

PUBLIC COMMUNICATION DESIGN IN GOVERNMENT: EMPOWERING COMMUNITIES THROUGH THE MACCINI SOMBALA CASE STUDY AS MAKASSAR'S BEST URBAN VILLAGE

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Abstract

Background: Public communication is vital for conveying information, raising awareness, and mobilizing community participation in empowerment initiatives. The case study of Maccini Sombala exemplifies how effective public communication design within government can empower communities by enhancing engagement, building trust, promoting inclusivity, and facilitating development. This study aims to analyze the public communication strategies employed by Kelurahan Maccini Sombala as a model for community empowerment through the kelurahan competition activities in Makassar City.

Method: This research utilizes a descriptive qualitative method with a case study approach, focusing on Maccini Sombala in the Tamalate District of Makassar City. Data were collected through observations, interviews, focus group discussions, and document analysis involving key informants from the Makassar City Empowerment Agency, the Tamalate Sub-District Head, the head of Maccini Sombala, the Chair of the Community Consultation Institute, the Chair of Family Welfare Empowerment, and the Chair of the Maccini Sombala Community Coordination Body.

Results & Discussion: The findings reveal that the government's public communication design effectively empowers the community through district competitions, employing a two-way communication approach that actively engages residents. This strategy enhances awareness of local issues and strengthens the relationship between the government and the community, with the competition serving as a platform to explore residents' potential and creativity, foster a sense of togetherness, and encourage involvement in sustainable development.

Conclusion: Key factors contributing to the success of public communication design include optimizing social media and responsive service systems to reach a broader audience, particularly youth; fostering effective interactions with the community; facilitating participatory forums; and establishing partnerships with local stakeholders. These elements reinforce residents' ownership of empowerment programs. Regular evaluations of implemented initiatives are essential for identifying challenges and opportunities, thereby supporting the sustainability of empowerment efforts in the future.

KEYWORDS : *Public Communication, Community Empowerment, District Competition.*