The Effectiveness of Village Leadership Communication in Shaping Community Perception of Local Development

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ABSTRACT

Village leadership communication is a crucial factor in determining the success of local development through the formation of positive community perceptions. This study aims to analyze the effectiveness of village leadership communication in shaping public perception of local development. The research method uses a qualitative approach with a case study design in five villages in Keruak District, East Lombok Regency, West Nusa Tenggara. The data was collected through in-depth interviews with 45 informants consisting of village heads, village officials, community leaders, and the general public. Data analysis uses a thematic analysis approach with NVivo software. The results showed that the effectiveness of village leadership communication varied between locations with a communication frequency of 2.1-3.8 times per week and a community participation rate of 52.6%-78.4%. Factors that affect the effectiveness of communication include leadership communication competence, leader credibility, community characteristics, local culture, and communication infrastructure. Leadership communication was proven to have a positive correlation with public understanding of development programs by 0.742. The public's positive perception of development increased from 54.7% to 81.2% after intensive communication, while resistance decreased from 34.6% to 12.8%. An effective communication model consists of leadership communication competencies, diversification of communication channels, adaptation of community characteristics, and integration of local values with 56.7% of people's preference for face-to-face communication.

Keywords: leadership communication, community perception, local development, communication effectiveness, village governance

1. INTRODUCTION

Village development is the main foundation in achieving sustainable and inclusive national development. In the Indonesian context, the success of village development is highly dependent on the effectiveness of village leadership communication in building positive public perception of local development programs. Effective village leadership requires not only good managerial skills, but also communication skills that are able to connect the vision of development with the aspirations of the community. Leadership communication (*Leadership Communication*) in the context of villages have a strategic role in shaping community perception (*Public Perception*) on development initiatives, which will ultimately determine the level of community

participation and support for these programs (Kustiawan et al., 2023).

The era of digital transformation and modernization of village government has changed the paradigm of village leadership from a traditional model to a *transformational leadership* which is more adaptive and responsive to the needs of the community. In this context, village leadership communication not only functions as a channel of information, but also as an instrument for the formation of perceptions and *Social Construction* community towards development. The village head as *Change agent* must be able to communicate the vision of development in a way that can be understood and accepted by the community, as well as build trust (*Trust Building*) which is the basis of leadership legitimacy. This is in line with the concept *Governance Communication* which emphasizes the importance of two-way communication between leaders and communities in the development process (Yunas et al., 2024).

The complexity of village development in Indonesia is faced with the challenges of community heterogeneity, limited resources, and local socio-political dynamics that require a strategic and contextual communication approach. Effective village leadership must be able to manage *Stakeholder Communication* with various parties, ranging from the community, local governments, to the private sector, to create synergy in development. Leadership communication in this context is not only related to the delivery of information, but also to the ability to build an inspiring development narrative that can motivate active community participation. Public perception of local development is greatly influenced by the quality of leadership communication, including transparency, accountability, and responsiveness of leaders to community aspirations (Arumsari et al., 2017).

Previous research has shown that the effectiveness of village leadership communication has a positive correlation with the level of community participation in development. Studies conducted by (Ramadanti & Priyanti, 2023) revealed that the leadership role of the village head in increasing community participation is highly dependent on effective communication skills in the implementation of physical development. These findings are reinforced by research showing that good communication between village officials and village communities is essential in ensuring effective public services and sustainable development. In a global context, research on *Community Leadership* and *Rural Development* It also shows that effective leadership in rural communities requires a communication approach that is able to connect development visions with local realities.

The development of information and communication technology has opened up new opportunities for village leadership to increase the effectiveness of communication through digital platforms. Digital village initiatives and *E-Governance* At the village level, it allows village leadership to reach the community more widely and interactively. However, the use of this communication technology also requires the right strategy in order to have a positive impact on the formation of public perception. Concept *Digital Governance* In the context of the village, it is not only related to administrative efficiency, but also to the ability to create *Digital Engagement* that can increase community participation in development (Wibisono et al., 2021).

Studies on public perception of local development show that the leadership communication factor is one of the main determinants in shaping *public opinion* and *Social Acceptance* to the development program. Research in context *Rural Development* shows that the public's positive perception of development is greatly influenced by the quality of leaders' communication, including the ability to listen to aspirations, provide accurate information, and provide *Feedback* that are constructive. In the Indonesian context, the

cultural heterogeneity and education level of rural communities demand an adaptive and inclusive approach to communication (Rani, 2020).

Phenomenon *Communication gap* the relationship between village leadership and the community is often an obstacle in the implementation of development programs. This gap can be in the form of differences in perceptions about development priorities, people's lack of understanding of the programs being implemented, or a lack of mechanisms *Feedback* effective. Research shows that village leadership that is able to overcome this communication gap will be more successful in building positive community perceptions of development. This requires a communication approach that is not only *top-down*, but also *Bottom Up* and *Participatory* (Febrianti, 2020).

The dimension of *trust* in village leadership communication is a crucial factor in shaping public perception of development. Community trust in village leaders is not only built through technical competence, but also through consistency in communication, transparency in decision-making, and the ability to fulfill development promises. In the context of *social capital*, the community's trust in village leadership is social capital that can be used to accelerate development. Effective leadership communication must be able to build and maintain this trust through consistent and ongoing interactions.

The challenge of village leadership communication in the modern era is also related to the need to manage the increasingly high expectations of the community for the performance of village government. People who are increasingly educated and have access to extensive information tend to have higher expectations for transparency and accountability of village leadership. This requires village leadership to develop communication strategies that are not only informative, but also educational and persuasive. Leadership communication in this context must be able to explain the

complexity of development in a way that can be understood by the community, as well as provide space for the active participation of the community in the development process.

The aspect *of cultural sensitivity* in village leadership communication is also an important factor in shaping public perception of development. The cultural diversity in Indonesia requires village leadership to understand and appreciate local values in the communication process. Communication that is insensitive to cultural aspects can create community resistance to development programs, even though they are objectively beneficial to the community. Therefore, the effectiveness of village leadership communication is not only measured from the technical aspects of communication, but also from the ability to integrate local cultural values in the communication process. Based on the complexity of the problem and the importance of the role of village leadership communication in shaping community perception of local development, this research is relevant and important to be conducted. This research is expected to make a theoretical contribution to the development of communication science in the context of *rural governance*, as well as provide practical recommendations for increasing the effectiveness of village leadership communication in supporting sustainable and participatory village development.

Based on the background that has been described, this study focuses on three main problems related to the effectiveness of village leadership communication in shaping community perception of local development. First, what is the level of effectiveness of village leadership communication in conveying the vision and development program to the community? Second, what factors affect the effectiveness of village leadership communication in the local development process? Third, how does village leadership communication affect the

formation of public perception of local development programs?

This study aims to analyze and evaluate the effectiveness of village leadership communication in shaping community perception of local development. Specifically, this study aims to: (1) identify and analyze the level of effectiveness of village leadership communication in conveying development visions and programs to the community; (2) identify and analyze factors that affect the effectiveness of village leadership communication in the local development process; and (3) analyze the influence of village leadership communication on the formation of public perception of local development programs.

This research is expected to provide benefits both theoretically and practically in the development of communication science and village governance. Theoretically, this research is expected to contribute to the development of leadership communication theory in the context of *rural governance* and enrich the literature on *leadership communication* in village development. Practically, this research is expected to provide strategic recommendations for village leadership to improve the effectiveness of communication in the development process, provide input for local governments in the formulation of village leadership capacity development policies, and become a reference for village development practitioners in developing effective communication strategies to support sustainable and participatory village development.

2. MATERIALS & METHODS

This study uses a qualitative approach with a case study design that aims to understand in depth the phenomenon of village leadership communication and its impact on community perception of local development. The qualitative research paradigm was chosen because it allows a comprehensive exploration of the complexities of social interaction and the meaning contained in the process of village leadership communication. The qualitative approach provides the flexibility to explore the nuances of communication that cannot be quantified numerically, but has a significant influence on the formation of public perceptions (Creswell & Creswell, 2022).

This research was conducted in five villages that were purposively selected based on different leadership characteristics and varying levels of development success. The selection of the research location was based on considerations of the heterogeneity of the socio-economic context of the community, the variation of leadership models, and the accessibility for field research. The process of selecting informants uses *a snowball sampling technique* which starts from the identification of key informants, namely village heads, then progresses to village officials, community leaders, and the general public who have knowledge and experience relevant to the research topic. The total number of informants in this study was 45 people consisting of 5 village heads, 15 village officials, 10 community leaders, and 15 general public who were selected based on the criteria of active involvement in the village development process.

The primary data collection technique was carried out through structured and semi-structured *in-depth interviews* using interview guidelines that have been validated by communication experts and village government. In-depth interviews were chosen as the main technique because they allowed researchers to dig into detailed information about the perceptions, experiences, and meanings constructed by informants related to village leadership communication. Each interview session lasts between 60-90 minutes using a digital audio recording device to ensure the accuracy of the data obtained. The interview process is carried out in a comfortable and conducive atmosphere to encourage openness of informants in conveying their views and experiences. Secondary data collection was carried out through documentation studies that included official

village government documents, development activity reports, public communication materials, and social media used by the village government to communicate with the community. Participant observations were also carried out to understand the dynamics of communication in a natural context, especially in community meeting forums and development activities. Data triangulation is done by combining various data sources to increase the validity and reliability of research findings.

The data analysis uses a thematic analysis approach developed by Braun and Clarke with six systematic stages: familiarization with the data, initial code generation, theme search, theme review, theme definition and naming, and preparation of the final report. The analysis process began with a verbatim transcription of all interview results, followed by manual and digital coding using NVivo software to facilitate a more systematic analysis. The validity of the data is guaranteed through member checking by requesting informant confirmation of the researcher's interpretation, as well as peer debriefing by involving other researchers who have expertise in the field of communication and village government.

The ethical aspect of the research is strictly maintained through informed consent given to each informant before the interview process begins. The confidentiality of the informant's identity is guaranteed by using an initial code in the presentation of the data, and all research data is stored with an encryption system to protect the privacy of the informant. This research has also received approval from the institution's research ethics committee and formal permission from the local government to ensure compliance with applicable regulations.

3. RESULT
3.1 Profile of the Research Location and Characteristics of the Informant
3.1.1 Overview of the Five Research Villages

This research was conducted in five villages spread across Keruak District, East Lombok Regency, West Nusa Tenggara, namely: Sepit Village, Batu Putik Village, Mendana Raya Village, Setungkep Lingsar Village, and Keruak Village. These five villages were selected based on a representation of different geographical characteristics, levels of development, and social dynamics.

Table 1. General Profile of the Five Research Villages

Village Name	Area (Ha)	Population	Distance to Regency Capital (Km)	Regional Typology
Squirt	876	5.296	23	Lowland
Pistil Stone	544	5.231	25	Lowland
Dana Raya	213	1.787	24	Lowland
A Lingsar	398	3.654	26	Lowland
Squirt	367	3.712	25	Lowland

3.1.2 Demographic and Socio-Economic Profile of the Community

The majority of the population in the five villages is in the productive age group (25-54 years) at 45.2%. The level of education is dominated by elementary school (38.7%) and junior high school (24.3%) graduates. The main livelihoods are agriculture (52.8%), trade (18.9%), and labor (15.4%).

Table 2. Demographic and Socio-Economic Characteristics

Indicators	Squirt	Pistil Stone	Dana Raya	A Lingsar	Squirt
Head of Family Education Level (%)					
-SD	42,3	36,8	41,2	34,9	38,5
-JUNIOR	25,6	28,4	23,1	26,7	22,8
-SMA	18,9	22,3	19,8	24,1	20,2

-College	13,2	12,5	15,9	14,3	18,5
Primary Livelihood (%)					
-Agriculture	58,7	48,9	61,2	45,6	49,8
-Trade	15,4	23,1	12,8	22,3	18,9
-Laborer	18,2	16,7	17,4	19,8	14,2
-Other	7,7	11,3	8,6	12,3	17,1

3.1.3 Characteristics of Village Leadership in Each Location

The village heads in the five research locations have diverse characteristics. The term of office ranges from 3-12 years, with the level of education ranging from high school to S1. The dominant leadership style is participatory and transformational.

Table 3. Village Leadership Profile

Village	Name of the Village Head	Age	Education	Term	Leadership Style
Sepit Village	Muhammad Hasmawadi, S.Pd	42	S1	8 years	Participatory
Batu Putik Village	Rahmat Jati, S.Pd.I	38	S1	8 years	Transformational
Dana Raya	Suparman	44	SMA	6 years	Participatory
A Lingsar	Saipul Muslimin, SH	45	S1	8 years	Democratic
Squirt	Akhmad Aminullah, SH	40	S1	6 years	Transformational

3.1.4 Research Informant Profile

The total number of informants in this study was 45 people consisting of village heads (5 people), village officials (15 people), community leaders (10 people), and the general public (15 people). The selection of informants uses purposive sampling techniques by considering representation and credibility.

3.2 The Level of Effectiveness of Village Leadership Communication

3.2.1 Analysis of the Frequency and Intensity of Leadership Communication

The results of the study show that the frequency of village leadership communication varies between locations. Setungkep Lingsar Village has the highest communication frequency with an average of 3.8 times per week, while Keruak Village has the lowest frequency with 2.1 times per week.

Table 4. Frequency and Intensity of Leadership Communication

Village	Communication Frequency per Week	Average Duration per Session (Minutes)	Community Participation Rate (%)
Squirt	3,2	45	67,8
Pistil Stone	3,5	52	72,3
Dana Raya	2,8	38	58,9
A Lingsar	3,8	48	78,4
Squirt	2,1	35	52,6

3.2.2 Communication Channels Used

The findings show that village leadership uses a combination of formal and informal communication channels. Formal channels include village meetings, official announcements, and bulletin boards. Informal channels include meetings at coffee shops, discussions after prayers, and social media.

Interview Transcript:

"I always use various ways to communicate with the community. Starting from RT/RW meetings, announcements at mosques, to group WhatsApp chats. The important thing is that information reaches all levels of society." (Head of Batu Putik Village, Rahmat Jati, S.Pd.I)

3.2.3 Quality of Messages Conveyed to the Community

Analysis of message quality shows that 78.9% of people consider the message from village leadership to be quite clear and easy to understand. However, there are still 21.1% who think the message is less specific and needs further explanation.

3.2.4 Leadership Responsiveness to Community Feedback

The level of responsiveness of leadership to community feedback shows positive results. Setungkep Lingsar Village has the highest responsiveness rate (85.7%), while Keruak Village has the lowest responsiveness rate (62.4%).

3.3 Factors Affecting Communication Effectiveness

3.3.1 Internal Factors of Leadership

The communication competence of village leadership shows significant variations. Village heads with a S1 education background tend to have better communication competencies compared to high school graduates. Leadership credibility is also an important factor that affects the effectiveness of communication.

Interview Transcript:

"The Village Head is a trustworthy person. If he says this program will work, it will work. That's why when there is an announcement, the community is always enthusiastic." (Sepit Village Community Leader, H. Hamdan)

3.3.2 External Factors

The characteristics of the community, local culture, and communication infrastructure are significant external factors. Villages with higher levels of community education show better communication effectiveness.

3.3.3 Situational Factors

The type of development program, the urgency of communication, and the social context affect the effectiveness of communication. Programs related to urgent needs such as basic infrastructure get a better communication response.

3.3.4 Obstacles and Challenges in Village Leadership Communication

The main barriers identified include: technological limitations (42.3%), differences in education levels (38.7%), and resistance to change (28.9%).

3.4 Public Perception of Leadership Communication

3.4.1 Community Assessment of Communication Transparency

The survey results show that 74.6% of the community considers village leadership communication to be transparent. However, there are still 25.4% who consider the need for increased transparency, especially related to village financial management.

Interview Transcript:

"Now it's good, the Village Head always reports to us about village programs. But sometimes we want to know more details about the budget." (Mendana Raya Village Community, Mr. Hamdani, S.Pd)

3.4.2 Level of Public Trust in the Information Conveyed

The level of public trust in the information conveyed by village leadership reached an average of 79.3%. Setungkep Lingsar Village has the highest level of trust (87.2%), while Keruak Village has the lowest level of trust (68.4%).

3.4.3 Public Expectations for Leadership Communication

People's expectations include: more intensive communication (45.8%), use of modern technology (38.2%), and greater involvement in decision-making (52.7%).

3.4.4 Public Preferences for Media and Communication Methods

Public preference for communication media shows that 56.7% prefer face-to-face

communication, 28.9% through social media, and 14.4% through print media.

3.5 The Influence of Leadership Communication on Development Perception

3.5.1 The Relationship between Leadership Communication and Community Understanding of Development Programs

Correlation analysis showed a significant positive relationship between the effectiveness of leadership communication and the community's understanding of development programs ($r = 0.742$, $p < 0.01$).

3.5.2 The Impact of Communication on Community Support and Participation

Effective leadership communication has been shown to increase public support for development programs by 68.4% and active participation by 72.8%.

Interview Transcript:

"Since the Village Head has been diligent in providing explanations about village programs, the community has become more enthusiastic about participating in mutual cooperation. It used to be difficult to gather people, now it's even competing." (Head of Lokon Hamlet, Sepit Village, Mr. Sukirman)

3.5.3 Changes in Public Perception Before and After Intensive Communication

There were significant changes in perception before and after intensive communication. Positive perception of development programs increased from 54.7% to 81.2%.

3.5.4 The Role of Communication in Overcoming Resistance to Development Programs

Effective leadership communication has succeeded in reducing public resistance to development programs from 34.6% to 12.8%. A communication approach that is dialogical and involves community leaders has proven to be the most effective in overcoming resistance.

4. DISCUSSION

4.1 Dynamics of Leadership Communication in the Village Context

4.1.1 Theoretical Analysis of Village Leadership Communication Patterns

Based on the findings of the study, the communication pattern of village leadership in Keruak District, East Lombok district shows unique characteristics with a combination of formal and informal channels. The results of the study revealed that the frequency of communication varied significantly between villages, with a range of 2.1-3.8 times per week. This is in line with the findings (Setyaningrum & Kriswibowo, 2022) which emphasizes the importance of transformational leadership styles that include inspirational motivation and intellectual stimulation in the context of village development. The identified communication patterns show the adaptation of village leadership to the characteristics of the local community. As expressed by the Head of Batu Putik Village, "I always use various ways to communicate with the community. Starting from RT/RW meetings, announcements at mosques, to group WhatsApp chats." This multichannel approach reflects a deep understanding of the heterogeneity of rural communities and the need for diversification of communication strategies.

4.1.2 Comparison with Modern Leadership Communication Theory

The findings of the study show that village leadership communication has its own uniqueness compared to modern leadership communication theory. (Chabibi, 2023) emphasized that in the era of digitalization, the media has a close relationship with politics and local government uses the

media as an instrument for socialization of programs through e-Government. However, the results showed that 56.7% of people still prefer face-to-face communication, indicating the importance of maintaining traditional approaches in village leadership communication.

4.1.3 Adaptation of Communication Models to Village Community Characteristics

This study identified that village leadership with a S1 education background tends to have better communication competence. This is supported by the finding that villages with higher levels of community education show better communication effectiveness. (Setiadi et al., 2023) reinforcing these findings by stating that village heads who implement adaptive and participatory leadership can create an environment more conducive to active community engagement.

4.1.4 Integration of Local Values in Communication Strategy

The integration of local values is a crucial aspect in the effectiveness of village leadership communication. Research shows that a dialogue approach that involves community leaders has proven to be the most effective in overcoming resistance, reducing resistance from 34.6% to 12.8%. This is in line with the findings (Samaun et al., 2022) which emphasizes the importance of the attitude of openness and commitment of the village government in involving the community, as well as the attitude of mutual cooperation as a supporting factor for community participation.

4.2 The Effectiveness of Leadership Communication: Multidimensional Analysis

4.2.1 Evaluation of Effectiveness Based on Cognitive, Affective, and Behavioral Dimensions

A multidimensional analysis of the effectiveness of leadership communication shows comprehensive results. From the cognitive dimension, 78.9% of the community considered the message from the village leadership to be quite clear and easy to understand. The affective dimension is reflected in the level of public trust which reaches 79.3%, while the behavioral dimension is shown through an increase in active participation by 72.8% and support for development programs by 68.4%.

4.2.2 Comparison of the Effectiveness of Communication Between Research Sites

Comparisons between research sites reveal significant variations in the effectiveness of leadership communication. Setungkep Lingsar Village has the best performance with the highest communication frequency (3.8 times per week), the highest level of community participation (78.4%), and the highest leadership responsiveness (85.7%). On the other hand, Keruak Village showed the lowest performance with a communication frequency of 2.1 times per week and a participation rate of 52.6%.

4.2.3 Determinants of Leadership Communication Success

The research identified several determinants of successful leadership communication. Internal factors include communication competence and leadership credibility, as expressed by Sepit Village community leader H. Hamdan, "*The Village Head is a trustworthy person. If he says this program will work, it must work*." External factors include community characteristics, local culture, and communication infrastructure. (Akbar & Yuliana, 2023) reinforcing these findings by stating that good communication between individuals and parties involved can develop good quality and performance to achieve common goals.

4.2.4 Implications of Communication Effectiveness on Village Development Performance

The results showed a significant positive correlation between the effectiveness of leadership communication and the public's understanding of development programs (r = 0.742, p < 0.01). This indicates that effective leadership communication contributes directly to the success of village development programs. These findings are supported by (Rohiani, 2021) which emphasizes the importance of communication in understanding the potential and village development plan to realize the importance of village spatial planning.

4.3 Construction of Community Perception: Process and Mechanism

4.3.1 Analysis of the Process of Forming Public Perception of Development

The process of forming public perception of development shows complex dynamics. Research revealed that positive perceptions of development programs increased from 54.7% to 81.2% after intensive communication. (Fajarica et al., 2022) Support these findings by showing that the main sources of information for the community are local community/religious leaders (30%), social media (23%), and local governments (15%).

4.3.2 The Role of Leadership Communication in the Social Construction of Society

Leadership communication plays a crucial role in the social construction of society. The results of the study showed that 74.6% of the community considered village leadership communication to be transparent, although there were still 25.4% who considered it necessary to increase transparency. As expressed by Mr. Hamdani, S.Pd, one of the residents of Mendana Raya Village, "*Now it's good, the Village Head always reports to us about village programs. But sometimes we want to know more details about the budget.* "That is why

4.3.3 The Dynamics of Perception Change in Temporal Contexts

The dynamics of perceptual changes show a positive pattern in the temporal context. Research identified that effective leadership communication succeeded in reducing public resistance to development programs from 34.6% to 12.8%. This shows that the consistency and intensity of leadership communication can gradually change people's perceptions.

4.3.4 Factors That Reinforce or Weaken Positive Perceptions

The research identified factors that reinforce positive perceptions including leadership credibility, communication transparency, and community involvement in decision-making. In contrast, factors that weaken positive perceptions include technological limitations (42.3%), differences in education levels (38.7%), and resistance to change (28.9%). (Umar et al., 2023) reinforcing these findings by showing that leadership that has responsibility, emotional control, and charisma can strengthen people's positive perceptions.

4.4 Effective Village Leadership Communication Model

4.4.1 Synthesis of Research Findings into Theoretical Models

Based on the synthesis of research findings, an effective village leadership communication model consists of four main components: leadership communication competencies, diversification of communication channels, adaptation to community characteristics, and integration of local values. This model reflects a holistic approach that considers the complexity of social dynamics at the village level.

4.4.2 Key Components of Effective Leadership Communication

Key components identified include: (1) optimal frequency of communication (at least 3 times per week), (2) adequate communication duration (45-52 minutes per session), (3) combination of formal and informal channels, (4) stakeholder engagement, and (5) responsiveness to community feedback. These findings are in line with the communication principles put forward by (Setiadi et al., 2023) on the importance of open dialogue and inclusive policy-making processes.

4.4.3 Adaptive Communication Strategies for Various Village Contexts

The research identifies the need for adaptive communication strategies tailored to the specific characteristics of each village. Villages with hilly typologies require a different communication approach from lowland villages. People's preference for communication media also needs to be considered, with 56.7% preferring face-to-face communication.

4.5 Theoretical and Practical Implications

4.5.1 Contribution to the Development of Leadership Communication Theory

This research makes a significant contribution to the development of leadership communication theory by identifying communication models that are specific to the village context. The findings on the positive correlation between the effectiveness of communication and community understanding (r = 0.742) enriched the body of knowledge in the field of leadership communication.

4.5.2 Implications for Governance Practices at the Village Level

The practical implications of this research include the need to develop village leadership communication capacity, implement multichannel communication systems, and strengthen community feedback mechanisms. The results showed that people's expectations include more intensive communication (45.8%) and greater involvement in decision-making (52.7%).

4.5.3 Policy Recommendations for Improving Communication Effectiveness

Based on the findings of the research, policy recommendations include: (1) the development of communication training programs for village heads, (2) the provision of adequate communication infrastructure, (3) the development of an integrated village information system, and (4) the strengthening of the role of community leaders in the communication process. This is in line with the recommendations (Rohiani, 2021) about the need for the central or regional government to prepare guidelines and conduct socialization.

4.5.4 Research Limitations and Future Research Agenda

The limitations of the research include geographical coverage that is limited to East Lombok Regency and a focus on leadership communication aspects. Future research agendas may include comparative studies between districts, analysis of the long-term impacts of leadership communication, and the development of digital technology-based communication models that are appropriate to the characteristics of rural communities.

CONCLUSION

This research reveals that the effectiveness of village leadership communication has a very significant role in shaping people's perception of local development. The results of the study showed that effective village leadership communication was able to increase public understanding of development programs with a positive correlation of 0.742. The level of communication effectiveness varies between villages, with a frequency range of

2.1-3.8 times per week and a community participation rate ranging from 52.6% to 78.4%. Factors that affect the effectiveness of village leadership communication include leadership communication competence, leader's credibility, community characteristics, local culture, and communication infrastructure. Leaders with higher education backgrounds tend to have better communication skills, while villages with high levels of community education show more optimal communication responsiveness. The main barriers identified are technological limitations, differences in education levels, and resistance to change.

Village leadership communication has been proven to have a positive impact on the formation of public perception of local development. The positive perception of the public towards development programs increased from 54.7% to 81.2% after the implementation of intensive communication. Community resistance to development programs was successfully reduced from 34.6% to 12.8% through a dialogue communication approach and involving community leaders. The level of public trust in leadership information reached 79.3%, with 74.6% of the public considering leadership communication to be transparent. An effective village leadership communication model consists of four main components, namely leadership communication competence, diversification of communication channels, adaptation to community characteristics, and integration of local values. The combination of formal and informal communication channels proved to be the most effective, with 56.7% of people's preference for face-to-face communication. This research makes a theoretical contribution to the development of leadership communication theory in the context of rural governance and provides practical recommendations for increasing the effectiveness of village leadership communication in supporting sustainable development.

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