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IMPROVING DISSEMINATION OF WEATHER INFORMATION SERVICES THROUGH LOCAL CABLE TV NETWORKS IN NAIRA

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ABSTRACT

This change action plan is an effort to increase the percentage of the Naira community receiving weather information provided by the station. receiving weather information provided by Class III Bandaneira Meteorological Station - Central Maluku. The purpose of this change action plan is to improve the dissemination of weather information services at Bandaneira Meteorological Station through the Cable TV network, and followed by socialisation to the community to facilitate the community in accessing weather information. The change action "Improving the Dissemination of Weather Information Services through the Local Cable TV Network" has helped Bandaneira Meteorological Station in improving performance in terms of public services to the community. Through socialisation conducted by an effective team in introducing Cable TV media as an alternative means of dissemination in addition to the social media already owned by Bandaneira Meteorological Station, it has made it easier for people who have limited internet access to access or obtain weather information services so that they can help in supporting their daily activities.

A B S T R A K

Rencana aksi perubahan ini merupakan upaya untuk meningkatkan persentase masyarakat Naira yang menerima informasi cuaca yang disediakan oleh stasiun. menerima informasi cuaca yang disediakan oleh Stasiun Meteorologi Kelas III Bandaneira - Maluku Tengah. Tujuan dari rencana aksi perubahan ini adalah untuk meningkatkan penyebarluasan layanan informasi cuaca di Stasiun Meteorologi Bandaneira melalui jaringan TV Kabel, dan diikuti dengan sosialisasi kepada masyarakat untuk memudahkan masyarakat dalam mengakses informasi cuaca. Aksi perubahan "Peningkatan Penyebaran Layanan Informasi Cuaca Melalui Jaringan TV Kabel Lokal" telah membantu Stasiun Meteorologi Bandaneira dalam meningkatkan kinerja dalam hal pelayanan publik kepada masyarakat. Melalui sosialisasi yang dilakukan oleh tim yang efektif dalam memperkenalkan media TV Kabel sebagai sarana diseminasi alternatif selain media sosial yang telah dimiliki oleh Stasiun Meteorologi Bandaneira, telah memudahkan masyarakat yang memiliki keterbatasan akses internet untuk mengakses atau mendapatkan layanan informasi cuaca sehingga dapat membantu dalam menunjang aktivitas kesehariannya.

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1. Introduction

Bandaneira Class III Meteorological Station - Central Maluku is a technical implementation unit (UPT) under the Meteorology, Climatology and Geophysics Agency. In carrying out its duties, the Class III Bandaneira Meteorological Station - Central Maluku refers to Law No. 31 of 2009, which is the BMKG's guide and legal umbrella in carrying out service tasks in the fields of Meteorology, Climatology and Geophysics. The law confirms that the government is obliged to carry out the implementation of MHG activities, the implementation of which is specifically mandated to the BMKG. In the implementation of meteorology, climatology and geophysics [1], Article 8 outlines 5 (five) major activities, namely: Observation; Data Management; Services; Research, Engineering and Development; and International Cooperation. International Cooperation. In carrying out this public service activity, there are still problems related to the information received by the community whether it has been widely distributed. Basically, Bandaneira Meteorological Station has carried out weather information dissemination services through existing media such as WhatssApp Group, Facebook, Instagram and Website. But apparently this is still an obstacle for the community because not all have these means of information because in general the Banda community works as small fishermen. In addition, the lack of socialisation to the community is also a problem so that weather information is not channeled properly [2], [3].

Based on the results of the identification of the problems mentioned above, the author proposes a change action plan entitled "Improving the Dissemination of Weather Information Services Using Local Cable TV Networks in Naira". This action plan was raised because almost all communities have the same access to Cable TV networks. In addition, this change action plan will also be followed by a series of socialisation to the community so that the information provided can be conveyed thoroughly.

The purpose of this change action plan is to improve the dissemination of weather information services at Bandaneira Meteorological Station through the Cable TV network, and followed by socialisation to the community to facilitate the public in accessing weather information.

2. Methods

To find the root of the problem, the cause of the problem is analysed through fishbone analysis, which is formulated in the 4M principle (Man, Method, Machine, Money). The results of analysing the causes of the problem using fishbone analysis (appendix 3), show that there are 4 (six) problems that cause ineffective weather information services to the public, namely HR (Man): No benchmarking, low employee motivation, and low employee creativity. Procedure (Method): There is no SOP for station dissemination, there has not been a thorough socialisation. Infrastructure (Machine): Information media is still limited, do not have their own communication tools. Budget (Money) [4], [5]: There is no budget to conduct socialisation to the community. After knowing the root of the problem that causes the lack of percentage of the number of people who receive weather information services, then alternative problem solving is made, including, Benchmarking, Motivating employees by providing rewards for outstanding employees, Developing Station Dissemination SOPs, Conducting socialisation to the community, Providing dissemination media, Providing communication tools, Conducting special socialisation to leaders of community organisations. Based on the problems and analyses that have been carried out, a method is appointed to be the theme of the action for change that can be carried out, namely: "Improving the Dissemination of Weather Information Services Through the Local Cable TV Network in Naira". This change action was prepared and implemented with the intention of improving the Bandaneira Meteorological Station's public services by disseminating information through the Cable TV network to facilitate the public in accessing the information provided easily and quickly.

Bandaneira Meteorological Station is a technical implementation unit (UPT) of the BMKG which has one of its main tasks and functions, namely providing public services to the community in the form of weather information. Currently, weather information dissemination services have been carried out through WhatsApp Group, Facebook, Instagram, and Website. Website.However, it turns out that this still does not get a positive response from stakeholders and the community because based on the number of respondents or followers who join only a small portion. Therefore, Bandaneira Meteorological Station wants to develop weather information dissemination service media using the local Cable TV network to make it easier for people to access weather information and can reach all circles of society because the average has a Cable TV network in their homes. Bandaneira Meteorological Station will also conduct

socialisation to the community through schools, community leaders, communities and so on, to educate about the weather information provided so that it is understood and can be conveyed properly to the entire Naira Community, especially specifically to the fishing community. In addition, Bandaneira Meteorological Station will also make the Fishermen Community or the Naira Community a stakeholder to evaluate the performance achievements that have been made in this case related to weather information services [1].

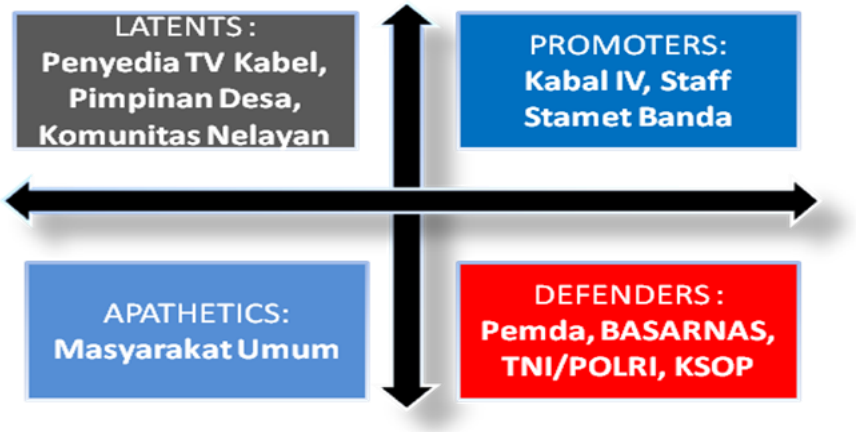

Figure 2.1 Quadrant of Stakeholder Position in Action for Change

Promoters: Have a vested interest in the programme and the power to make it succeed (or derail it). Defenders: Have and voice their support within the community but little power to influence the programme. Latens: Have no particular interest or involvement in the programme but have considerable power to influence the programme. Aphatetics : Have no special interest and no power to influence the programme. To find out which stakeholders support and oppose the programme, and how much they support and oppose the programme, a Stakeholder Map can be drawn. Stakeholder Map

3. Results and Discussion

Efforts to build an effective team require a common vision, mission and goals to be achieved by continuing to brainstorm so that mutual agreement can be reached. One aspect that is built is a clear division of tasks so that each member understands their obligations. Furthermore, it will be able to develop a sense of responsibility and commitment in team members. Achieving a good effective team requires a leader who is able to be a motivator and build a conducive work atmosphere from a leader who can think clearly and responsibly. For this reason, a servant leadership style is needed in order to make changes in an organisation. Servant leadership is a type or model of leadership developed to overcome the leadership crisis experienced by a society or nation. Servant leaders have a tendency to prioritise the needs, interests and aspirations of those they lead above themselves. The orientation is to serve, the perspective is holistic and operates with spiritual moral standards.

The recommended strategy for team leaders is to promote a view that recognises that working together effectively is an expected standard of behaviour. Building a culture or norm of teamwork is difficult when there is a strong culture of individualism within an organisation. Team leaders who believe in teamwork are usually in a better position to build a teamwork culture. High-performing teams are generally heterogeneous. That is, teams that achieve high levels of performance are not made up of people who are exactly the same. Rather, they are made up of members who have complementary skills. They require problem-solving and decision-making skills. Members must be able to recognise problems and opportunities, then choose solutions. Interpersonal relationship skills are needed to communicate, resolve conflicts and interact effectively with team members. As the team grows we must ensure that members have more of each of these skills. Team membership with complementary skills is important in achieving creativity.

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Figure 3.1. Documentation of Effective Team Building

Cooperation between Bandaneira Meteorological Station and CV. Pesona Mandiri was carried out on 23 August 2021. In this activity, both parties signed a cooperation document that will last for one year. In this activity the Head of CV. Pesona Mandiri expressed support and hope that this action of change can continue, because in addition to the interests of information for the community, this also helps the content for their local channel.

Figure 3.2 Documentation of Cooperation Signing

To maintain continuity in the implementation of this change action, Standard Operating Procedures (SOPs) are needed as guidelines to facilitate work implementation. The purpose of the SOP is to ensure that each work unit carries out activities appropriately, quickly, effectively and efficiently and avoids errors. This change action SOP is in the form of SOP for the dissemination of weather information services which includes the dissemination of weather information through the Cable TV network.

The implementation of in-house training aims to increase the competence of the team or forecaster to edit content, fill in voices, and enter video content into Cable TV. This training also involved Cable TV and was held on 3 September 2021. After creating the content to be broadcast, then a trial of broadcasting weather information on Cable TV is carried out for approximately 7 days from 6 - 12 September 2021. The purpose of this trial is to find out the obstacles that can occur during the process of creating content design, inputting content to the Cable TV channel, and during the broadcast process.

Figure 3. 3 Broadcast Trial

Monitoring and evaluation is needed to measure the level of public demand for information services provided by Bandaneira Meteorological Station. In particular, monitoring and evaluation is carried out using a survey to see the community's response to the action to change the dissemination of weather information services using the Cable TV network. This survey was conducted by asking 5 questions including the importance of weather information for the community, the community's opinion regarding weather information provided through Cable TV media, and whether through Cable TV media it is easier for the community to get weather information. Of the 73 respondents, 89% stated that weather information is "very important" to the community and the remaining 11% stated "important". Furthermore, people's income related to weather information provided through Cable TV media, 69.9% of respondents stated "very good", 24.7% stated "good, and 5.4% stated less good. Meanwhile, for questions related to media that is easy for people to access weather information, 50.7% stated "Cable TV", 30.1% "Facebook", 12.3% "WhatssApp Group", 6.9% stated "Instagram". From the survey results, it can be said that the existence of this change action is very helpful for the community in accessing weather information published by the Bandaneira Meteorological Station. Bandaneira Meteorological Station.

4. Conclusions

The change action "Improved Dissemination of Weather Information Services Through the Local Cable TV Network" has helped Bandaneira Meteorological Station in improving performance in terms of public services to the community. Through socialisation conducted by an effective team in introducing Cable TV media as an alternative means of dissemination in addition to the social media already owned by Bandaneira Meteorological Station, it has made it easier for people who have limited internet access to access or obtain weather information services so that they can help in supporting their daily activities.

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