100.0%**
Geni Langit	0	1	0	0	0	1	2	**4**
	0.0%	25.0%	0.0%	0.0%	0.0%	25.0%	50.0%	**100.0%**
Taman Sari	0	0	0	0	0	0	4	**4**
	0.0%	0.0%	0.0%	0.0%	0.0%	0.0%	100.0%	**100.0%**
Talun	0	0	2	1	0	0	1	**4**
	0.0%	0.0%	50.0%	25.0%	0.0%	0.0%	25.0%	**100.0%**

Village	Indicators of Utilization of Village Natural Resources Potential							Total
Sumber Dodol	1	0	0	0	2	1	0	**4**
	25.0%	0.0%	0.0%	0.0%	50.0%	25.0%	0.0%	**100.0%**
Giri Kerto	2	0	0	0	0	1	1	**4**
	50.0%	0.0%	0.0%	0.0%	0.0%	25.0%	25.0%	**100.0%**
Kendal Bulur	0	0	3	0	0	1	0	**4**
	0.0%	0.0%	75.0%	0.0%	0.0%	25.0%	0.0%	**100.0%**
Wono Rejo	0	4	0	0	0	0	0	**4**
	0.0%	100.0%	0.0%	0.0%	0.0%	0.0%	0.0%	**100.0%**
Total	**10**	**11**	**7**	**5**	**3**	**12**	**40**	**88**
	11.4%	**12.5%**	**8.0%**	**5.7%**	**3.4%**	**13.6%**	**45.5%**	**100.0%**

Source: Data Coding, 2023

From the results of the cross-tabulation above, it can be seen the distribution of the utilization of natural resource potential in each village in East Java that has been covered by the LPP TVRI East Java "Mbangun Deso" event program. Bejijong Village focuses on the tourism sector, with the frequency of the emergence of 4 segments and a percentage of 100%. Badang Village focuses on the ultra-holtic-plant agriculture sector which has emerged in 4 segments with a percentage of 100%. Toyomarto Village has three focuses, namely plantations with the emergence of 2 segments and a percentage of 50%, as well as the MSME and tourism sectors which each have 1 segment with a percentage of 25%. Sumberpitu Village focuses on the livestock sector with 4 segments and a percentage of 100%. Kebuntunggul Village has three focuses, namely tourism with 2 segments with a percentage of 50%, and food agriculture and MSMEs each have 1 segment with a percentage of 25%.

Sendang Village has two focuses, namely tourism with the emergence of 3 segments and a percentage of 75%, and MSMEs with 1 segment and a percentage of 25%. Kemirigede Village has three focuses, namely food agriculture with 2 segments and a percentage of 50%, as well as MSMEs and tourism which are 1 segment each with a percentage of 25%. Klatakan Village focuses on the tourism sector with 4 segments and a percentage of 100%. Serang Village has two focuses, namely tourism with 3 segments and a percentage of 75%, and MSMEs with 1 segment and a percentage of 25%. Sumberejokulon Village has three focuses, including tourism with 2 segments and a percentage of 50%, and fisheries and food crops each with 1 segment with a percentage of 25%. Kemiren Village has two focuses, namely tourism with 3 segments and a percentage of 75%, and MSMEs with 1 segment and a percentage of 25%.

Pandanrejo Village has two focuses, namely tourism and horticultural crops, each of which has 2 segments and a percentage of 50%. Bomo Village has 2 focuses, namely the tourism sector with 3 segments with a percentage of 75% and MSMEs 1 segment with a percentage of 25%. Plumbangan Village has two focuses, namely food crops and tourism, each of which has 2 segments with a percentage of 50%.

Tanjungan Village has three focuses, namely tourism with the frequency of 2 segments and a percentage of 50%, as well as food crops and MSMEs which each appear 1 segment and a percentage of 25%. Genilangit Village has three focuses, namely tourism with 2 segments and a percentage of 50%, as well as horticultural crops and MSMEs with 1 segment each with a percentage of 25%.

Tamansari Village focuses on the tourism sector with the emergence of 4 segments and a percentage of 100%. Talun Village has three focuses, namely plantations with 2 segments and a percentage of 50%, and livestock and tourism each with 1 segment with 25%. Sumberdodol Village has three focuses, namely fisheries with 2 segments and a percentage of 50%, and the agriculture, food and MSME sectors each with 1 segment with a percentage of 25%. Girikerto Village has three focuses, namely food crops with 2 segments and a percentage of 50%, as well as MSMEs and tourism with 1 segment each with a percentage of 25%. Kendalbulur Village has two focuses, namely the plantation sector with 3 segments and a presentse of 75% and the MSME sector with 1 segment with a percentage of 25%. Wonorejo Village focuses on the horticultural crop sector with a frequency of 4 segments and a percentage of 100%.

Table 10. Cross-tabulation of Village Names with Indicators of Customary Conservation/Local Culture

Village	Indicators of Preservation of Local Customs/Culture			Total
	Through Practice Live	Through Education Culture	No There	
Bejijong	4	0	0	**4**
	100.0%	0.0%	0.0%	**0.0%**
Badang	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Toyo Marto	1	0	3	**4**
	25.0%	0.0%	75.0%	**100.0%**
Sumber Pitu	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Kebun Tunggul	2	0	2	**4**
	50.0%	0.0%	50.0%	**100.0%**
Sendang	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Kemiri Gede	2	0	2	**4**
	50.0%	0.0%	50.0%	**100.0%**
Klata Kan	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Serang	2	0	2	**4**
	50.0%	0.0%	50.0%	**100.0%**
Sumbe rejo kulon	1	0	3	**4**
	25.0%	0.0%	75.0%	**100.0%**
Kemiren	4	0	0	**4**
	100.0%	0.0%	0.0%	**100.0%**

Village	Indicators of Preservation of Local Customs/Culture			Total
Pandan Rejo	3	0	1	**4**
	75.0%	0.0%	25.0%	**100.0%**
Bomo	1	0	3	**4**
	25.0%	0.0%	75.0%	**100.0%**
Plum Bangan	0	1	3	**4**
	0.0%	25.0%	75.0%	**100.0%**
Tanju Ngan	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Geni Langit	3	0	1	**4**
	75.0%	0.0%	25.0%	**100.0%**
Taman Sari	1	1	2	**4**
	25.0%	25.0%	50.0%	**100.0%**
Talun	2	0	2	**4**
	50.0%	0.0%	50.0%	**100.0%**
Sumber Dodol	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Giri Kerto	1	0	3	**4**
	25.0%	0.0%	75.0%	**100.0%**
Kendal Bulur	1	0	3	**4**
	25.0%	0.0%	75.0%	**100.0%**
Wono Rejo	0	0	4	**4**
	0.0%	0.0%	100.0%	**100.0%**
Total	**28**	**2**	**58**	**88**
	31.8%	**2.3%**	**65.9%**	**100.0%**

Source: Data Coding, 2023

From the results of the cross-tabulation above, it can be seen the distribution of the preservation of local customs/culture in each village in East Java that has been covered by the LPP TVRI East Java "Mbangun Deso" program program. The following villages preserve customs/culture through direct practice: Bejijong Village in 4 segments with a percentage of 100%, Toyomarto Village 1 segment with a percentage of 25%, Kebun Tunggul Village 2 segments with a percentage of 50%, Kemirigede Village 2 segments with a percentage of 50%, Serang Village 2 segments with a percentage of 50%, Sumberejo Kulon Village 1 segment with a percentage of 25%, Kemiren Village 4 segments with a percentage of 100%, Pandanrejo Village 3 segments with a percentage of 75%, Bomo Village 1 segment with a percentage of 25%, Genilangit Village 3 segments with a percentage of 75%, Tamansari Village 1 segment with a percentage of 25%, Talun Village 2 segments with a percentage of 50%, Girikerto Village 1 segment with a percentage of 25% and Kendalbulur Village 1 segment with a percentage of 25%.

Villages that preserve customs/culture through cultural education are Plumbangan Village with 1 segment with a percentage of 25% and Tamansari village

with 1 segment with a percentage of 25%. Villages that do not display customary/cultural preservation are Badang Village, Sumberpitu Village, Sendang Village, Klatakan Village, Tanjungan Village, Sumberdodol Village, Wonorejo Village.

Table 14. Cross-tabulation of Village Names with Modernization Indicators Village Government

Village	Indicators of Village Government Modernization		Total
	Digitization of Services Audience	No There	
Bejijong	0	4	**4**
	0.0%	100.0%	**100.0%**
Badang	0	4	**4**
	0.0%	100.0%	**100.0%**
Toyo Marto	1	3	**4**
	25.0%	75.0%	**100.0%**
Sumber Pitu	0	4	**4**
	0.0%	100.0%	**100.0%**
Kebun Tunggul	0	4	**4**
	0.0%	100.0%	**100.0%**
Sendang	0	4	**4**
	0.0%	100.0%	**100.0%**
Kemiri Gede	3	1	**4**
	75.0%	25.0%	**100.0%**
Klata Kan	0	4	**4**
	0.0%	100.0%	**100.0%**
Serang	0	4	**4**
	0.0%	100.0%	**100.0%**
Sumbe rejo kulon	1	3	**4**
	25.0%	75.0%	**100.0%**
Kemiren	1	3	**4**
	25.0%	75.0%	**100.0%**
Pandan rejo	2	2	**4**
	50.0%	50.0%	**100.0%**
Bomo	1	3	**4**
	25.0%	75.0%	**100.0%**
Plum bangan	1	3	**4**
	25.0%	75.0%	**100.0%**
Tanju ngan	1	3	**4**
	25.0%	75.0%	**100.0%**
Geni	1	3	**4**

Village	Indicators of Village Government Modernization		
langit	25.0%	75.0%	**100.0%**
Taman Sari	2	2	**4**
	50.0%	50.0%	**100.0%**
Talun	2	2	**4**
	50.0%	50.0%	**100.0%**
Sumber dodol	0	4	**4**
	0.0%	100.0%	**100.0%**
Giri Kerto	0	4	**4**
	0.0%	100.0%	**100.0%**
Kendal bulur	4	0	**4**
	100.0%	0.0%	**100.0%**
Wono rejo	0	4	**4**
	0.0%	100.0%	**100.0%**
Total	**20**	**68**	**88**
	22.7%	**77.3%**	**100.0%**

Source: Data Coding, 2023

From the results of the cross-tabulation above, it can be known the distribution of village government modernization in each village in East Java which has been covered by the LPP TVRI East Java "Mbangun Deso" program program. The following villages that have implemented village government modernization in terms of digitizing social services, Toyomarto Village 1 segment with a percentage of 25%, Kemirigede Village 3 segments with a percentage of 75%, Sumberejo Kulon Village 1 segment with a percentage of 25%, Kemiren Village 1 segment with a percentage of 25%, Pandanrejo Village 2 segments with a percentage of 50%, Plumbangan Village 1 segment with 25%, Bomo Village 1 segment with a percentage of 25%, Tanjungan Village 1 segment with a percentage of 25%, Talun Village 2 segments with a percentage of 50%, Genilangit Village 1 segment with a percentage of 25%, Tamansari Village with 2 segments with a percentage of 50%, and Kendalbulur Village 4 segments with a percentage of 100%; there are no villages that have digitized village financial statements; Villages that have not modernized village management are Bejijong, Badang, Sumberpitu, Kebuntunggul, Sendang, Klatakan, Serang, Sumberdodol, Girikerto, and Wonorejo Villages.

CONCLUSION

Based on the findings of the research, of the 88 segments analyzed, it shows that the social welfare of the village in the "Mbangun Deso" program of LPP TVRI East Java for the period of December 26, 2021 - April 2, 2023 is described with the tourism sector being the most dominant sub-indicator in the utilization of natural

resource potential, economic empowerment being the dominant sub-indicator in village community empowerment activities, the development of village economic facilities and infrastructure being the dominant sub-indicator in Village facilities and infrastructure development activities, economic development by local governments are the dominant sub-indicators in local economic development activities. Of the 22 villages that have been covered by the LPP TVRI East Java "Mbangun Deso" event program, there are 14 villages that display the preservation of local customs/culture through direct cultural practices and 2 villages through cultural education. And there are 12 villages that have modernized village government through the digitization of public services. Suggestions for further research are expected to be able to develop the results obtained from this research, namely the social welfare of the village which is described through television programs, both television of public broadcasting institutions, national and regional television. So that in the future, this research can be used as a reference point for similar research and become a spirit to produce more optimal research.

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