



THE  NDONESIAN INSTITUTE  
CENTER FOR PUBLIC POLICY RESEARCH



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## COMMUNICATING WITH CONSTITUENTS

### 20 APPROACHES

Legislator's Practical Guide:  
**Outreach  
To Constituents**





Legislator's Practical Guide:

# Outreach To Constituents

COMMUNICATING WITH CONSTITUENTS  
20 APPROACHES

September 2009

Legislator's Practical Guide:  
Outreach  
To Constituent

## COMMUNICATING WITH CONSTITUENTS 20 APPROACHES

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# Chapter 1

## Role of Regional Legislative Council

# Role of Regional Legislative Council



## 1. Role

Improve public welfare through public policy.

### a. Advancing Priorities

The DPRD shares responsibility with other legislators and the executive. Cooperation and communication are integral to building legislative alliances and advancing common policy interests.

### a. Representing People

The DPRD has limited, temporary powers granted through elections to advance the interests of the people. Representing the people is an honor that should be communicated to constituents through regular meetings to ascertain their concerns and address topics that interest them.

## 2. Functions

The purpose of legislation, in one view, is legislation, representation and oversight. (Source: Calvin MacKenzie, 1986, 120-137). Similarly, the law states the purpose as legislation, budget and supervision (Source: Law Number 22 Year 2003 article 61 article 77).

### a. Legislating

Legislation is written by legislators, and approved by a vote of legislators. The process involves debate, collection of information, negotiation and political bargaining. Legislation adds regulations to the system of laws.

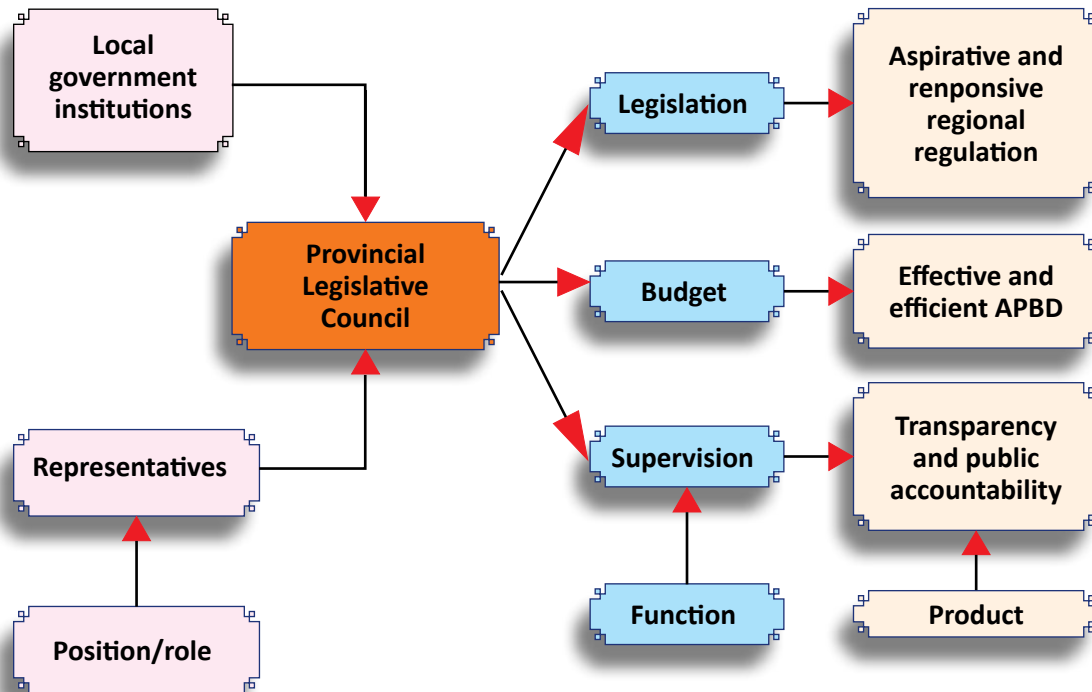
### b. Budgeting

The budget establishes a financial plan for the government for an established time period. The intent is to balance expenses and revenue, establishing guidelines for all expenditures. This complex process should include factors from APBD, the Legislative Budget Public Policy (KUA), Plafon Budget Priorities (PPA), RKPD, RPJMD, and RPJPD.



### c. Supervising

The legislative branch has an oversight role as the administrative branch carries out legally established regulations.



**Picture. Position, function and product of DPRD**

Source. Improve the performance of the DPRD. Prof. DR Sadu Wasistono, M.S and Drs. Yonatan Wiyoso, M.Si. Fokusmedia



## Chapter 2

# Understanding Your Constituents

# Understanding Your Constituents



*The 1945 Constitution* legally established democracy in the Republic of Indonesia. It guarantees the freedom of association and assembly, and upholds the sovereignty of the people.

A strong civil society is the foundation for a vibrant democracy. Characteristics of a healthy democracy include freedom of communication among groups, and widespread participation in elections. The DPRD establishes relationships with groups and individual constituents as they communicate their interests.

## 1. Demographics

(Source: Nursal, 2004, Political Marketing)

Historical statistical data can establish trends based on demographic characteristics such as age, gender, religion, education, employment, socio-economic classes and region.

# Understanding Your Constituents

## a. Religion

Many constituents base votes or interests on religious beliefs and ideology, identified through categories such as modern-traditionalist, santri-abangan, mass organizations, youth-campus, mosques and others.

## b. Gender

Analysis can show the difference in voting or ideals between men and women. Sub-segments based on the socio-economic class, career, profession and social activities will enhance this data.

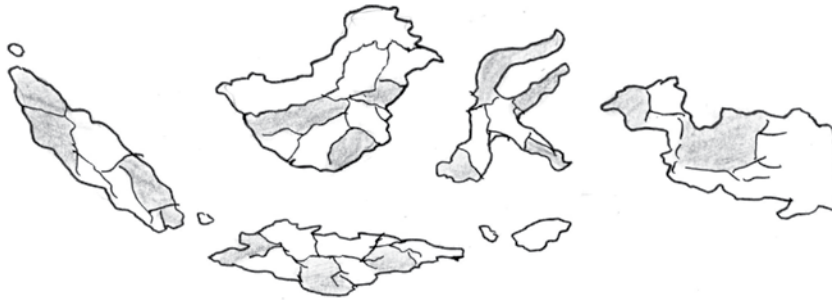


## c. Age

Rhenaldi Kasali, 1998, establishes five categories: the transition period, the formation of families, the increase in career or family, settle period and the preparation for retirement. Choose communication tools or methods based on the audience.

## d. Social Class

This category analyzes the level of income, wealth, size of power, honor and mastery of knowledge – commonly measured in three divisions as upper, middle and lower.



**e. Geographic**

Categorizing based on region or island, such as Java, Eastern Indonesia (KTI) and the remaining areas of Indonesia.

**f. Lifestyle**

Categorizing based on how time or money is spent.

**g. Generational**

Measuring the association specified age-groups will have with certain events that happened in their lifetime.

## 2. *Constituent Relations*

Successful interaction with constituents is based on thorough knowledge of their needs and community conditions.

**a. Community**

Know the needs and general opinions within a community or group.

# Understanding Your Constituents

## b. Changes in Society

Changes bring shifts in opinions and attitudes that can be rapid. Know the factors that could cause new needs and opinions.

## c. Political Trends

Political trends allow prediction of future needs and opinions.

## 3. Relationships between DPRD and constituents

Constituents have a strategic position in the political process, according to Building Relationships with Constituents (LGSP, 2009). Constituents value transparency and accountability from their representatives, and maintaining that relationship is important. View them as partners.







## Chapter 3

# Understanding Public Consultation

# Understanding Public Consultation



## 1. What is Public Consultation?

Public consultation is directly engaging with constituents through activities.

### a. Political communicator

The communicator is the legislator or political party.

### b. Political message

Political messages are the statements you deliver to voters.

### c. Media

The method by which the Communicator delivers the Message, including print and electronic media.

#### d. Target Constituency

Any group that form a political community of constituents that can influence the outcome of a vote.

## 2. Purpose of Public Consultation

Formal public consultation is regulated by law. Legislators practice public consultation during recess by visiting an area and meeting with constituents to learn about their concerns. This increases public awareness and participation, ultimately empowering constituents.

- a. Provide an opportunity through a forum in which constituents can participate.
- b. Communication should be two-way, including the legislator's message and listening to the constituent's concerns.
  - 1) Make an effort to understand needs and show empathy.
  - 2) Even if agreement is not reached, show knowledge of the implications and consequences of the policy affecting the constituent.



### 3. Public Consultation Stages

#### a. Preparation

- Consider the target group. Who is it?
- Schedule a time that is not disruptive to other community events.
- Consider the condition of the target group. What are their needs?
- Consider your budget and realistic abilities for this event.
- Consider the consultation goal itself. What do you hope to achieve?

#### b. Implementation

- Make a plan.
- Choose a venue.
- Let the community know in advance.
- Arrive prepared.
- Know what you expect to say and what you expect to hear from voters.

#### c. Follow up/reporting

- Record the concerns of the community.
- Show your concern.
- Attempt to redress their needs.
- Tell them of any progress or activity that is made in addressing their concerns.
- Follow up through electronic/written media or another visit, whenever possible.



# Chapter 4

## 20 Approaches

### Communicating With Constituents

## 20 Approaches Communicating With Constituents



Communication with constituent's board members is vital. This stage serves to absorb the growing aspirations of the community and the effort to form cohesive policy.

### 1. *Constituent Meeting*

A constituent meeting is a forum to involve community leaders, youth leaders, religious leaders, members of the local government, nongovernmental organizations, women, businessmen, and any other stakeholders to determine interests and needs. It is a highly effective tool that should be practiced with regularity by the legislator.

# 20 Approaches Communicating With Constituents

## Methods

- Present a brief general summary of your activities
- Discussion/take questions
- Summarize goals/plans/leadership on issues
- Thank them for their input

## Materials

- Provincial data and public data
- The results of a study, field activities, community programs
- Announce or explain government programs
- Provincial Legislative council work plan

## Time

- Plan ahead: how long should this meeting last?

## Stages / Processes

### 1. Collect Data and Information

In preparation, use any available information about stakeholders in the area. This becomes easier on future visits to a community.

### 2. Prepare and Plan

- a. Map out relevant factors – such as age and wealth data.

- b. Identify local issues.
- c. Consider probable topics, concerns and questions.
- d. Prepare answers and information for distribution.
- e. Take notes and follow up with stakeholders later.

### 3. Organize

Enlist the help of people in the community who share the legislator's priorities. They can form a team to organize the meeting.

### 4. Coordinate with Stakeholders

Give notice of plans for the meeting, including place and time. In particular, as a courtesy, give notice to the following entities:

- a. Local Government
  - Provincial Level (CC to the Governor, the Mayor / Regent, District, Sub-District)
  - Level of City / County (CC to the Mayor / Regent, District, political district)
- b. Provincial Parliament for the Level I and

# 20 Approaches Communicating With Constituents

## Parliament City / County for Level II

- c. Police / Police Chief
- d. The press, NGOs, universities, mass organizations, political parties, religious figures / custom
- e. Wider community (using local media)

- (1) Mapping information and stakeholders are important in meet and greet activities*
- (2) Notify at least 1 (one) week prior to implementation.*
- (3) If possible, first meet with officials of government solely to gather information about the community and plan topics, logistics and any information to distribute.*

## 5. Choosing a location

- a. Options include the Office of the Party secretariat, personal House member Legislature, Restaurant, Conference Hall, elsewhere.
- b. Consider space and likely number of participants.
- c. Consider seating arrangement (Where will local government sit?)
- d. Attempt to ensure that everyone can hear the speaker and questions.
- e. Ensure that the space is available and appropriate, and have a trusted associate view it in advance.

6. Meet and greet Implementation

- b. Prepare clear, concise material.
- c. Make your key points.
- d. Listen to the public.
- e. Document through minutes of the meeting, transcript, or other means
- f. Follow up with participants. Consider preparing an activity report, such as this example:

Meet and greet with resident reports  
District Meeting Hall.....  
Sunday, 4th July 2009

Time and place	Source	Aspiration contain	Support data	Further action
District meeting Hall, Sunday 4 <sup>th</sup> July 2009	Environmental Non government Organization	Need Nurseries transplant action program because many critical land	Field data, survey, proposal	Coordination with the forest department and agriculture department



## 2. District Office

### a. What is a District Office?

The office is a dedicated post for council members to establish relationships with constituents from the selected area. It is an effective bridge between representatives and constituents.

### b. Uses

The office is both a staging area for events and meetings, and a place to accommodate constituents.

### c. Methods

- Provides a location for making provincial council member available to constituents.
- Provides a place to gain information and knowledge

- Allows constituents to know where to go and how to make suggestions

#### **d. Stages / Processes**

##### **1. Establishment of the Office**

###### **a. Determine the location**

The Office needs to be accessible to constituents. It is generally rented and permanently available, or set up on a temporary basis at an available location for a specific series of meetings.

*The office should not be established in the branch office where the party nominates board members. Offices are not intended for partisan business but to allow a point of access to the general community.*

###### **b. Operations of the Office**

It is an office, in need of complete office equipment and at least one office staff person. Staff conveys communications to the respective board members, sets up meetings with constituents, and helps follow up with constituents and organization.

# 20 Approaches Communicating With Constituents

## c. Dissemination Tools

An information brochure that includes:

- A biography of the board members with personal data, organizational experience, and basics about the electoral district.
- Basic information on the activities, priorities and performance of the board members.

## e. Activity

1. Log book: A simple record of meeting and visitors, time, their topic, and any follow-up activity. This ensures that a topic is not ignored and builds trust in the community.
2. Collect suggestions: Keep track of complaints, concerns, suggestions, issues, and criticisms. Example form:

Date/time	Name	Address/ID no/ Telephone number	Topic	Supporting data

\* Can be modified as needed

**2. Advocacy**

The office serves as a point of regularly scheduled communication, once a month or every three months. Invited participants include unions, farm groups, fishing groups and others.

Date/time	Name	Topic	Supporting data	Follow-up
House of aspiration "Bambang Center" Sunday, 4th of July 2009	Education concern NGO	Need to make PAUD	field data, surveys, proposals	Coordination with agencies related to education and agricultural institutions.

\* Can be modified as needed



### 3. Incidental Social Activities

#### a. What are Incidental Social Activities?

Incidental social activities are any nonpolitical public events, such as gatherings caused by circumcisions, deaths, marriage, etc. In this activity, the council members can position themselves as implementers, supporters and participants.

#### b. Uses

Increase public awareness of the Council member and create good will.

#### c. Methods

- Direct Visit
- Delegation
- Material/Speech

**d. Materials**

- Includes items such as a wreath greeting, special letters or plaques.

**e. Stages / Processes**

**1. Collect data and information**

- a. Members of the council learn about the event by establishing a point of contact to establish what activity is appropriate, such as giving brief remarks.
- b. Prepare those materials, such as condolences or congratulations.

**2. Implementation**

- a. The council members stay for the entire activity as a courtesy
- b. Bring any direct social assistance possible
- c. Provide condolences / congratulations / thank you / invitation
- d. Network at the event.

## 4. Door To Door

### a. What is Door to Door?

Direct visits to members of the public to ask their perspective.



### b. Purpose

This very personal method has the advantage of immediacy and informality. Constituents value this effort.

### c. Method

1. Direct visit – unannounced or let a neighborhood know in advance of legislator's presence
2. Arrive with a pre-planned message to the constituent, generally a local topic
3. Invite media coverage

**d. Materials**

Information on legislator's activities that can be handed to constituent and media.

**e. Stages / Processes**

1. Decide an area
2. Decide a topic or message.
3. Go to homes or public areas to meet constituents.

3. Prepare report – sample:

## 5. *Social Charity Event*

### a. *What are Bhakti Sosial / Mass Events?*

Unlike targeted events, these activities are without limitation, initiated by the Council member only on occasion. Examples include finding a participatory role in sports or entertainment events that attract a larger audience.

### b. *Uses*

These mass events expand the Board member's network of constituencies, build relationships and attract media attention.

### c. *Methods*

Take an active role in major social activities in the community.

**d. Materials**

- List of groups, donors and supporters involved
- Map of the area
- Schedule of events
- Provide wreath greeting, special letters, plaques, or the like for souvenirs as a form of appreciation

**e. Stages / Processes**

**1. Collecting Data and Information**

- a. Data on networks and special constituencies
- b. Map of the region and stakeholders
- c. Determining target priorities
- d. Coordinate with various parties including local governments.

**2. Forming the Bhakti sosial executive team**

The team has knowledge of the event and audience and assists in logistics, organization and networking.

# 20 Approaches Communicating With Constituents

## **3. Coordination with various parties:**

### **a. Local Government**

- Provincial Level (CC to the Governor, the Mayor / Regent, District, Sub-District)
- Level of City / County (CC to the Mayor / Regent, District, Political district)

### **b. Provincial Parliament for the Level I and Parliament City / County for Level I**

### **c. Police Chief / Chief of Police for the security of the implementation of activities**

### **d. Danrem / Dandim for the implementation of activities**

### **e. The press, NGOs, universities, mass organizations, political parties, religious figures**

### **f. Wider community (using local media)**

## **4. Implementation**

### **a. Plan, evaluate, network and notify**

### **b. Budget**

### **c. Invite or communicate with participants**

### **d. Document activity**

5. Reporting Activity

a. Prepare a report

Example:

Table 1.  
CONSTITUENTS POTENTIAL REPORT  
BHAKTI SOSIAL ACTIVITY / MASS EVENT  
OPEN FIELD X DISTRICT/SUB DISTRICT.....  
SUNDAY, JULY 15 2010

Name	Address	Complaint	Action	Constituent	Further Action
Agus	Bambu Kuning Street number 27	Cataract	Temporary medicine	Requesting surgery	Surgery

## 6. Greeting Card

### a. What is a greeting card?

Greeting cards/brochures/postcards are effective around holidays and major events. They include congratulations and a standard holiday message plus highlights of the legislator's efforts.

### b. Uses

Build a positive view of the member, and ensure constituents of efforts on their behalf.

### c. Methods

Send greeting card to the constituent via Pos Indonesia or other delivery services.

**d. Materials**

- Greeting card
- Brochure stating Provincial council member's information

**e. Time**

Delivery of material is best a week before the national holidays and must be prepared several weeks earlier.

**f. Stages / Processes**

**1. Form small teams**

Generally three people to design the cards and handle all details.

**2. Data and information**

Voter data in the area, including the full address, can be obtained in a government office or at the Regional Election Commission, unless the data base is already owned.

**3. Preparation of materials**

- a. Select a message providing interesting, relevant information.

# 20 Approaches Communicating With Constituents

- b. Greeting cards and leaflets must be well designed, attractive and readable.
- c. Attempt to obtain feedback from the community by including a phone number, email and correspondence address of Provincial council member.

## 4. Delivery

- a. Pos Indonesia service at a price of Rp. 3000 for each card sent.
- b. Direct delivery from a team of up to ten people with vehicles generally in the case of incomplete addresses).

## 5. Evaluate Responses



## 7. In person (face to face)

### a. What is in person (face to face)?

Any face to face meeting in a street or public setting, generally to discuss a specific local concern.

### b. Use

Enhances the legislator's direct knowledge of the community.

### c. Methods

Approach a constituent, or respond to a constituent's approach.

## d. Materials

- Gain background of the constituent through conversation
- Address their concern or issue

## e. Stages / Processes

1. Collecting data and preliminary information

Eliminate most formalities and process, but attempt to gain the constituent's information for follow-up as needed.

2. Reporting Activity example:

Table 1.  
FACE TO FACE WITH LABOUR UNION REPORT  
LABOUR UNION OFFICE X.....

Problem	Opinion	Current Condition	Goal	Recommendation	Stake Holder

## 8. Information Desk/Camp

### a. What is Information post?

Information post, more commonly known as the post, is a center of information at the smallest level (village or hamlet).



### b. Uses

Effective outreach to the middle quarters. Demands a team to manage it, and helps establish local communication in more distant areas.

### c. Method

1. Build a post
2. Provide information
3. Enable constituents to send concerns to their representative

## d. Materials

Requires operational funds from council members and political parties.

## e. Time

Should be a sustained post, not limited to elections.

## f. Stages / Processes

### Preparation

- Determine the need for and interest in a post in a village.
- Establish a small team.
- Do not use public land. Use a political supporter's land.
- Combine volunteer work with political funds to establish and staff the post.
- Use it to disseminate political information and leaflets.



## 9. Speaking at public events

### a. What are guest speakers?

This entails being invited to speak at any gathering, seminar or workshop.

### b. Uses

Any chance to speak is an opportunity for outreach and messaging, and a chance to connect with a group and their primary issues.

### c. Methods

Give remarks.

### d. Materials

Any and all data relevant to the discussion.

### e. Stages / Processes

1. Form a small team to prepare material.

## 2. Collect Data and Information

- a. Learn the topic and schedule of the event.
- b. Gather information from mass media, networking, articles, studies and research.
- c. Create a presentation that correlates to the event.

## 3. Report and follow up

Gain a list of attendees and any feedback.

ACTIVITY REPORT OF SEMINAR ABOUT.....

HOTEL.....

MONDAY ...2009

No	Problem	Community	Government	Provincial council member	Other Party	Recommendation	Follow-up

## 10. Talk Show

### a. What is a Talk Show?

Radio and television talk shows are live events and excellent opportunities for members of the legislature to introduce themselves and communicate ideas.



### b. Uses

Radio and television talk show has two categories: delivering a message to the audience and gaining a sense of the audience's concerns.

### c. Method

Interview by host with questions from the public.

### d. Materials

Any preparatory material about likely topics, and footage of prior talk shows.

### e. Time

60 minutes or less.

# 20 Approaches Communicating With Constituents

## f. Stages / Processes

1. Request a description of the scope of the talk show.
2. Research relevant data from mass media, networking, articles and studies.
3. Create key points of your message.
4. Participate in the talk show.
5. Make reports and follow up on constituent concerns.

## 11. Electronic Media

### a. What is electronic media?

Generally, this refers to making DVD or other recording, such as a speech or talk show, for further dissemination.

### b. Uses

Another tool to spread ideas and solutions, particularly to the influential members of a community.

### c. Materials

Attempt to record every talk show or significant speech for potential later use, in whole or in part.

### e. Time

- Prepare for tapign in advance, at least a week.
- Duration varies.
- Give time following the event for DVD creation.

## f. Stages / Processes

### 1. Form a small team

Responsibilities include to preparing distribution plan, design patterns of cover, any other content such as patriotic music, actual distribution, etc.

- Target distribution includes local government, Provincial council member, political parties, NGOs and the public.
- If you have the complete address copies can be sent via courier services such as Pos Indonesia.
- To reach the general public, distribute to coffee houses, food stalls and other public places.

## 12. Public Advertisemant

### a. What is Public Advertising?

Public advertisements deliver ideas, thought, experience, performance, and expectations through ads placed on radio and television.

### b. Uses

Public Advertisements are useful to introduce a legislator to the public in a memorable way, or remind the public of work done on their behalf.

### c. Method

TV and Radio

## **d. Materials**

- Advertising material should be short, direct and clear about the ideas, experience and performance
- View samples before recording the content

## **e. Time**

- Depends on budget
- Duration 30 to 60 seconds
- Broadcast at prime time

## **f. Stages / Processes**

### **1. Content**

- Address relevant issues
- Respond to misinformation
- Develop public opinion or introduce a key topic
- Introduce candidate; highlight biography or work in Council

### **2. Creative team building**

- Advisers to prepare message and delivery

- Working with production house provides maximum results

### **3. Airing the Ad**

- Choosing the right time (prime time or high viewership)
- Using data surveys to reach the right area or audience

### **4. Collect Feedback**

## 13. Use of Information Technology (WEB / BLOG)

### a. What is Information Technology (Website / Blog)?

With the growing use of the Internet, personal websites and blogs are additional tools of outreach and information.



### b. Uses

- Allows personal interaction with constituents
- Allows rapid response to constituents
- Immediate relay of information
- No geographic limit to information
- Growing online audience

### c. Materials

1. Activities or legislation
2. News or information
3. Response to comments by readers
4. Shared opinions or opinions of a political leader of the same party

**d. Time**

A website should be updated routinely. A team to assist is advisable.

**e. Stages / Processes**

**1. Creating the website / blog**

Personal website can be done in two ways: free or full base. Free will have content and style limits. Full base demands a budget for its creation and some funds for maintenance. At the start, expertise will need to be hired or volunteered.

**2. Tips for an interesting website**

- Post useful items
- Use strong headlines
- Be timely
- Keep entries concise

## 14. Outdoor Publication

### a. What is Outdoor Advertising?

Outdoor advertisements in this instance include all non-electronic advertising: posters, brochures, leaflets, banners, books, neon signs, billboards, magazines.

### b. Uses

### c. Methods

- Best placed in visible, open places (intersection / crossing roads, sidewalks, open fields, commercial areas, and places near public entertainment)
- Use simple, concise and clear language
- Use visual characteristics to gain attention and strengthen message

### d. Materials

- Profile of board member
- Plans or priorities in brief
- Photos and terms that appeal to the public

**e. Time**

- Adapted to the installation licensing rules that apply

**f. Stages / Processes**

**1. Collecting information**

- Identify the issues in the community

**2. Cooperation with related parties**

- Hire a professional (the advertising vendor)
- Obtain any licensing arrangements for the period and place
- Request permissions and cooperate with local authorities.

## 15. Statement of Principle

### a. What is a statement of principle?

A statement is the view of one member of the board on major or emerging issues.

### b. Purpose

The statement shows a commitment to certain principles, helping to align likeminded constituents for political purposes.

### c. Methods

Write a brief written statement of opinions toward certain key issues and make it public through personal website and the media.

### d. Materials

Any relevant study or data that adds credibility to the statement.

**e. Stages / Processes**

**1. Collecting Data and Information**

Sources include mass media, networking, articles, studies and research on the issues.

**2. Writing the statement**

- a. Statement must be well-researched, accurate, concise and relevant.
- b. It should be readable and factual.
- c. It should be timely.
- d. It will not be without controversy.

**3. Relationship with mass media**

It should distributed to media for potential publication. If possible, a written opinion column by the legislator should be submitted to clarify these positions.

## 16. Writing in Printed Media

### a. What is writing an opinion?

This article is directly authored by the Council member for the purpose of shaping public opinion on a single current topic.

### b. Uses

- Demands research and time
- An effective communications tool
- An opportunity to communicate with large number of people without a budget or other event planning
- Allows response to current event or explanation of current legislation
- Allows rebuttal of criticism

### c. Materials

- Cite sources of data
- Support assertions with relevant data

### e. Time

Ideally, once a month. Also, in response to specific events.

### f. Stages / processes

#### 1. Get started writing articles

- Form a small team to assist in information support.
- Define the issue that is the theme of the article.
- Research the issue thoroughly.

#### 2. Opinion articles

- Opinion articles should be to the point and interesting to read. Avoid long paragraphs, and stay on focus. Base the argument on valid data.
- Submit the article while the issue is being discussed by the media and society, not after.

An example of an active board member's opinion by Dr. Mufid A. Busyairi, M.Pd. In the 2004 elections, he was elected as a Member of the National Awakening Party Faction House of Representatives from Central Java electoral II (Jepara, Kudus, and Demak).

Edisi 25 Februari 2009



## OPINI

### Swasembada Beras, Usaha Siapa?

Mufid A. Busyair, anggota Komisi IV (pertanian, kehutanan, kelautan-perikanan) DPR RI dari Fraksi Kebangkitan Bangsa

Dalam salah satu iklannya, Partai Golkar mengklaim kadernya di pemerintahan dan Dewan Perwakilan Rakyat berhasil membuat kita berswasembada beras pada 2008. Pada 2007 kita masih mengimpor beras, sedangkan pada 2009 bahkan akan mengeksport beras. Belakangan sebuah iklan menyusul, juga mengklaim bahwa keberhasilan swasembada beras di Indonesia berkat Menteri Pertanian Anton Apriyantono, kader Partai Keadilan Sejahtera. Mari kita urai apa sesungguhnya yang menyumbang peningkatan produksi padi pada 2008.

Selama dua tahun terakhir (2007-2008), kondisi iklim amat bersahabat. Tidak ada kemarau berkepanjangan atau banjir yang meluas yang berujung pada padi yang puso. Pola tanam tidak bergeser, estimasi produksi dan persediaan pangan lebih mudah diprediksi. Ini rahmat Tuhan yang harus disyukuri. Karena iklim yang baik itu, luas tanam bertambah 120 ribu hektare. Dengan tingkat produksi 4,6 ton per hektare dan dua kali tanam setahun, ini menyumbang 1,1 juta ton gabah.

Sumbangan berikutnya dari aneka kebijakan pemerintah. Sejak 2007 digulirkan Program Peningkatan Beras Nasional (P2BN). P2BN menumpukan pada lima program: subsidi benih, pengembangan tata air mikro, rehabilitasi jaringan tingkat usaha tani dan jaringan irigasi desa, pencetakan sawah baru, dan pengendalian organisme pengganggu. Juga digulirkan program kredit untuk petani kecil, menghidupkan kembali penyuluh pertanian, dan mendirikan Sekolah Lapang Pengelolaan Tanaman Terpadu (SLPTT). Dalam hal ini, layaklah sebuah fraksi, seluruh anggota Komisi IV setuju dan mendorong kuat program tersebut.

Menurut Direktur Jenderal Tanaman Pangan Soetarto Alimuso, subsidi benih menyumbang 5-15 persen peningkatan produksi. Pada 2008, pemerintah memberikan subsidi benih dalam APBN sebanyak 37.500 ton dengan sasaran area tanam 1,5 juta hektare. Ini belum termasuk Bantuan Langsung Benih Unggul (BLBU), subsidi harga benih, dan benih hibrida.

Menurut angka ramalan III BPS, produksi padi 2008 mencapai 60,280 juta ton gabah, naik 5,7 persen dari produksi pada 2007 (57,051 juta ton gabah). Peningkatan produksi padi sebesar ini hanya pernah dicapai oleh Orde Baru pada rentang 1969-1984.

Untuk memberikan insentif ekonomi agar petani tetap tertarik berusaha tani, DPR, khususnya Komisi IV, meminta pemerintah menyubsidi pupuk dan menaikkan harga pembelian pemerintah (HPP) untuk gabah/beras. Dari tahun ke tahun nilai subsidi pupuk naik: dari Rp 7,8 triliun (2007), jadi Rp 14,1 triliun (2008), dan Rp 17,5 triliun (2009). Pada 2007, Komisi IV mendesak pemerintah menaikkan HPP. Ini kesepakatan bulat dari semua fraksi, tetapi pemerintah tetap bergeming saat itu. Kenaikan HPP baru dilakukan April 2008. Itu artinya, selama 2007 petani tidak menikmati harga baru. Dari sisi waktu, kenaikan HPP per April 2008 tidak tepat. Lazimnya, HPP dibuat sebelum musim tanam dan diberlakukan saat panen raya. Saat HPP dinaikkan, panen tinggal sebulan. Bahkan sebagian besar petani sudah tidak memiliki gabah/beras lagi.

Pada 2008, Komisi IV DPR kembali meminta pemerintah menaikkan HPP. Alasannya, setelah kenaikan harga BBM dua kali selama 2008, ongkos produksi usaha tani naik berkali lipat. Tanpa kenaikan HPP, petani akan merugi. Saat usulan ini dibahas di Panitia Anggaran, pemerintah dan anggota panitia anggaran dari kader partai tertentu justru keberatan dengan alasan kenaikan HPP akan menimbulkan inflasi, walau akhirnya setuju. Baru pada akhir 2008 pemerintah mengeluarkan Instruksi Presiden Nomor 8 Tahun 2008 tentang Kebijakan Perberasan. Dalam inpres yang mulai berlaku 1 Januari 2009 itu, harga per kilogram gabah kering panen (GKP) naik dari Rp 2.200 menjadi Rp 2.400, gabah kering giling (GKG) meningkat dari Rp 2.840 menjadi Rp 3.000, dan beras dari Rp 4.300 menjadi Rp 4.600. Harga gabah/beras yang relatif stabil telah memberikan insentif ekonomi kepada petani.

Prestasi swasembada beras juga tidak lepas dari kerja-kerja di lapangan, seperti yang diemban para penyuluh pertanian dan pegiat LSM. Mereka menularkan inovasi-inovasi, temuan, dan pengetahuan baru kepada petani. Kerja keras itu didiseminasikan melalui Sekolah Lapang Pengelolaan dan Sumber Daya secara Terpadu. Lewat sekolah lapang, petani saling belajar, bereksperimen, dan memecahkan aneka persoalan, mulai dari bibit, hama, ihwal iklim, hingga pupuk. Namun, dari semua level, sesungguhnya keberhasilan ini adalah buah “semangat dan kerja keras petani” yang tak kenal lelah walau masalah--yang seharusnya bisa diselesaikan pemerintah--

-berulang menghadang, seperti kelangkaan pupuk setiap musim tanam dan harga gabah yang turun saat panen. Bisa dibayangkan bagaimana terganggunya berbagai sektor, jika semusim saja petani mogok tanam. Sungguh terlalu, jika peran petani yang sedemikian menentukan ini tak disebut.

Dalam banyak hal, justru pemerintah yang lalai menunaikan tugasnya: pupuk subsidi tak tersedia saat dibutuhkan, jaringan irigasi dibiarkan merana dan rusak, infrastruktur desa tidak memadai, harga gabah anjlok saat panen raya, dan masih banyak lagi. Adalah tugas pemerintah untuk merakit kebijakan-kebijakan yang menyejahterakan rakyat. Karena itu, bagi pemerintah yang berkuasa (incumbent), klaim yang berlebihan jelas bukan pada tempatnya. Sebab, pada saat prestasi swasembada beras diraih, dalam banyak hal, justru petanilah yang jadi korban dan menanggung beban-derita paling berat.

Dalam kondisi demikian, petani tetap bersemangat berusaha tani. Bahkan, ketika didera kelangkaan pupuk atau harga (pupuk) melambung tinggi, sebagian petani kreatif mencoba melepaskan diri dari ketergantungan akut pada pupuk kimia. Mereka membuat pupuk organik dan mempraktekkan SRI (system of rice intensification), sebuah cara budi daya yang dapat meningkatkan hasil panen. Di Pesantren Pabelan di Jawa Tengah, misalnya. Dengan menerapkan SRI, produktivitas varietas padi Mertani mencapai 9 ton per hektare, hampir dua kali dari rata-rata produktivitas nasional (4,6 ton per hektare). Secara nasional, pola SRI telah dipraktekkan di lahan seluas 36 ribu hektare lebih dengan rata-rata produksi 7,47 ton per hektare.

Untuk meningkatkan, atau paling tidak mempertahankan, swasembada, Komisi IV DPR meminta pemerintah, pertama, memperluas subsidi benih. Kini sudah ada banyak varietas baru dengan produktivitas yang makin baik dan umur semakin genjah. Produktivitas bisa 8-9 ton per hektare, bahkan ada yang sampai 11 ton per hektare. Sebenarnya petani amat responsif terhadap varietas unggul baru. Namun, varietas-varietas ini tidak maksimal diadopsi petani karena kurangnya promosi sebelumnya.

Kedua, subsidi pupuk harus dikaji ulang. Tidak hanya sistem distribusi, besaran, dan jenis, tapi juga keseimbangan antara subsidi pupuk organik dan anorganik. Selama ini proporsi subsidi pupuk organik dan anorganik tidak seimbang. Pada 2008, dari Rp 14,1 triliun dana subsidi pupuk, alokasi untuk pupuk organik cuma Rp 345 miliar. Skema subsidi seperti ini membuat petani tergantung pada pupuk anorganik. Untuk mengurangi

ketergantungan, semua ini harus ditata-ulang. Proporsi pupuk organik dalam bentuk penyediaan sarana/faktor pendukung agar petani dapat memproduksi pupuk organik di setiap desa perlu ditingkatkan, seperti pengembangan ternak penghasil kompos.

Ketiga, realokasi anggaran. Pada 2009 ini anggaran Departemen Pertanian cuma Rp 8,4 triliun dari lebih Rp 1.000 triliun nilai APBN. Ini adalah keputusan presiden dengan persetujuan DPR. Tahun lalu, dengan anggaran Rp 8,3 triliun, kinerja Departemen Pertanian cukup mencorong. Salah satunya adalah peningkatan produksi padi (5,6 persen), jagung (14,7 persen), tebu (12,9 persen), daging ayam (16,1 persen) dan buah-buahan (11,1 persen). Adalah sebuah keniscayaan, kapasitas departemen ini akan meningkat jika anggarannya dinaikkan.

Keempat, pembangunan irigasi yang tidak hanya terfokus pada pembangunan bendungan besar tetapi juga pembangunan irigasi yang bisa dikelola oleh masyarakat secara mandiri seperti pengelolaan sumber-sumber air yang ada di masyarakat.

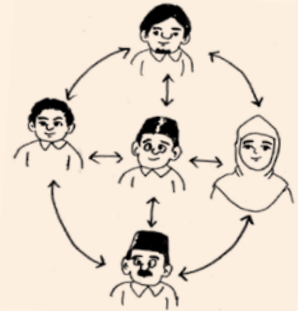
Sekali lagi, berterimakasihlah kepada petani. Mereka, yang kata Ajip Rosidi “terbungkuk sejak pagi, melalui hari-hari keras nan sunyi”, telah menyubsidi nasi penguasa, pengusaha, dan orang-orang kaya di kota. Harus diakui, karena kebijakan yang amat takut kepada asumsi inflasi, karena kebijakan yang bias kepentingan industri, harga keringat petani masih tak sebanding dengan kontribusi mereka untuk negeri ini. Maka, kepadanya kita mesti menghaturkan keberadaban, meski hanya lewat sepenggal iklan. \*

Sumber: <http://www.korantempo.com/korantempo/koran/2009/02/25/Opini/krn.20090225.157900.id.html>

## 17. Networking

### a. What is Networking?

Networking includes active involvement in various community organizations, such as labor groups, farmers, fishermen, culture and sports, such as a role as a board member.



### b. Uses

Provides a base of support.

### c. Participation

- Be actively involved in visible activities.
- Choose the activities that best advance your goals.
- Naturally develop communication with more constituents through this venue.

## 18. Surveys and Polling

### a. What is a survey or poll?

A survey or poll is a measurement of activities, opinions and perceptions of a community or region. Polls are taken periodically, or spontaneously in response to an issue or event.



### b. Uses

- Helps constituents communicate approval/disapproval to their representatives.
- Helps legislators understand opinion and perceptions of conditions or legislation.

### c. Method and Materials

- Questionnaire

## d. Time

- Periodically, often every two years.
- Following a major event or the emergence of a new issue.

## e. Stages / Processes

### 1. Survey preparation

- Funding and topics prepared in cooperation with political parties.
- Surveys are based on relevant data.
- Cooperating with public research institutes and universities establishes credibility and consistent methods for the survey.

### 2. Implementation of survey

- Adherence to consistent methods is necessary to achieve the most useful information.

### 3. Publication of survey results

- The results are generally released to the public through a press release.

## 19. Mobile Office

### a. What is a Mobile Office?

A mobile office is an equipped car to enhance constituent relations in distant areas, and is equipped with communications and internet capabilities.

### b. Uses

The mobile office brings the legislator access to remote constituents, and enhances communications and feedback that would otherwise be unlikely.

### c. Methods

- Dissemination of information
- Distribution of questionnaires
- Social assistance.

### d. Materials

- Brochures and leaflets
- Questionnaires for capturing the opinions of the community
- Drugs or food for disaster relief (the car can be equipped to double as an ambulance)

## *e. Stages / Processes*

### 1. Operations

Generally requires two people. One person drives, while the other legislator or core staff serves as spokesperson / public relations. IF being used in a medical role, the care requires a nurse.

### 2. Implementation

- Coordinate with local areas.
- Rotate to visit all areas.
- Stock the car with materials for distribution.
- Staff uses the questionnaire to capture feedback from community.

### 3. Prepare reports



## 20. Face Book/Networking Social Site

### a. What is Facebook?

Facebook is a social networking website launched on February 4, 2004 and founded by Mark Zuckerberg, a Harvard graduate. With a membership on this site, a member can interact with distant constituents.

### b. Uses

According to statistics reported by CheckFacebook.com, Indonesia is now among the top 10 Facebook users in the world, second only to Turkey on the continent of Asia with nearly 6 million users of the site.

# 20 Approaches Communicating With Constituents

## c. Materials

- a. Daily activities of the board member
- b. Government policies and programs under consideration
- c. Informative data
- d. Opinions

## d. Time

Managing Facebook can be done from the office or at home as time allows.

## e. Stages / Processes

1. Creating an account on Facebook
  - a. Once your computer is connected to the Internet, open your browser (Internet Explorer, Firefox or Opera) and type [www.facebook.com](http://www.facebook.com)
  - b. Sign up. Include your first name, last name, your email, new password, gender, and your birth date and press SIGN UP. Generally, create an email address for this purpose apart from your private email.
  - c. Facebook will send a verification e-mail to the address you use. Follow the directions to confirm.

## 2. Managing your Facebook account

### Tips:

- Complete your profile.
- Upload a quality picture; continue to upload pictures as able.
- Update routinely (look at others for ideas)
- Post articles or opinions
- Potential uses include creating a “group” or “fan page” for your issues or candidacy.
- Express the work you are doing on behalf of your constituents.
- Keep it interesting and concise.
- Include your contact information.

## Chapter 5: Conclusion



*Constituent* outreach is essential to successful policy-making and legislating. Building a base of support with constituents is the first priority that allows successful strategies in the Council. Only by knowing the needs and opinions of a community, can a legislator truly represent those constituents. The above guidelines are a roadmap to getting started, and are intended to be flexible to better meet the needs of your communities.

# Appendix



Meet and greet with resident reports  
District Meeting Hall.....  
Sunday, 4th July 2009

Photo:  
District Office  
(constituent service bureau) that was  
established by DPR-RI Anton A. Mashur, SE  
NTT Dapil Ahmad Yani No. 1. 77Telp. (0385)  
22,867 Ruteng, Flores





Public discussion involving the speaker from Provincial council member, NGOs and local government officials



Talk show about the eliminating poverty Bogor Mayor, Members of Provincial council member from the PKS (Vice Chairman of DPRD Kota Bogor), Yasmina (NGO), Mass Media, Public Representative



Example:

Website Saleh Ismail Mukadar ([www.salehmukadar.com](http://www.salehmukadar.com)) PDI Struggle Faction Parliament of East Java Province, from 2004 to 2009



Example:

Members of the House of Golkar faction period 2004-2009, M Azwir Tara posing with the background around the ambulance had.

