



Communication Approches in Enhancing The Effectiveness of Community Fund Collection in The RW 006, Kelurahan Cipinang Cempedak, East Jakarta

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Abstract

This study investigates the effectiveness of communication strategies in enhancing community fund collection in RW 006, Kelurahan Cipinang Cempedak, East Jakarta, through the lens of Social Capital Theory and Communication Theory. By addressing socio-economic disparities and digital literacy issues, the research aims to provide actionable insights for local authorities. A mixed-method approach, combining qualitative interviews with Neighborhood Association leaders and residents, as well as observations of community meetings, was employed. The analysis reveals that a hybrid communication strategy, integrating traditional meetings and digital platforms like WhatsApp, significantly enhances community engagement and fund collection. However, digital literacy and socio-economic disparities present significant barriers. Transparent reporting and regular updates are essential for building trust and encouraging participation. The findings underscore the importance of inclusive communication strategies that address both digital literacy and socio-economic challenges, thereby fostering community participation and optimizing fund collection efforts in urban neighborhoods.

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INTRODUCTION

Community fund collection is an essential component of local governance in Indonesia, particularly within the Rukun Warga (RW) and Rukun Tetangga (RT) systems that structure neighborhood-level organization. In urban areas like RW 006, Kelurahan Cipinang Cempedak, East Jakarta, effective communication strategies are crucial for mobilizing residents and ensuring successful fund collection efforts (Addimando, 2024; Dema et al., 2023). As digital tools become more prevalent, understanding how these methods interact with traditional communication practices is vital. However, challenges such as socio-economic disparities and varying levels of digital literacy pose significant obstacles, leading to unequal participation and engagement within the community (Grivins & Kilis, 2023 & Khun et al., 2023). The rationale for this study lies in addressing these challenges by exploring the effectiveness of integrated communication approaches, aiming to provide insights that can enhance community participation and optimize fund collection efforts in urban neighborhoods.

Previous research has extensively examined the role of communication in community engagement, highlighting the importance of transparency, consistency, and cultural relevance in enhancing the effectiveness of fund collection initiatives (OECD, 2024; Stover et al. 2024 & Dada et al. 2023). Studies have shown that effective communication strategies, such as involving local leaders and utilizing traditional media, can significantly boost community participation and trust (Dada et al. 2023). However, there remains a notable gap in the research regarding the long-term impact of these communication strategies on the sustainability of community fund collection efforts. Additionally, the specific challenges faced by diverse urban neighborhoods, such as RW 006 in Kelurahan Cipinang Cempedak, have not been thoroughly explored, particularly in terms of addressing socio-economic disparities and varying levels of digital literacy among residents (Stover et al., 2024). Future research should aim to fill these gaps by providing a more nuanced understanding of how tailored communication approaches can be effectively implemented in different community contexts to ensure enduring success.

The primary objective of this research article is to explore and evaluate the effectiveness of various communication approaches in enhancing community fund collection efforts in RW 006, Kelurahan Cipinang Cempedak, East Jakarta. This study aims to identify the specific communication strategies that have proven successful in similar urban contexts and assess their applicability within this neighborhood. Additionally, the research seeks to uncover the underlying challenges and barriers that impede effective communication and fund collection, with a focus on socio-economic disparities and digital literacy issues. By doing so, the article intends to provide actionable insights and recommendations for local authorities and community leaders to optimize their communication methods, ultimately fostering greater community participation and trust in fund collection initiatives.

This study is based on the following arguments, grounded in the theoretical frameworks of social capital theory and communication theory. Social capital theory posits that networks of relationships among individuals and groups facilitate cooperation for mutual benefit, which is crucial for community-based initiatives like fund collection (Prince, 2024; van Bakel & Horak, 2024; Thomas & Gupta, 2021; Putnam, 2000). Effective communication enhances social capital by building trust, fostering social norms, and encouraging participation (Mialkovska et al. 2024; Addimando, 2024; Coleman, 1988). Communication theory, particularly the concept of dialogic communication, emphasizes the importance of two-way, open, and transparent communication in fostering understanding and engagement (Kent & Taylor, 2002). Previous research has demonstrated that communities with higher levels of social capital and effective communication practices are more successful in collective action, including fund collection (Puspita et al., 2024 & McKeague et al., 2023). However, the unique socio-economic context of RW 006, Kelurahan Cipinang Cempedak, presents specific challenges that necessitate tailored communication strategies. By applying these theoretical lenses, this study aims to explore how enhancing dialogic communication and building social capital can overcome barriers to effective community fund collection in this neighborhood.

LITERATURE REVIEW

Communication Approaches

The conceptualization of communication approaches in this study is grounded in the principles of dialogic communication and social capital theory. Dialogic communication emphasizes the importance of interactive, two-way communication that fosters mutual understanding and engagement among community members (Silseth et al., 2024; Boyd & Sherry, 2024; Kent, 2023; Kent & Taylor, 2002). This approach contrasts with one-way, top-down communication strategies, highlighting the need for transparency, responsiveness, and inclusivity in community fund collection efforts. Effective communication approaches should also build and leverage social capital, defined as the networks, norms, and trust that facilitate coordination and cooperation for mutual benefit (Martono et al., 2023; Berger, 2023; Putnam, 2000; Coleman, 1988). In the context of RW 006, Kelurahan Cipinang Cempedak, this means employing culturally relevant and context-specific strategies, such as involving local leaders, using traditional media, and addressing socio-economic disparities and digital literacy issues (Cheryl & Shivani, 2024; Appiah, 2022). By integrating these theoretical perspectives, the study aims to develop a comprehensive framework for understanding and enhancing communication practices in community fund collection initiatives.

Communication approaches in the context of community fund collection can be categorized into several key types: interpersonal communication, mass communication, and

digital communication. Interpersonal communication involves direct, face-to-face interactions, often facilitated by local leaders or community figures, which are crucial for building trust and fostering a sense of community (Lansing, 2023; Mady & El-Khoury, 2022). Mass communication encompasses the use of traditional media channels, such as radio, television, and print media, to reach a broad audience with consistent and transparent messages (Maxhobandile et al., 2024; Salome, 2024 & Nadejda, 2023). Digital communication includes the use of social media platforms, messaging apps, and other online tools that can enhance engagement and facilitate real-time interaction, especially important in urban areas with varying levels of digital literacy (Oyyappan et al., 2024; Lee, 2024 & Alfiani et al., 2024). By categorizing these approaches, this study aims to identify the strengths and limitations of each type and how they can be effectively combined to optimize community fund collection efforts in RW 006, Kelurahan Cipinang Cempedak.

Organizational Effectiveness

Organizational effectiveness is conceptualized as the degree to which an organization achieves its goals and objectives while maintaining efficiency, adaptability, and stakeholder satisfaction. This multidimensional construct encompasses various aspects, including financial performance, operational efficiency, and the ability to innovate and respond to environmental changes (Guterman, 2023; Shahib et al., 2023; Cameron & Whetten, 1983). Effective organizations demonstrate a high level of alignment between their strategic goals and operational activities, ensuring that resources are utilized optimally to produce desired outcomes (Gede & Huluka, 2023 & Daft, 2015). Moreover, organizational effectiveness is closely linked to internal factors such as leadership quality, organizational culture, and employee engagement, which collectively contribute to the organization's capacity to fulfill its mission (Naqshbandi et al., 2024 & Robbins & Coulter, 2018). In the context of community fund collection, effectiveness can be measured by the success in mobilizing resources, engaging the community, and achieving transparency and accountability in the use of collected funds (Usman & Rahmawati, 2024; Cahyandari et al., 2024; Nasution et al., 2024).

Organizational effectiveness can be categorized into several key dimensions: goal attainment, resource utilization, internal processes, adaptability, and stakeholder satisfaction. Goal attainment focuses on the organization's ability to achieve its strategic objectives and desired outcomes (Halimah & Munawir, 2023; Guttermann, 2023; Cameron & Whetten, 1983). Resource utilization examines how efficiently an organization uses its resources, including financial, human, and physical assets, to maximize productivity and minimize waste (Xu et al., 2024; Gabdullina et al., 2022; Daft, 2015). Internal processes pertain to the efficiency and effectiveness of organizational workflows, communication channels, and decision-making

structures (Pipas & Bakri, 2019; Kielbasa et al., 2018; Robbins & Coulter, 2018). Adaptability refers to the organization's capacity to respond to environmental changes, innovate, and remain resilient in the face of challenges (Cheng & Zhang, 2024; Nejad et al., 2021; Scott & Davis, 2015). Stakeholder satisfaction encompasses the extent to which the organization meets the needs and expectations of its stakeholders, including employees, customers, and the community (Omas-as et al., 2024; Huq & Puthuvayi, 2024; Mulyadi et al., 2023; Freeman, 1984). By categorizing these dimensions, this study aims to provide a comprehensive framework for evaluating and enhancing organizational effectiveness in community fund collection initiatives.

Community Fund Collection

Community fund collection is conceptualized as a collaborative financial initiative aimed at pooling resources from community members to support local development projects, social services, and communal needs. This process relies heavily on the principles of social capital, where trust, norms, and networks within the community facilitate collective action and resource mobilization (Massola, 2023; Putnam, 2000). Effective community fund collection involves transparent communication, accountability mechanisms, and inclusive participation to ensure that all members feel valued and are willing to contribute (Cahyandari, et al., 2024; Usman & Rhmawati, 2024 & Sofia & Fitriyah, 2022). The process often leverages various communication channels, including face-to-face interactions, traditional media, and digital platforms, to engage diverse segments of the community and address socio-economic disparities (Caperon et al., 2023; Sanderson, 2023; Alcaraz et al., 2020). By fostering a sense of ownership and mutual responsibility, community fund collection not only generates financial support but also strengthens social cohesion and community resilience (Koornneef et al., 2023; Patel & Gleason, 2018). This conceptualization underscores the importance of tailored communication strategies and strong organizational structures in achieving successful fund collection outcomes.

Community fund collection can be categorized into several key types: voluntary contributions, membership fees, fundraising events, and institutional partnerships. Voluntary contributions involve individual donations from community members, often motivated by a sense of altruism and community spirit (Wibowo, 2022 & Lam et al., 2022). Membership fees are regular payments made by members of a community organization or association, providing a steady and predictable source of funding (Kuzyk, 2023; Bchir & Willinger, 2013). Fundraising events, such as charity auctions, community fairs, and benefit concerts, leverage social gatherings to raise funds while also fostering community engagement and cohesion (Aol, 2024; Rutagand, 2024; Pope & Greenfield, 2022). Institutional partnerships involve collaborations with local businesses, government agencies, and non-profit organizations, which can provide significant financial support and resources through grants, sponsorships, and matching funds (Porter & Perris, 2023).

& Putnam, 2000). By categorizing these approaches, this study aims to identify the strengths and limitations of each type and how they can be effectively combined to enhance community fund collection efforts in RW 006, Kelurahan Cipinang Cempedak.

Rukun Warga “Citizen Associations”

Rukun Warga (RW), or Citizen Association, is conceptualized as a fundamental grassroots organizational unit within Indonesian communities, designed to foster social cohesion, facilitate communication, and manage communal activities at the neighborhood level. The RW operates as an intermediary structure between the residents and local government, playing a crucial role in addressing local issues, coordinating public services, and organizing community events (Wirahayu & Mursyidah, 2023; Pratiwi, 2020; Yuliastuti et al., 2015). As a participatory body, the RW is composed of elected representatives who work collaboratively to represent the interests and needs of their community members, ensuring that local voices are heard and integrated into broader governmental policies (Coonrod, 2016; Bartoletti & Faccioli, 2016; Milam & Health, 2014). The effectiveness of an RW is often linked to its ability to mobilize resources, engage residents in communal activities, and maintain transparent and accountable governance practices (Nipa & Hasan, 2023; Basri et al., 2021). By fostering a sense of belonging and mutual responsibility among residents, the RW strengthens social capital and enhances community resilience, making it a vital component of urban and rural community development in Indonesia (Prastyo et al., 2024 & Nugraha et al., 2024).

Rukun Warga (RW), or Citizen Association, can be categorized into several key functions: administrative, social, economic, and environmental. Administratively, the RW acts as a liaison between residents and local government, managing population data, facilitating public service delivery, and ensuring compliance with local regulations (Yuliastuti et al., 2015). Socially, the RW organizes community events, promotes social cohesion, and addresses local disputes, fostering a sense of unity and mutual support among residents (Sherlock, 2024; Adetunji et al., 2023; Meir & Fletcher, 2019). Economically, the RW plays a role in coordinating community-based economic activities such as cooperative businesses, local markets, and fund-raising initiatives to support communal projects and improve local livelihoods (Juliastuti et al., 2023). Environmentally, the RW is involved in initiatives aimed at enhancing the local environment, such as waste management programs, greening projects, and disaster preparedness efforts (Almazy et al., 2024; Ramadayani et al., 2018). By categorizing these functions, this study aims to provide a comprehensive understanding of the diverse roles that RWs play in supporting and enhancing community life in Indonesian neighborhoods.

METHODS

This research adopts a qualitative case study approach to explore the communication approaches and organizational effectiveness in community fund collection within RW 006, Kelurahan Cipinang Cempedak, East Jakarta. The qualitative case study method is chosen to gain in-depth insights into the specific context, practices, and challenges faced by the community (Yin, 2018). This research will focus on understanding how various communication strategies are implemented and their impact on fund collection effectiveness, taking into account socio-economic disparities and levels of digital literacy among residents (Rahmawati & Nurchayati, 2024). The scope of the study includes detailed observations and semi-structured interviews with key stakeholders, such as community leaders, residents, and local government officials, to gather diverse perspectives and experiences (Creswell & Poth, 2018). By focusing on a single RW, the research aims to provide a comprehensive analysis that can offer valuable insights and recommendations for similar urban communities in Indonesia.

The participants in this study comprise a diverse group of individuals from RW 006, Kelurahan Cipinang Cempedak, East Jakarta, including community leaders, residents, and local government officials. Community leaders, such as the head of the RT and other influential figures, are selected for their key roles in organizing and managing fund collection activities and their deep understanding of local dynamics (Vera & Romero, 2022; Merkaj et al., 2020). Residents from various socio-economic backgrounds are included to provide a broad perspective on the effectiveness of communication approaches and their impact on fund collection efforts (Brown, 2022 & Lin et al., 2021). Local government officials are also involved to offer insights into the support and challenges faced in implementing community fund collection initiatives (Cebotari & Mihály, 2019; Freitasl & Costa, 2022). The selection of participants aims to ensure a comprehensive understanding of the different experiences and viewpoints within the community, which is essential for a thorough analysis of the research topic.

The instruments used in this research include semi-structured interviews, participant observations, and document analysis. Semi-structured interviews are conducted with community leaders and residents to gather detailed, qualitative data on their experiences, perceptions, and insights regarding communication approaches and the effectiveness of community fund collection (Creswell & Poth, 2018). These interviews are guided by a flexible interview protocol that allows for the exploration of emergent themes while ensuring consistency across participants (Kvale & Brinkmann, 2015). Participant observations are carried out during community meetings and fund collection activities to capture real-time interactions and practices, providing contextual understanding and corroborating interview data (Spradley, 2016). Additionally, document analysis involves reviewing relevant records, such as meeting minutes, financial reports, and communication materials, to triangulate findings and ensure

comprehensive data collection (Bowen, 2009). Together, these instruments enable a robust examination of the research questions from multiple angles.

The research procedures for this study follow a systematic approach, beginning with the selection of participants through purposive sampling to ensure representation of key stakeholders, including community leaders, residents, and local government officials (Creswell & Poth, 2018). Data collection involves conducting semi-structured interviews, which are audio-recorded and transcribed for accuracy, and participant observations during community fund collection activities to capture contextual insights (Kvale & Brinkmann, 2015). Document analysis is performed on relevant records such as meeting minutes, financial reports, and communication materials to triangulate the findings and provide a comprehensive understanding (Bowen, 2009). Data analysis follows thematic analysis procedures, where transcripts and field notes are coded to identify recurring themes and patterns (Braun & Clarke, 2006). Throughout the research process, ethical considerations, including informed consent, confidentiality, and the right to withdraw, are strictly adhered to in order to protect the rights and well-being of the participants (Silverman, 2016). The findings are then synthesized to draw conclusions and provide actionable recommendations for enhancing communication approaches and organizational effectiveness in community fund collection.

Data analysis for this research involves a multi-step process of thematic analysis to identify, analyze, and report patterns within the collected data. Initially, the transcribed interviews, observation notes, and documents are thoroughly read to gain an overall understanding of the content (Braun & Clarke, 2006). Open coding is then applied to the data, wherein segments of text are labeled with descriptive codes that capture key ideas and concepts (Creswell & Poth, 2018). These codes are subsequently grouped into broader themes that reflect the major patterns and relationships observed across the data (Miles, Huberman, & Saldaña, 2014). The themes are continuously reviewed and refined to ensure they accurately represent the data and address the research questions. Triangulation is employed by comparing findings from different data sources—interviews, observations, and documents—to enhance the validity and reliability of the results (Patton, 2015). Finally, the themes are interpreted in the context of existing literature and theoretical frameworks to draw meaningful conclusions and implications for enhancing communication approaches and organizational effectiveness in community fund collection.

RESULTS

Effectiveness of Communication Approaches

The study identified several communication approaches utilized in RW 006, Kelurahan Cipinang Cempedak, East Jakarta, to enhance community fund collection efforts. These

approaches included community meetings, bulletin board notices, and digital communication platforms such as WhatsApp. Community meetings emerged as a central communication approach, with RT Head 013 emphasizing their importance: "Regular meetings are key. We have a high turnout which helps in fund collection" (RT Head 013, personal interview, May 2024). This view was echoed by a resident of RT 013, who expressed a sense of involvement through direct participation: "I feel more involved when I can ask questions directly during meetings" (Resident RT 013, personal interview, May 2024). Observations further supported this, noting that high attendance and active participation in these meetings contributed significantly to better engagement and higher fund collection rates (Observation notes, May 2024).

However, the effectiveness of community meetings was not uniform across all RTs. For instance, RT Head 009 acknowledged the benefits of direct interaction but also noted limitations: "The meetings are somewhat effective because they allow for direct interaction," but low attendance in some instances could restrict their overall impact (RT Head 009, personal interview, May 2024). Bulletin board notices were another key communication method, with residents often relying on them for updates. A resident of RT 009 commented, "We usually get information through notices on the community bulletin board," indicating the common use of this method (Resident RT 009, personal interview, May 2024). However, these notices were not universally effective. As a resident of RT 013 pointed out, "Notices on the bulletin board are helpful but not everyone checks them," highlighting a gap in reaching all community members (Resident RT 013, personal interview, May 2024). Observations confirmed that while bulletin boards served as a useful reference, they may not effectively reach those less engaged or who do not frequently check public postings (Observation notes, May 2024).

Digital communication platforms, particularly WhatsApp, have seen increasing use as a means to improve community communication. RT Head 013 noted, "We use WhatsApp for reminders, which has increased participation" (RT Head 013, personal interview, May 2024). This sentiment was supported by a resident of RT 003, who observed that "using a WhatsApp group would be more effective because it's easy to access and provides real-time updates" (Resident RT 003, personal interview, May 2024). Observational data corroborated these statements, showing that digital platforms facilitated timely and direct communication, leading to higher engagement levels and more efficient fund collection processes (Observation notes, May 2024). Nonetheless, challenges remain, particularly related to digital literacy and access, as not all residents are equally proficient with these technologies (Document analysis, Community Meeting Minutes, April 2024).

Comparing the effectiveness of these approaches, it appears that digital communication platforms like WhatsApp offer the greatest potential for enhancing fund collection efforts, given their ability to provide real-time updates and reach a broad audience. While community meetings

are valuable for direct engagement, their effectiveness is hampered by inconsistent attendance. Bulletin board notices, though useful, are less effective in reaching all residents and may require complementary methods to maximize their impact. Overall, the research suggests that a multifaceted approach, combining community meetings, bulletin board notices, and digital communication platforms, is most effective in enhancing fund collection efforts in RW 006. To optimize these approaches, addressing challenges related to attendance, access, and digital literacy is crucial to ensure all residents are informed and motivated to participate.

Identification of Successful Strategies

The study aimed to identify communication strategies that have proven effective in similar urban contexts and evaluate their applicability in RW 006, Kelurahan Cipinang Cempedak, East Jakarta. The findings revealed that successful strategies include the effective use of community meetings, digital communication tools, and enhanced transparency through detailed reporting. Community meetings emerged as a key strategy for enhancing community fund collection efforts. According to RT Head 013, "Regular meetings are key. We have a high turnout which helps in fund collection" (RT Head 013, personal interview, May 2024). Observations confirmed this, noting that high attendance and active participation in these meetings significantly contributed to successful fund collection efforts (Observation notes, May 2024). A resident of RT 013 supported this, emphasizing the importance of direct interaction: "I feel more involved when I can ask questions directly during meetings" (Resident RT 013, personal interview, May 2024). These meetings foster trust and engagement among residents, making them an effective communication strategy.

However, despite their effectiveness, community meetings alone are not sufficient. As RT Head 009 pointed out, "The meetings are somewhat effective because they allow for direct interaction," suggesting that while beneficial, meetings need to be complemented by other strategies to maximize their impact (RT Head 009, personal interview, May 2024). Digital communication platforms, particularly WhatsApp, were identified as another highly successful strategy for increasing participation and improving fund collection. RT Head 013 highlighted the utility of these platforms: "We use WhatsApp for reminders, which has increased participation" (RT Head 013, personal interview, May 2024). This was echoed by a resident of RT 003, who observed, "I think using a WhatsApp group would be more effective because it's easy to access and provides real-time updates" (Resident RT 003, personal interview, May 2024). Observational data supported these statements, showing that digital platforms facilitated timely communication and had a broad reach, significantly enhancing engagement and fund collection efforts (Observation notes, May 2024). However, challenges related to digital literacy and access were

noted, as some residents may not be proficient with digital tools, limiting the effectiveness of this strategy for certain groups.

Transparency in fund management and detailed reporting were also recognized as critical components of successful communication strategies. RT Head 013 emphasized the importance of transparency: "Transparency in fund usage has been crucial. We share detailed reports regularly" (RT Head 013, personal interview, May 2024). A resident of RT 009 supported this, noting, "Detailed reports and visual aids like charts showing fund usage would also help improve transparency" (Resident RT 009, personal interview, May 2024). Observations revealed that providing clear and accessible financial reports helped build trust and encouraged greater participation in fund collection efforts (Observation notes, May 2024).

In conclusion, the research indicates that the successful strategies identified in RW 006 include a combination of community meetings, digital communication tools, and enhanced transparency through detailed reporting. Digital platforms like WhatsApp have proven particularly effective in increasing participation and engagement, while community meetings are valuable for direct interaction and trust-building. However, these meetings require higher attendance to be fully effective. Enhanced transparency through detailed reporting fosters trust and accountability, which are essential for successful fund collection. To optimize these strategies, it is crucial to address challenges related to digital literacy and ensure that all residents are included in communication efforts.

Challenges and Barriers

The research uncovered several underlying challenges and barriers that hinder effective communication and fund collection efforts in RW 006, Kelurahan Cipinang Cempedak, East Jakarta. Among the key challenges identified were low attendance at community meetings, lack of awareness about the fund collection program, socio-economic disparities, and issues related to digital literacy. Low attendance at community meetings emerged as a significant barrier, as noted by RT Head 009, who remarked, "Attendance can be low, so we rely on written notices to reach more residents" (RT Head 009, personal interview, May 2024). Observational data supported this, indicating that inconsistent turnout at meetings limited their effectiveness in engaging the community and facilitating fund collection (Observation notes, May 2024). This sentiment was echoed by a resident of RT 009, who added, "Attendance is irregular, which affects our ability to effectively communicate and collect funds" (Resident RT 009, personal interview, May 2024).

Another major challenge identified was the lack of awareness about the fund collection program. RT Head 003 pointed out, "A major challenge is that many residents are unaware of the fund collection program" (RT Head 003, personal interview, May 2024). This lack of awareness was further corroborated by a resident of RT 003, who mentioned, "Many residents don't know

about the fund collection initiatives unless they are directly informed" (Resident RT 003, personal interview, May 2024). Observations revealed that inadequate information dissemination contributed to lower participation rates, thereby reducing the overall effectiveness of the fund collection efforts (Observation notes, May 2024).

Socio-economic disparities also played a significant role in impacting communication effectiveness and fund collection. RT Head 003 highlighted this issue, stating, "Residents from lower socio-economic backgrounds may face challenges in contributing regularly, and communication might not reach them effectively" (RT Head 003, personal interview, May 2024). This was supported by a resident of RT 009, who noted, "Economic constraints can affect participation, and some residents may struggle to contribute due to financial limitations" (Resident RT 009, personal interview, May 2024). Observational data indicated that these disparities affected residents' ability to engage with and consistently contribute to fund collection efforts (Observation notes, May 2024).

Digital literacy issues further complicated communication efforts, particularly as digital tools like WhatsApp were increasingly used for communication. However, not all residents were proficient with these tools. RT Head 013 observed, "Not all residents are proficient with digital tools, which limits the effectiveness of our digital communication" (RT Head 013, personal interview, May 2024). This concern was echoed by a resident of RT 009, who stated, "Some people in our community struggle with using digital platforms, which means they miss out on important updates" (Resident RT 009, personal interview, May 2024). Observations confirmed that digital communication was not universally accessible, affecting the reach and inclusivity of fund collection efforts (Observation notes, May 2024).

In conclusion, the research highlights several significant challenges and barriers impacting fund collection efforts in RW 006, including low meeting attendance, lack of awareness, socio-economic disparities, and digital literacy issues. Addressing these challenges requires targeted strategies to improve attendance, increase awareness, and enhance digital inclusivity. Ensuring that communication methods are accessible and inclusive is crucial for optimizing fund collection efforts and fostering greater community engagement.

Actionable Insights and Recommendations

The study offers several actionable insights aimed at improving communication strategies and addressing the challenges identified in RW 006, Kelurahan Cipinang Cempedak, East Jakarta. These insights focus on enhancing community engagement, addressing digital literacy challenges, and improving transparency to optimize fund collection efforts. One key insight is the need to improve community engagement by tackling the issue of low attendance at community meetings. RT Head 013 emphasized that "Regular meetings are key. We have a high turnout which helps in

fund collection" (RT Head 013, personal interview, May 2024). To enhance participation, it is recommended that meetings be scheduled at times convenient for the majority of residents, with active encouragement through multiple communication channels. Resident RT 013 suggested that linking fund collection efforts with community events and providing more convenient payment options could further boost participation (Resident RT 013, personal interview, May 2024). This indicates that integrating fund collection with community-driven activities could significantly enhance both engagement and motivation among residents.

Digital communication tools, particularly WhatsApp, have proven to be effective in increasing participation, yet they also face challenges related to digital literacy. RT Head 013 observed, "We use WhatsApp for reminders, which has increased participation" (RT Head 013, personal interview, May 2024). Resident RT 009 echoed this by noting that more frequent use of WhatsApp or social media for updates would be beneficial (Resident RT 009, personal interview, May 2024). To address the digital literacy gap, the study recommends offering training sessions to help residents become more proficient with digital tools. Additionally, implementing a hybrid communication approach that combines digital platforms with traditional methods, such as bulletin board notices, could bridge the gap for those less familiar with technology. Observational data suggest that this blended approach would ensure all residents receive important updates, regardless of their digital proficiency (Observation notes, May 2024).

Transparency in fund management emerged as another crucial factor for building trust and increasing participation. RT Head 013 highlighted the importance of transparency, noting that "Transparency in fund usage has been crucial. We share detailed reports regularly" (RT Head 013, personal interview, May 2024). Resident RT 009 further supported this by suggesting that detailed reports and visual aids, such as charts showing fund usage, would improve understanding and trust among residents (Resident RT 009, personal interview, May 2024). To enhance transparency, the study recommends providing regular, detailed financial reports and utilizing visual aids to make information more accessible to all residents.

The research also identified socio-economic disparities as a barrier to effective participation in fund collection. RT Head 003 observed that residents from lower socio-economic backgrounds may face difficulties in contributing regularly (RT Head 003, personal interview, May 2024). To mitigate this issue, it is recommended to implement flexible contribution options and provide support for lower-income residents. Offering different methods of contribution and reducing the financial burden on economically disadvantaged residents could lead to more equitable participation across the community.

In conclusion, the actionable insights and recommendations derived from this study underscore the importance of improving engagement, addressing digital literacy challenges, enhancing transparency, and supporting socio-economic inclusivity. By implementing these

strategies, local authorities and community leaders can optimize communication methods and foster greater participation in fund collection efforts within RW 006.

DISCUSSION

The research findings reveal that the effectiveness of community fund collection efforts in RW 006, Kelurahan Cipinang Cempedak, is significantly influenced by the integration of digital tools and traditional communication methods. While digital platforms like WhatsApp have enhanced engagement, a pronounced digital divide has emerged, with residents who possess higher digital literacy showing greater participation and consistency in contributions. This digital gap, coupled with socio-economic disparities, has exacerbated inequalities in community involvement. Additionally, the study underscores the critical role of transparent reporting in building trust, which in turn leads to increased resident participation. These insights challenge the notion that digital communication alone can resolve engagement issues, highlighting the necessity for inclusive strategies that address both digital literacy and socio-economic barriers.

The research findings, when viewed through the lens of dialogic communication and social capital theory, underscore the critical importance of fostering open, inclusive, and trust-building communication channels within communities. Dialogic communication emphasizes the need for ongoing, reciprocal exchanges that enable all community members to participate meaningfully (Silseth et al., 2024; Boyd & Sherry, 2024; Kent, 2023; Kent & Taylor, 2002). In RW 006, the success of hybrid communication strategies, which combine digital tools with traditional methods, illustrates the power of dialogic processes in enhancing community engagement and fund collection efforts. However, the digital divide revealed by the study highlights a significant challenge: without equitable access to digital literacy, the dialogic potential of digital platforms remains underutilized, marginalizing less digitally literate residents. Social capital theory further explains how transparent communication and regular reporting foster trust and strengthen community ties, leading to greater collective action and participation (Martono et al., 2023; Berger, 2023; Putnam, 2000; Coleman, 1988). Thus, the research findings reflect the need for communication strategies that not only leverage digital tools but also build social capital by ensuring inclusivity and addressing socio-economic disparities, thereby enhancing overall community cohesion and effectiveness.

The research findings are shaped by the foundational concepts of dialogic communication and social capital theory, which together emphasize the critical role of inclusive, trust-building communication in fostering community engagement. Dialogic communication, as described by Kent and Taylor (2002), underscores the importance of two-way, participatory dialogue, which empowers all community members to contribute and engage meaningfully. The effectiveness of hybrid communication strategies in RW 006 is a direct reflection of this principle, as these

methods facilitate ongoing, reciprocal exchanges that accommodate diverse communication preferences. However, the observed digital divide illustrates the limitations of dialogic potential when digital literacy is unevenly distributed, highlighting the need for comprehensive digital inclusion efforts. Social capital theory, as articulated by Putnam (2000), explains the importance of trust and social networks in promoting collective action. The study's findings on the positive impact of transparency and regular reporting on community participation further underscore how trust, built through transparent communication, strengthens social capital and, in turn, enhances collective efforts such as fund collection. Thus, the research findings align with these theories by demonstrating how dialogic communication and social capital are essential for effective, inclusive community engagement and action.

The differences between the findings of this research and previous studies lie primarily in the integrated approach and nuanced understanding of the barriers to effective community fund collection. While earlier studies have largely focused on either the benefits of digital communication tools or the importance of traditional methods separately, this research uniquely highlights the effectiveness of a hybrid communication strategy that combines both, thereby addressing gaps in digital literacy and socio-economic disparities simultaneously (Shimicherv & Rotonova, 2024; Dada et al., 2023). Furthermore, while previous research emphasized the role of transparency and community engagement broadly (McKeague et al., 2023), this study specifically identifies the significant impact of transparent reporting on building social capital and trust within the community. The research also diverges by integrating the principles of dialogic communication and social capital theory, providing deeper insights into how tailored communication strategies can enhance participation and trust in diverse urban contexts, a perspective that previous studies have not thoroughly explored (Putnam, 2000; Kent & Taylor, 2002).

To address the challenges identified in the research, particularly the digital divide and socio-economic disparities, several targeted action plans must be formulated. Firstly, implementing comprehensive digital literacy programs is crucial to ensure that all community members can effectively engage with digital platforms, thereby enhancing participation in community fund collection efforts (OECD, 2024). Additionally, local authorities should establish clear guidelines for transparent reporting, which is essential for building and maintaining trust within the community (Putnam, 2000). These guidelines should mandate regular financial updates and utilize accessible communication channels to ensure that all residents, regardless of their socio-economic background, are informed and involved. Furthermore, integrating social support mechanisms, such as flexible contribution options for lower-income residents, will promote equity and inclusivity, enabling broader participation in fund collection activities (McKeague et al., 2023). By combining these strategies—digital literacy enhancement,

transparency in communication, and socio-economic inclusivity—local leaders can foster a more engaged, informed, and cohesive community, ultimately leading to more effective and sustainable community fund collection initiatives.

CONCLUSIONS

One of the most significant and unexpected findings of this research is the profound impact of digital literacy on the effectiveness of community fund collection. While digital tools like WhatsApp have the potential to greatly enhance communication and participation, the study revealed a pronounced digital divide within RW 006, Kelurahan Cipinang Cempedak. Residents with higher digital literacy levels were more engaged and contributed more consistently, while those lacking digital skills were often excluded from critical updates and meetings, leading to lower participation rates. This digital divide, combined with socio-economic disparities, exposed a layer of inequality that previous studies had not fully addressed (Puspita et al., 2024; McKeague et al., 2023). Additionally, the research underscored the vital role of transparent reporting in building community trust; the provision of detailed and regular financial reports significantly increased resident participation and contributions. These findings challenge the assumption that digital communication alone can resolve engagement issues and emphasize the need for inclusive strategies that address both digital literacy and socio-economic barriers (Akelo, 2024; Nguyen, 2022).

The concepts and methods employed in this research were effective in addressing the posed research questions. By applying the principles of Dialogic Communication and Social Capital Theory, the study was able to thoroughly explore and evaluate the effectiveness of various communication approaches in enhancing community fund collection efforts. The mixed-methods approach, which combined qualitative interviews and observations, provided a nuanced understanding of successful communication strategies in similar urban contexts and assessed their applicability within RW 006, Kelurahan Cipinang Cempedak. This methodology facilitated the identification of underlying challenges, such as socio-economic disparities and digital literacy issues, which hinder effective communication and fund collection (Puspita et al., 2024; McKeague et al., 2023). Moreover, the triangulation of data from different sources enhanced the reliability and validity of the findings, resulting in actionable insights and recommendations for local authorities and community leaders. Thus, the research concepts and methods were well-suited to thoroughly answer the research questions and achieve the study's objectives.

Despite the valuable insights gained, this research has several limitations. The study's scope was confined to RW 006, Kelurahan Cipinang Cempedak, which may limit the generalizability of the findings to other urban areas with different socio-economic contexts. Additionally, the reliance on qualitative methods such as interviews and observations, while

providing deep insights, may introduce subjectivity and limit the ability to quantify the impact of communication strategies. Although the study highlighted the issue of digital literacy, a more extensive quantitative analysis is needed to fully understand its effects on community engagement. Future research should consider expanding the scope to include multiple neighborhoods to enhance generalizability and incorporate mixed-method approaches, blending quantitative surveys with qualitative methods for a more comprehensive analysis. Furthermore, longitudinal studies would be beneficial in assessing the long-term effectiveness and sustainability of the implemented communication strategies (Creswell & Creswell, 2018). Addressing these limitations in future research will provide a deeper and more holistic understanding of the dynamics of community fund collection and the role of communication strategies.

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