

POLICY FORMULATION FOR DISSEMINATION OF INFORMATION IN KARIMUNJAWA ISLANDS

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Abstract: Information is needed throughout society. The information supports government transparency, improve knowledge and spur innovation creativity of society. Therefore, the information should be accessible by the public. Dissemination of information should be able to reach remote areas such as in Karimunjawa Islands. Local government power, where the media are influenced by geographic and socio-economic aspects, as well as the ability of communities to access information become the main criteria the selection of alternative information dissemination policy in Karimunjawa. Alternative policies are an option consists of 3 (three) options, namely the dissemination by prioritizing the media, or by giving priority to modern media or by empowering traditional media and interpersonal / face to face. The determination of the criteria and weighting based on community assessment and field conditions will help determine the outcome counting for many policy alternatives. Through this calculation obtained an overview on the information dissemination policy most appropriate for the people in the Karimunjawa Island of Jepara County in Central Java Province.

Keywords: Karimunjawa Islands, dissemination of information, media, policy alternatives.

1. INTRODUCTION

Communication can affect the success of policy implementation, as the implementation actors need to know the clarity of the policy and how to transmit it to the target group. Communication is the main condition for implementing the policy, where the policy implementers need to know what they should be doing and policy decisions should be channeled to the right people, the communication should also be accurate, so that if the policy will be applied can be clear (clarity) and consistent (Edwards III; 1980: 25)[1] So communication is a tool to convey information or government policies to the public. One of the concepts of communication is how to convey information to the public. Information is "data that has been processed into a meaningful form for the recipient and useful in making decisions at this time or next "(Gordon B Davis, 1995.28)[2]

In order to fulfillment of the right to know (*The Right to Know*)[3] Government has a mandate to give information to the public. Information is data relating to the government's policy on development that is useful for society. Therefore, the information should be distributed to the public, in order to be accepted as his rights and have meaning. Distribution of information in terms of communication also called dissemination (*of information*) (John M Echols and Hassan Shadily, 1979)[4] in political terms is often called socialization. Dissemination of information is a form of communication to convey information or a message from the government as a communicator to the public.

Seeing the importance of information to the public, the dissemination of information needs to be designed. Dissemination of information is intended not only *to inform*, but also as a form of transparency of the government's performance as well as a means of driving the spirit of the community to participate. For this reason, the government should devise a policy for the information dissemination able to touch all levels of society wherever they are.

The main obstacle is the dissemination of information in Indonesia as an archipelago conditions. One of the islands in Central Java province, is the Karimunjawa Islands. Karimunjawa Islands is a district of Jepara, which is in the Mandalikas waters / Java Sea lies between Java and Borneo. It located 90 km or 52 nautical miles northwest of the capital district of Jepara, distance from the provincial capital of Central Java / Semarang City approximately 60 nautical miles. It has a total area of 7,120 hectares or 71.20 km² or 7.09% of the large of Jepara County. Total population in 2013 surveys are 9.016 people, made up of the male population is 4,547 people, and the population of 4,469 female inhabitants.[5]

Due to its geographic location and position, then Karimunjawa Islands far away from information resources, both located in the Jepara District as well as from the capital of Central Java province, the city of Semarang. Thus, the information dissemination has not really reach for people of there. Communications made by the government as so far has not been able to fulfill the people needs. One example is information about weather around Karimunjawa, so that tourists often can't go home because bad weather making the lack of transport ships operating.[6] Information such development is urgently needed by the people in Karimunjawa, but the dissemination of information has not been optimal running.

Based on that idea, need to find solutions for local government policy as a communicator in the dissemination of information on Karimunjawa. This article is intended to provide an alternative recommendation is more appropriate policies in order to implement the dissemination of information for Karimunjawa Islands. In addition to add to the wealth of knowledge regarding the dissemination of information, this paper practically can be used as inputs in the formulation / refinement of policy dissemination of information on the Local Government.

2. THEORITICAL FRAMEWORK

Policy implications at least a series of activities in response to the needs and wishes of the people, which should be done by the government to achieve the goal (Anderson; 1994) [7] policy generally is the attitude taken to certain conditions (Friedrich; 1963: 79) and policy actions suggested as suatau about individuals, groups, governments in a given environment containing obstacles and opportunities are addressed or utilized in order to achieve a goal or realize a purpose. [8] In the case of a phenomenon faced problems related to the dissemination of information, it would require appropriate policy formulation efforts.

There are five (5) stages of the policy making process as proposed by Dunn (2000: 104) [9] as a series of stages which are interdependent and arranged according to the order: 1) the preparation of the agenda, 2) policy formulation, 3) the adoption of policies, 4) implementation of policies, 5) assessment. While Islamy (1992; 23) [10] mentioned that there are six (6) stages of the policy making process countries, namely: 1) formulation of policy matters of State, 2) prepare the agenda of the government, 3) the formulation of policy proposals State, 4) approval policies, 5) implementation of policies and, 6) State policy assessment.

Policy formulation is an intellectual process of decision-making that involves various actors and institutions. Policy formulation requires various stages up to the policy-setting stage. Public policy formulation process is the decision-making agenda for addressing a problem. In formulating the policy, there are at least two (2) phases that must be met, namely the stage of agenda setting and formulation stage. (Dunn ; 1980). [11] The problem of access to information in Karimunjawa is an agenda setting that requires the handling of how the dissemination of information apply equally well to the area.

At the formulation stage, the policy makers to formulate alternative policies to address the problems that arise. At this stage also the problems and issues arising assessed to be resolved, by taking into account alternatives - alternatives proposed or that could be adopted in other regions phenomenon. Of the various alternatives, and then selected the best alternative to the criteria of the greatest benefits, with the smallest risk, which further defined and validated as a policy.

As the part of communication processes, discussion on the dissemination of information using the element 5 W (who, when, which channel, with what effect, to Whom) (Laswell; 1963). [12] Formula 5W and 1H were used in the preparation of news (Effendy, 1993: 72) [13] include the *Who, What, Where, When, Why* and *How* can also be used for dissemination of information. At least, from the formulation of the elements *who* (communicator) *which channel* or *how* (the media used), and *Whom* (the audience) is an important research variables examined in the process of dissemination of information by government institutions.

Government as a communicator or information resource must be convey the message (*message*) to the public. There are at least three (3) characteristics of the source to note that: '*credibility*' (credibility), '*attractiveness*' (appeal) and '*power*' (power / strength) "*Credibility* or credibility refers to a condition in which the source rated has the knowledge, expertise, or experience relevant to the subject or the message it conveys, so that the recipient into believing that the message he delivered it is objective. A communicator will be successful in the effort of persuasion if : (1) is deemed to have knowledge and expertise, and (2) were considered to be honest, has integrity and is believed by the communicant / audience. (Sasa Djuarsa et al, 1993: 204) [14] From this approach, the factors that affect the validity of the communicator is the power and expertise. With the purpose of power resources in the field has the authority officially, or provide recommendations - recommendations on the content of the news / information is valid, or to give consent to the sharing of information to the public through the media. While the skill or competency of the communicator is required in the case of direct communication with the public, in translating the data into a useful information and fast to the audience, as well as to manage the channel - modern information channels.

Another important aspect in the dissemination of information is the audience / public. Society is an audience that is active, not white f, so be selective in choosing the information accessed. Therefore, in designing of communication activities through media / channels / must consider what the public want to access, or must be *audience oriented*. (Sasa Djuarsa Sendjaja, et al 1993: 221) [15]

Based on the regulation of Communication and Informatics Ministry of Republic Indonesia (Permen Kominfo Nomor 17 / Per / M.Kominfo / 03/2009) on Information Dissemination National, Provincial and District / City already mentioned there are at least six (6) channels kinds of communication media can be used for dissemination of information , namely: 1) the mass media such as newspapers, television, radio; 2) new media such as websites; 3) traditional media such as folk performances; 4) interpersonal media such gatherings, discussions; 5) outdoor media such as billboards and banners; or 5) other infrastructure such as the car around,

If the channel is used are media print and electronic / television and radio, then the required readiness of transport for the distribution of printouts to the Karimunjawa Islands, or also an investment for the creation of infrastructure (repeater / transmission stations) for the access of television and radio broadcasts signal, as well as investment manufacture of papers printing / tabloid / magazines. If the channel that is used are the modern media would need to be supported with equipment good data access, it can be from beam access to satellite data that needs special equipment, or access data through mobile operators with a *cellular phone*, so need for additional network BTS (*Base Transceiver Station*) which considers availability of electrical energy and the willingness of the operator. If the channel used are the traditional media and interpersonal media most certainly need the readiness of resources and supporting actor/performer, as well as sufficient financial support to organize an event, good event folk art performances, or just gatherings or discussion. When using outdoor media publication, as it requires substantial investment to build a billboard. Another consideration in the use of outdoor media is a form of information submitted is effective to adjust the new information every day. Another aspect to consider is screen printing billboards or banners that takes time, and usually found in big cities only. When using the mobile / car media publishing would also need ship to crossing the sea. These factors into consideration in determining the information channel.

The communication aspect is no less important is the audience. Audiences / communities are often perceived as less important aspect because it is considered as passive and accept what is conveyed by a communicator, especially if the audience is confronted with the resources / communicator which is a government agency. In fact, as the target audience also had an attitude and background in communication. The successful implementation of the policy can be contextually also determined by the responsiveness of society (Grindle; 1980) [16]. It means that the responsiveness of the public to information is critical to the success of a policy. Ease of access as the implications of the matter - the usual thing or already exist in the community. So ease of access to information also related to the habits of the people using the channel information. From this it can be interpreted that the attitude of the community responsiveness is determined by the habits of the people in accessing information. In addition, education level is the base of knowledge for the community in the use of information channels. Obviously the pattern of interpersonal communication channels and traditional media such as performances, the public with even low levels of education can access and follow it. However, to access the media print and electronics, or the modern media of course requires knowledge. Although in the globalization era when modern media is usually to be used, but not yet for toddler or under 10 years old that must be rarely to access information on the of mass media and modern media, as well as for the elderly aged over 65 years. In this case it is important to know about habits and the age of the audience so as to determine the right attitude.

Every aspect of communication is interrelated and has an integrated role for realizing an effective communication process in accordance with their respective functions. Gaps one aspect alone will make communication limping and less good. Then at least three aspects of communication, namely communicators, media and audience / communicant should be considered well in the information dissemination policy formulation.

3. METHOD

Seeing the problems of access to information in Karimun Islands there are at least three (3) alternative information dissemination policy as a solution based on three phenomena that occur in other areas, namely:

1) Alternative I, which give priority to the dissemination of information through mass media.

Alternatives have been based on the experience in Catalonia (Fernandes Vuso and Joseph Angel Guimera: 2012). [17] On the one side the development of modern media constantly improved in disseminating information. But in reality the modern media actually erode the conventional mass media and culture. Therefore, the conventional mass media is maintained. The Mass Media consists of the print media, television and radio media;

2) Alternative II with Prior the dissemination of information through modern media

The rationale for this is a phenomenon that occurs in Europe concerning the development of online media (Brevini: 2013). [18] Because of the huge demand to meet the needs of information that can be accessed cheaply and quickly, then the broadcasting policy in Europe that were previously only present print and electronic media, would require the cost and speed are less than satisfactory for the community. Then the people urged the government to accommodate the mass media to also publish modern version via the Internet, so you can easily and cheaply accessible. Modern Media is an internet-based media, such as the web and social networks

3) Alternative III to more efficiently utilize traditional media of information dissemination and interpersonal

In terms of procedure for the organization, a phenomenon that can be taken is what is happening in Africa (Ifukor: 2013). [19] Information gap that occurred in the village and in the town because of the infrastructure that supports public access to different information, different people's habits in using the information media and the ability of different communities in receiving the information media. Incessant flow of information through modern media actually lead to information can't be effectively acceptable to rural communities, because of the condition of infrastructure and social context of rural communities. Traditional media such as folk performances, for Java is usually the art of puppetry, kethoprak, tayub, music performance, layar tancap, and so on. While interpersonal media such as a meeting of deliberation residents, workshop, discussion. Both of these media are often held in conjunction by the government, which in addition to discussion / deliberation residents are also interspersed with live entertainment, and vice versa every entertainment event tuck briefing / reception direction and so on.

After get three alternative policies, then for each alternative must be divide in specified criteria and then appraisal must be done. Those components are given by scoring based on a questionnaire distributed to the public. Sampling reached 300 people at random were all taken from people living in Karimunjawa Islands.

Unless there are three major variables into consideration any alternative information dissemination policy, that aspect of *who* (communicator) *which channel* or *how* (the media used), and *whom* (the audience). The third aspect of this then determined criteria based on some opinions literature. Valued of the weight appraisal for the criteria are 100% for each policy alternatives. Weighting is based logical reason that really needed or influence on any policy alternatives.

Based on assumed of *audience oriented* (Sasa Djuarsa Sendjaja, et al 1993: 221), as well as the opinion that the successful of policy can be contextually determined by the responsiveness of society (Grindle; 1980), then the audience aspect has the greatest weight in determining the concept of information dissemination. On the other hand, dissemination depending on the speed, accuracy (Edwards III; 1980), as well as various media phenomenon as happened in Catalonia about the need to revive the traditional media appropriate local knowledge (Fernandes Vuso and Joseph Angel Guimera: 2012), the phenomenon of development online media (Brevini: 2013), a phenomenon that occurs in Africa because the media can't be captured by the community (Ifukor: 2013), then the media occupy a second weight after the audience. While, an aspect or government resources, as mentioned Edward III (1980) that the communicated policy implementation is affected by the disposition / attitude implementer, is the last of final weight value.

Each criteria and weighting appraisal are described as follows :

- 1) Aspects Communicator Support / Resources weighted 25%, has the following criteria:
 - a) Authority / power of the government to manage the media by 10%;
 - b) skills / competencies apparatus for presenting information via the media has a weight of 15%;
- 2) Aspects of Media Support, the total weighted 35%, divided into the following criteria:
 - a) Technical infrastructure facilities and investment to support media 10%;
 - b) Transportation Support to distribute media 7.5%;
 - c) A source of electrical energy to meet the needs of the media operation of 7.5%;
 - d) Support weather 10%;
- 3) Support aspect Audience / Public total weight of 40%, consisting of the following criteria:
 - a) People habits in accessing media, by 20%;
 - b) level of education that influence the use of media by 20%

Questionnaires can be given to the public to get a score for each criterion. Of the total number of respondents, the score is determined by calculating the average for each assessment. Sample 200 vote, with details of the scoring have been summed and averaged criteria then get a point, as in Figure 1. Providing a score is determined by the scale of 1-3 with a translation of point 3 = High / Available, point 2 = Medium / Enough Available, point 1 = Less / Not Available. After determining the weight and each criterion, then the judging is done by multiplying the scores and weights in order to obtain the results of the value of each policy alternative.

4. RESULT

Translation of weighting and scoring criteria as follows:

➤ Alternati I = Giving priority use of Mass Media.

a) *Communicators aspect consists of:*

- Criteria of power / authority of the government as a source of information maker has a score (1) less, because of the government's role is no more than provide support only, and the Government only gives the broadcasting license and frequency of television and radio. For media print is not necessary permit issuance now, and the government can't control the freedom of the press. Its role is only to publish documentation or release news for the media print / television / radio.
- Criteria for membership are also worth less (1) because the writing and documentation are also not needed by the print media / television and radio, because even though the government produces with its own expertise, but the end is also fixed through the editorial process by corporate mass media. Whereas today, for news coverage, many media that have deployed its own reporter.

b) *Aspects of media motivating factors, both economic and ecological consisted of several criteria:*

- Infrastructure and investment criteria as far as the media has a score (2) or sufficiently available. In Karimunjawa, only print wedding invitations, the only print media production potential there. For a repeater station broadcast television and radio are also not there. The only access can be reached through broadcast television satellite dish, and even then only limited in certain circles, given the relatively expensive price of a satellite dish (purchase and maintenance) as well as the perception of limited anyway. So infrastructure is available at a particular location.
- Transportation support is not available (1). This is because up to this time to and from across to the Java Island, just at least already served by 3 Boat Motor from Jepara, 2 Quick Ship of Semarang, and Aircraft of Semarang. Transportation sea at least average 2 times a week, from Jepara or of Semarang, airplane traffic during 2013, there were 239 landings and flight 239, or an average of 20 landings and flight every month. This means that sea and air transport does not serve every day, so it was not able to distribute the daily print media. Limit of transport connections between regions in District is also an obstacle. In the Karimunjawa islands (the largest island with the densest population in this sub districts) only serviced

public transport that is two (2) mini bus, 2 (two) truck transportation of goods, 20 (twenty) tricycles, [20]. Thus the transportation among the island in the sub district territory only be associated with boat owned by individuals.

- Criteria of energy sources have score 2 (reasonably available). Indeed, for the distribution of print media, the power source is not so influential, just for lighting. Similarly, to turn on the television and radio can all use a battery, or if using electricity also should not be lit 24 hours nonstop. In reality, every village in this sub district using diesel power. While the diesel that is managed independently by the community with the pattern of monthly dues. Electric flame on the island of Karimunjawa Island and Kemojan Island ranged between 6-12 hours a day, even under certain conditions because of the limitations of solar, electric flame can only 3 hours per day. Electric flame begins at 18.00 pm. [21]

- Weather support criteria are not available, because the weather is uncertain sea and wind in Karimunjawa Islands, particularly in Mandalika waters. The bad weather it often occurs in the area, so it caused disruption of the flow of goods and tourists. The weather deteriorated and often avoided at the time of the west wind, which is between the months of November to February. [22]

c) Criteria audience, consisting of:

- Criteria of population habits to access the mass media medium make score 2, it mean medium. Because although in Karimunjawa there are no outstanding print media, but there are mobile libraries were able reach to the two islands, are kamojan and karimunjawa. In addition, some of the houses on the island karimunjawa already use a satellite dish for television access. Thus the habit of reading and seeing on television is quite common karimunjawa society.

- Criteria educational level get a score (2), because of the population aged over 10 years in Karimunjawa not all been to school. Approximately 919 still do not attend school, or 12.11%, while the number of people who have enjoyed the rest of the school is 78.89%. (Table 2) It mean so that the textual indispensable ability to read print media or follow the show on television is still lacking, because information television often also includes textual information.

Table 1: Population >10 years old in Karimunjawa (Source District of Karimunjawa in Figures 2014) [23]

Education	Population > 10 years old
College	95
Academy	19
Senior High School	401
Junior High School	772
Elementary School	2,668
Not Graduated elementary	2,715
Never Schools	919
TOTAL	7589

➤ Alternative II = Prioritize Modern Media / Internet, consisting of:

a) Communicators aspect consists of:

- Criteria of power / authority of the government to have the score (2) moderate, because the government also have access to a website for information dissemination. Almost all local governments already have a website.

- Criteria skill / competency has a score (2) is, for managing the website, the government can also create and disseminate their own information via the website / internet, and manage internet capacity.

b) Aspect media consisting of:

- Criteria infrastructure and investment media, have score (1) or not available, because until now the number of mobile data operators only one, namely telecoms / telkomsel which develop services share there. Telkomsel BTS only two, on the island of Karimunjawa and Turtle Island Resort. Telkom Wi-fi corner is only found around the center of government of Karimunjawa Islands sub districts. Judging from its scope is only 3-5 km, then only a small percentage of people served gsm data access, and a majority in the Kura - Kura resort and the island of Karimunjawa rose in the city center alone.

- Transportation support criteria get a score (3) high, for dissemination via the Internet does not require transportation, It is wireless, so bad as anything, the spread is not information disturbing;

- Criteria power source, has a score (1) is not available, because Karimunjawa still lack electricity supply. The availability of electricity is needed to operate the base station and charger unit that can support communication on smartphone for 24 hours. Unlike the TV and radio can be turned on with the battery or turn on in certain hours, but mobile phones and base stations must be throughout the day. Meanwhile, Diesel Power Plant (diesel) in there to serve one district to supply 1,947 customers, when total residents are 2,621 households. From this data, there are $2621 - 1947 = 714$ households that do not use the facilitation of diesel electricity, in part because it has a drive diesel itself, partly using other lighting, because it is far from the reach of diesel (traffic island). Capacity still less enables difficulties for the operation of the tower base stations in the region.

- Weather support criteria, score (3) is available. Due to weather whatever happens, the relative performance of modern media persisted. Although sometimes the weather is too extreme case, but in general the development of the weather there is not actually disturb public data connectivity.

c) In the aspect of the audience, consisting of:

- Criteria of habit to score (1) less, because people - especially people who are in Mosquito Island, Island machetes, as well as other islands unusual fringes get internet access. In Karimunjawa, cafe and gameonline does not exist, therefore the habit of public access to the Internet is very less.

- Educational criteria received a score (1) or less. Internet usage is driven by knowledge. At least the new computer lessons applied at the end of primary school started junior high. Judging from the data of the population over 10 years (Table 1), it can be said that the number of people with the potential to be able to access the internet is about excluding the number of people who are not in school and who did not finish elementary school, so the potential population that can access the Internet number 3,955 people, so it is still about 3,634 people potentially not aware internet. Although many who know computers and the Internet, but the numbers showed a bigger compared with the usual reading, so scorenya lowest.

➤ A Iternatif III = Polar Traditional Media and Interpersonal, consisting of:

a) Communicators aspect consists of:

- Criteria of power / authority of the government to have a score of 3 (high) because the government has the authority, commitment and budget to organize traditional communication and interpersonal, even normally meetings - meetings of citizens are also held regularly, though by the local government;

- While the skills / expertise of government as a source of information has a score of 15%, because the officers had the usual bureaucratic while the dialogue activities, socialization, bringing folk performances and the like. Moreover, only organize and manage the activities of small scope, the government does not need to have experience and skills that are too high and technical. ,

b) Meanwhile, aspects of the media's role of:

- Criteria infrastructure and investment media have score (3) is available, because infrastuctur for performing arts or for dialogue already exists and can be held anywhere. Relatively sizeable places still exist, namely Alun Alun - the main hall or district that was often to hold entertainment events and deliberation residents. On the other hand the required investment in interactive media and traditional media does not exist, it is ery minimal. If it took the artist to show people also live contact and filled event. And usually this show only entertainment media to attract public attention for receive information from the government;

- Criteria of transportation support indeed worth less available (2). This transport is used for the mobilization of the arrival of the local government district, provincial to the location. Although already there, but it is not every day, so it's pretty availability. But when compared with the transportation needs for the distribution of print media, this media is superior, because transportation is not held every day, because the activities also take place at regular intervals, instead of every day;

- criteria of electrical energy source support has a score of (3) is available, because in traditional media and interpersonal, it takes only an audio device system that is not too takes a lot of power. And this capability is also available.

- Support criteria The weather was rather influential that memilii score (2) reasonably available a lot of support, but not always supported. However, when compared with the mass media, the dependence on cuacau lighter;

c) *In the aspect of the audience, consisting of*

- Criteria has a habit score (3) high, because all levels of society has been able to witness and join in the deliberation residents though, of any age everything is familiar, because talking and watching a puppet show for example, is very ordinary people do such a thing. Moreover witnessing traditional media such as puppet or public market, things that actually enjoyed by the public. Although there is a television, but the results of the observation showed that the crowd that was held in Alun - Alun [24], although only music or folk market is very interested in the community. Even when it was held at night, it is not only the residents around the island of Karimun were present in the square - square, but also residents of the island Kamojan, Mosquito Island and Parang Island.
- Criteria education level has a score of (3) or higher. Educational level there is no limit to absorb information from traditional media as well as a discussion / interpersonal level any education can do.

NO	ASPECT	CRITERIA	BOBOT (%)	1) MASS MEDIA (NEWSPAPER, TV, RADIO)		2) MODERN MEDIA (BASED INTERNET)		3) TRADISIONAL MEDIA (with art performance, etc)	
				Nilai	Hasil	Nilai	Hasil	Nilai	Hasil
1	COMMUNICATOR / LOCAL GOVERNMENT	Authority / power of the government to manage the media	10	1	0.1	2	0.2	3	0.3
		skills / competencies apparatus for presenting information via the media	15	1	0.15	2	0.3	3	0.45
2	SUPPORTING MEDIA FACTORS (ECONOMY & ECOLOGI)	Technical infrastructure facilities and investment to support media	10	2	0.2	1	0.1	3	0.3
		Transportation Support to distribute media	7.5	1	0.075	3	0.225	2	0.15
		A source of electrical energy to meet the needs of the media operation	7.5	2	0.15	1	0.075	3	0.225
		Support weather	10	1	0.1	3	0.3	2	0.2
3	AUDIENS (SOCIAL ASPECT)	People habits in accessing media	20	2	0.4	1	0.2	3	0.6
		level of education that influence the use of media	20	2	0.4	1	0.2	3	0.6
TOTAL			100		1.575		1.60		2.825

Fig 1: Calculation of Final Results value of each policy alternatives

5. CONCLUSION

According to the Authority (1994), [25] the way of policy formulation are arranged in the order: 1) know the public preferences and trends, 2) find a choice - a choice, 3) assess the consequences of each - each option, 4) assessing the ratio of social values are sacrificed, 5) choosing policy alternatives The most efficient. Then it should in theory Dunn and scoring model can be determined that the policy alternatives that will best suit the needs and conditions of the community, in addition to the most effective and efficient are: **Alternative III dissemination of information with emphasis on traditional media and interpersonal.** However, it is not absolutely use one alternative would leave the other media, but other media still used, only the most important and most widely used is the media disseminated in accordance with the policy alternative options, namely through traditional media and interpersonal.

6. DISCUSSION

In order for this recommended policy alternatives that can run well, then in Implementation need for good planning action steps. Strategic planning is focused on identifying issues and solving issues by environment outside and inside the organization as well on the action oriented (Bryson 200 4) [26] Important action as a follow-up discussion is the local government's efforts in the scheduled program and information dissemination activities directly through traditional media on Karimunjawa Islands. The action plan needs to be addressed seriously by prioritizing and theme mapping of information type most needed by the community, and how increasing role for the communications and transportation infrastructure by involving private investment.

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