

Analysis of the Communication Style of the Village Head of Kampung Landeh, Leuwidamar Subdistrict, Lebak Regency, Banten, Year 2025

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Abstract

This study explores the communication patterns used by the village head of Kampung Landeh, Leuwidamar Subdistrict, Lebak Regency, Banten, in 2025. Using a qualitative approach within the constructivist paradigm and a case study method, the research aims to understand how the village head's communication style influences social interaction, decision-making processes, and community involvement in village development. It clearly requires socialization efforts with the community and related stakeholders to foster village development and recognition across other provinces. It is also hoped that the village becomes a destination frequently visited by both foreign and local tourists. Data were collected through in-depth interviews, direct observation, and document analysis. The results show that the village head practices a participatory and persuasive communication style, which plays a significant role in building public trust and reinforcing the spirit of mutual cooperation in Kampung Landeh.

Keywords Communication, Village Head, Case Study, Constructivism, Kampung Landeh.

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Introduction

At the village government level, the village head holds an essential position as a liaison between the government and local communities. Kampung Landeh, located in Leuwidamar Subdistrict, Lebak Regency, Banten, is currently encouraging community participation in village development. Therefore, studying the communication style adopted by the village head is crucial, given that effective communication plays a role in enhancing community engagement and building social solidarity. Previous research has mostly highlighted the role of village heads in bureaucracy and administration. However, in-depth studies on their communication styles in local cultural contexts—especially in Banten—remain limited (Fitriani, 2021; Rahman, 2022). Thus, this study fills the gap by focusing on participatory and collaborative communication styles in fostering community involvement.

Literature Review

Communication in village leadership plays a strategic role. According to Creswell (2013), the qualitative approach is effective in uncovering social realities constructed by field actors. Littlejohn and Foss (2008) state that dialogic and open communication can create shared meaning that binds communities. Moleong (2017) emphasizes the importance of cultural context in understanding communication dynamics in society, while Yin (2018) asserts that case studies allow researchers to deeply understand phenomena within their original contexts.

Previous Research

- Fitriani (2021): Focused on digital media as a communication tool for village heads in West Java. Found that social media enhances transparency but lacks focus on face-to-face, participatory communication.
- Rahman (2022): Highlighted the persuasive approach of village heads in Pandeglang Regency, which encouraged public participation, but did not explore cultural dimensions.
- Wulandari (2020): Showed that customary-value-based communication can resolve conflicts in

Bali, focusing more on conflict resolution than on building social solidarity.

Distinction from Previous Research

No	Researcher & Year	Research Focus	Location	Differences with This Study
1	Fitriani (2021)	Village head communication via social media	West Java	Focused on digital media; did not explore direct communication in local Baduy culture
2	Rahman (2022)	Increasing community participation	Pandeglang, Banten	Did not explore local cultural dimensions or use constructivist paradigm
3	Wulandari (2020)	Conflict resolution via communication	Bali	Focused only on conflict; did not examine social solidarity or empowerment

a) Communication Style

Refers to the pattern, method, or approach used by someone in delivering messages to others. In the context of this research, what is analyzed is how the Village Head communicates with the community—whether using a participatory, persuasive, authoritative, or democratic style (Littlejohn & Foss, 2008). This concept is essential because communication style can influence community participation in village development.

b) Village Head

As the highest formal leader at the village level, the village head serves as the manager of village governance, a liaison between the government and the community, and a symbol of authority who must be able to mobilize community participation (Rahman, 2022). Effective communication is one of the key aspects of fulfilling this role.

c) Kampung Landeh, Leuwidamar Subdistrict, Lebak Regency, Banten, Year 2025

Kampung Landeh is located in Leuwidamar Subdistrict, Lebak Regency, Banten. The village is predominantly inhabited by the Outer Baduy people and the Sundanese ethnic group, who still strongly uphold traditional values. Its social structure is highly influenced by customary leaders, religious figures, and the village head as the formal leader. The tradition of gotong royong (mutual cooperation) is still deeply rooted in daily activities. The village head in Kampung Landeh functions as:

- **Administrative Leader of the Village**
The village head is responsible for administering village governance, including managing population administration, village finances, and development planning in accordance with government regulations.
- **Community Participation Mobilizer**
The village head actively encourages and motivates the community to participate in development activities, mutual cooperation, village meetings, and local economic empowerment.
- **Guardian of Local Values and Culture**
The village head in Kampung Landeh acts as a bridge between the government and local customs, ensuring that village programs align with the norms, traditions, and cultural values of the Outer Baduy people.
- **Mediator of Social Conflicts**
The village head facilitates the resolution of disputes among residents through consensus and deliberation, using approaches that emphasize local wisdom and social harmony.

d) Participatory Communication Theory

This study applies participatory communication theory, which emphasizes the importance of active community involvement in the communication process (Freire, 1970). The theory assumes that communication is not merely the transmission of messages, but a dialogical process that involves reciprocal interaction. In addition, the constructivist paradigm is used as the epistemological foundation, viewing social reality as a joint construction between individuals through the process of communication (Berger & Luckmann, 1966).

Methodology

This study employs a qualitative approach within the constructivist paradigm. A case study method is applied to examine in-depth the communication practices of the Village Head of Kampung Landeh. Data collection techniques include:

1. In-depth interviews with the village head, village officials, community leaders, and residents.
2. Direct observation of village activities such as meetings, deliberations, and mutual cooperation (gotong royong).

3. Document analysis, including archives, meeting minutes, and village activity reports. The findings of this study are consistent with the theory of participatory communication as proposed by Littlejohn and Foss (2008), which states that involving the community in the communication process can enhance a sense of belonging and social attachment. In the context of constructivism, the communication style of the village head contributes to shaping a new social reality that is more inclusive and collaborative in Kampung Landeh.

The Findings

The results of the study “Analysis of the Communication Style of the Village Head of Kampung Landeh, Leuwidamar Subdistrict, Lebak Regency, Banten, Year 2025” provide practical contributions for other village governments to adopt a participatory communication style.

- The village head applies a participatory communication style by involving all elements of the community in village decision-making.
- The village head consistently employs a participatory communication approach that includes all societal components in the decision-making process.
- The village head’s persuasive communication style has successfully built public trust and strengthened the spirit of mutual cooperation (gotong royong).
- The village head actively adopts a dialogical approach that prioritizes deliberation (musyawarah) in resolving social conflicts within the village.

The communication practices of the village head help shape a new, inclusive social reality by increasing participation from youth and women, groups that were previously less involved. Moreover, this study contributes academically to the development of leadership communication theory at the local level.

Novelty of the Study:

- This research is the first to specifically examine the communication style of a village head within the cultural context of the Outer Baduy community in Kampung Landeh.
- It applies the constructivist paradigm to interpret the village leadership communication process—an approach rarely used in previous studies on village governance communication.
- It reveals that the simultaneous combination of participatory and persuasive approaches can effectively foster strong social solidarity in rural communities.
- It offers a replicable model of village head communication that can be adapted by other villages in Banten and across Indonesia, with adjustments to local cultural contexts.

Discussion

This study reveals that the communication style of the Village Head of Kampung Landeh integrates both participatory and persuasive approaches, which significantly impact the high level of community involvement in various village development activities. This style is evident in the implementation of village deliberations (musyawarah), mutual cooperation (gotong royong), and joint decision-making involving traditional leaders, religious figures, youth, and women.

These findings align with Freire’s (1970) theory of participatory communication, which views communication not merely as one-way message delivery, but as a reciprocal dialogue that fosters critical consciousness among the community. The village head actively listens to the aspirations of residents and facilitates open communication spaces that foster a sense of belonging toward village programs.

In the constructivist paradigm, as explained by Berger and Luckmann (1966), social reality in Kampung Landeh is constructed through daily communication practices. The village head serves as the main actor in shaping shared meanings about the importance of gotong royong, village self-reliance, and the preservation of Baduy luar local culture. This is reflected in traditional rituals associated with development activities, which in turn strengthen social solidarity.

Compared to previous studies (Fitriani, 2021; Rahman, 2022), this research finds that the communication style of the village head functions not only within administrative contexts but also as an effective tool for building social cohesion. The persuasive approach used by the village head, emphasizing local cultural narratives, becomes the key to mobilizing community participation without coercion.

On the other hand, a key challenge lies in how this communication style can remain adaptive amid change, especially among the younger generation increasingly exposed to digital culture. Therefore, integrating traditional communication with digital media presents a potential development area for the future.

Practically, the success of this communication style provides an important lesson: village leaders who are able to integrate local cultural values with participatory communication techniques can create a harmonious and productive social environment.



“Analysis of the Communication Style of the Village Head of Kampung Landeh, Leuwidamar Subdistrict, Lebak Regency, Banten, Year 2025” is closely related to the theories used in this study:

- First, the theory of participatory communication (Freire, 1970) serves as the primary foundation for understanding how the village head of Kampung Landeh fosters community involvement. This theory views communication not as a mere transfer of information but as a dialogical process that empowers people. This is consistent with the study’s findings that the village head uses a communication style involving deliberation, cooperation, and open discussion with residents.
- Second, the constructivist paradigm (Berger & Luckmann, 1966) provides the theoretical framework to explore how social reality in Kampung Landeh is shaped through active communication between the village head and the community. Through this lens, the study highlights that the communication style of the village head not only facilitates social interaction but also builds shared meanings around development, participation, and solidarity.
- Third, Littlejohn and Foss’s (2008) theory of dialogical communication emphasizes that a communication process involving open exchange of meanings can foster social cohesion. This supports the study’s findings that the dialogical communication approach of the village head contributes to the strong spirit of gotong royong in Kampung Landeh.

Thus, these theories are directly relevant to and support the analysis of the village head’s communication style, which is the main focus of this research. Participatory theory explains the process, the constructivist paradigm interprets the social reality, and dialogical communication theory affirms its impact on the social cohesion of the village community.

Conclusion

This research successfully reveals that the communication style employed by the Village Head of Kampung Landeh is both participatory and persuasive. This communication approach has proven effective in building public trust, strengthening social solidarity, and increasing citizen participation in village development. The village head does not act solely as an administrative leader, but also as a communicator capable of aligning local cultural values with the needs of modern development.

Within the constructivist paradigm, the findings indicate that social reality in Kampung Landeh is constructed through daily communication practices involving dialogue, consensus-building (musyawarah), and mutual cooperation (gotong royong). The village head plays an active role in shaping shared meanings, which become the foundation for broader and more inclusive community engagement.

- **Theoretical Contribution:**
This study contributes to the development of local leadership communication studies by integrating Freire’s (1970) participatory communication theory with the social constructivism approach of Berger and Luckmann (1966).
- **Practical Implication:**
The communication style of the Village Head of Kampung Landeh can serve as a model for other villages, especially those that still uphold strong local cultural traditions.
- **Academic Recommendations:**
Future researchers are encouraged to conduct comparative studies between villages in Banten and other provinces to identify variations in village heads’ communication styles across different cultural contexts. Further exploration using a cross-cultural communication approach is also recommended to examine how local values influence leadership communication patterns. The use of data triangulation and narrative analysis is also advised to enrich research outcomes.
- **Practical Recommendations:**
For village heads and officials, it is recommended to continue developing participatory dialogue forums that involve all segments of society, including youth and women, who have often been

underrepresented. Training in effective communication and conflict mediation can also be organized to enhance the capacity of village officials. Moreover, local governments are encouraged to promote the digitalization of village information systems so that communication can reach a wider audience, especially the younger generation.

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