

**STRATEGI KOMUNIKASI DALAM PENCEGAHAN TKI NON PROSEDURAL
INDONESIA
CONTOH STUDI DI KANTOR IMIGRASI SURABAYA**

*COMMUNICATION STRATEGIES IN PREVENTING NON-PROCEDURAL INDONESIAN
MIGRANT WORKERS STUDY EXAMPLE AT SURABAYA IMMIGRATION OFFICE*

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***Abstract** Indonesian Migrant Workers, travel documents are required as a condition for working abroad. There are problems that arise when they want to work abroad, the trigger for this is that many people have not received information to become Indonesian Migrant Workers, so there are many phenomena to work abroad non-procedurally. A research is needed regarding the communication strategies carried out in disseminating information to prevent the occurrence of non-procedural Indonesian migrant workers, as well as the obstacles faced in disseminating information. By using qualitative research methods, this research was carried out using the theory of communication strategies including knowing the audience, compiling messages, determining methods and selecting and using media. By conducting observations and direct interviews with sources to obtain data. The results of this study indicate that by implementing a communication strategy in disseminating information by direct socialization and using social media, mass media, and print media to Indonesian Migrant Workers candidates. The communication strategy carried out by the Class I Immigration Office for Immigration Checkpoint (IC) Surabaya has met the criteria for indicators in the theory of communication strategy but there are obstacles in the use of the method. To maximize the use of the method, it is possible to establish a Village Entry Immigration (VEI) program to be able to carry out regular socialization activities in every sub-district, and areas that are considered Indonesian migrant workers barns..*

Keywords: *Communication Strategies, Disseminating Information, Indonesian Imigran Workers*

***Abstrak** Kebutuhan ekonomi semakin meningkat sehingga membuat perubahan yang besar dalam kehidupan bermasyarakat. Terdapat tingginya angka kemiskinan dan kurangnya lapangan pekerjaan di Indonesia sehingga menimbulkan rasa keinginan masyarakat untuk bekerja keluar negeri sebagai PMI atau yang biasa disebut Pekerja Migran Indonesia. Peran Imigrasi dalam hal pemberian dokumen perjalanan guna keluar atau masuk Wilayah Indonesia.*



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Bagi Pekerja Migran Indonesia dibutuhkan dokumen perjalanan sebagai syarat untuk bekerja ke luar negeri. Terdapat masalah yang muncul ketika ingin bekerja ke luar negeri, pemicu hal tersebut adalah masyarakat banyak yang belum menerima informasi untuk menjadi Pekerja Migran Indonesia sehingga banyak fenomena untuk melakukan bekerja di luar negeri secara non-prosedural. Diperlukan sebuah penelitian terkait strategi komunikasi yang dilakukan dalam menyebarkan informasi untuk mencegah terjadinya pekerja migran indonesia non-prosedural, serta kendala yang dihadapi dalam penyebaran informasi. Dengan menggunakan metode penelitian kualitatif, penelitian ini dilakukan menggunakan teori strategi komunikasi meliputi mengenal khalayak, menyusun pesan, penetapan metode serta seleksi dan penggunaan media. Dengan melakukan observasi dan wawancara langsung kepada narasumber untuk mendapatkan data. Hasil penelitian ini menunjukkan bahwa dengan melakukan strategi komunikasi dalam menyebarkan informasi dengan cara sosialisasi langsung dan menggunakan media sosial, media massa, serta media cetak kepada calon PMI. Strategi komunikasi yang dilakukan oleh Kantor Imigrasi Kelas I Khusus TPI Surabaya sudah memenuhi kriteria indikator-indikator dalam teori strategi komunikasi tetapi terdapat kendala dalam penggunaan metode. Untuk memaksimalkan penggunaan metode maka dapat membentuk program Imigrasi Masuk Desa (IMD) untuk dapat melaksanakan kegiatan sosialisasi secara berkala di setiap kecamatan, dan daerah yang dianggap sebagai lumbung PMI..

Keywords: Strategi Komunikasi ; Penyebaran Informasi ; Pekerja Migran Indonesia)

1. INTRODUCTIONS

The high rate of poverty and the lack of employment opportunities in Indonesia raises the desire of the Indonesian people to work abroad as Indonesian Migrant Workers (Department of Manpower, 2019). According to the Central Statistics Agency (BPS), in February 2019 there were 136.18 million people in the workforce. Meanwhile, the open unemployment rate has reached 6.83 million or 5.01% (Sukmana, 2019). In addition to the high demand for jobs, as reported by kompas.com, the social standard of Indonesian society continues to change so that the tendency to seek work outside the country's territory is also increasing.

The lack of employment opportunities for blue-collar groups in Indonesia causes many of the Indonesian workforce to choose to work abroad as Indonesian Migrant Workers. Coupled with the demographic surplus situation experienced by Indonesia, it is not directly proportional to the availability of job opportunities for each level of ability which causes a high unemployment rate (Sukmana, 2019).

Based on the 1945 Constitution of the Republic of Indonesia Article 27 paragraph 2 it is stated that every citizen has the right to work and a decent living. Therefore, every Indonesian citizen has the right to earn a living as a migrant worker abroad to improve his standard of living. Becoming a worker abroad is one of the solutions taken by some Indonesian citizens to support themselves and their families. In addition, with the existence of Migrant Workers, the government indirectly gets foreign exchange from remittances sent by migrant workers. Not a

small value, in 2020 the country's foreign exchange generated through the placement of Indonesian workers abroad reached around Rp. 159.6 trillion (Rhamdani, 2020).

Based on Law Number 6 of 2011 concerning Immigration in Article 1 Number 1 it is stated that in order to maintain state sovereignty, immigration has the main tasks and functions relating to the traffic of people entering or leaving the territory of Indonesia accompanied by its supervision. In addition, as stated in Article 1 Point 3 of the Immigration Act, immigration has four functions, as a public service, as a law enforcement institution, guarding state security, and facilitating community welfare development. In relation to the departure of migrant workers abroad, the three main functions of immigration are in synergy to ensure the safety of migrant workers as citizens. Thus, it is hoped that the fourth function will be achieved when the economic chain has been established when migrant workers work and send their producers to the country.

The high economic potential generated by migrant workers poses a tremendous attraction for most citizens. This attractiveness is heightened when the range of skills required to become a migrant worker is not high. Therefore, the potential for violating the rules outlined by the government is unavoidable. As an effort to prevent Non-Procedural Indonesian Migrant Workers, the Directorate General of Immigration issues a policy on preventing non-procedural Indonesian Migrant Workers which is regulated in the Circular Letter of the Director General of Immigration No. IMI-0277.GR.02.06 of 2017 concerning Prevention of non-procedural Indonesian Migrant Workers which was stipulated on February 24, 2017. In the circular, it is stated that every Indonesian citizen who will apply for a passport with the aim of working abroad, must attach a letter of recommendation from the Office of the Republic of Indonesia. local employment. In addition, this circular also regulates the increased vigilance by immigration officials in issuing passports and when conducting immigration checks at Immigration Checkpoints, as an effort to prevent the occurrence of non-procedural migrant workers.

Reporting from the disnakertrans.com page, a common problem that arises when someone wants to work abroad is that they have not received the right information to become Indonesian Migrant Workers. Lack of acceptance of this information then gives rise to the phenomenon of non-procedural migrant workers. The role of various stakeholders is needed in disseminating information so that prospective Indonesian migrant workers work procedurally (Wismaningsih, 2020). The role of immigration as a provider of travel documents and inspectors of human traffic is very strategic in preventing non-procedural migrant workers. Immigration officials as public communicators in conveying information to the public can minimize the potential for non-procedural migrant workers.

In this discussion, the researcher tries to look at the communication strategies carried out by immigration officials at the immigration office in disseminating information to prevent non-procedural Indonesian Migrant Workers. This study focuses on communication strategies in disseminating information about the prevention of Non-Procedural Indonesian Migrant Workers and has a sub-focus on the obstacles faced by the Immigration Office in this case an example study at the Surabaya immigration office in disseminating information. This research has the scope of public administration related to communication strategies in disseminating information to the public. This research will be conducted to find out the communication strategy carried out by the immigration authorities in disseminating information to prevent the occurrence of non-procedural Indonesian Migrant Workers.

2. METHOD

The research method used in this research is a research method by using a qualitative approach. By using qualitative this is research that seeks to understand and interpret an event, and to gain insight into the object of research (Sugiyono, 2015). This research was conducted by collecting actual, detailed information so as to describe existing events and symptoms, collecting and compiling data so as to describe the current situation, views, influences, and tendencies. This research is descriptive in nature so that it describes a descriptive problem formulation so that phenomena that occur now or in the past appear. This research was conducted by interviewing predetermined sources and direct observation.

3. RESERCH

To maximize a research, qualitative research was conducted by obtaining data from observations, interviews, and literature studies related to this research. Then interpret the data described using qualitative research methods which directly observe what is happening in the field, and analyze the results of the research. This study focuses on the communication strategy carried out by the Surabaya Immigration Office in disseminating information about preventing non-procedural Indonesian migrant workers and also analyzing the obstacles faced by the immigration office in carrying out communication strategies to prevent non-procedural Indonesian Migrant Workers.

3.1. *THE COMMUNICATION STRATEGY BY THE SURABAYA IMMIGRATION OFFICE*

Indonesian migrant worker is every Indonesian citizen who will be, is currently or has been doing work by receiving wages outside the territory of the Republic of Indonesia. Non-procedural Indonesian Migrant Workers are candidates or workers who will or have gone to work in the destination country but do not meet the requirements. The requirements referred to in this discussion are everything that is regulated in laws and regulations related to manpower, namely Law Number 13 of 2003 concerning Manpower and Law of the Republic of Indonesia Number 18 of 2017 concerning Protection of Indonesian Migrant Workers.

Indonesian Migrant Workers who have obtained a travel document in the form of a passport will then be placed abroad to work. In accordance with article 15 paragraph 2 of the Law of the Republic of Indonesia Number 18 of 2017 concerning the Protection of Indonesian Migrant Workers, while abroad, Indonesian Migrant Workers receive security and safety protection while working. Of course, security and safety protection will be effective if the migrant worker departs according to the procedures set by the government. The Indonesian government also has a responsibility in terms of ensuring protection for Indonesian Migrant Workers, based on Government Regulation Number 59 of 2021 concerning the Implementation of the Protection of Indonesian Migrant Workers in article 35 letter (a) it is stated that the Indonesian state has the duty and responsibility to guarantee protection for prospective workers. Migrants, Indonesian Migrant Workers and their families. The Government of Indonesia has duties other than ensuring the protection of Prospective Migrant Workers and Indonesian Migrant Workers, namely in accordance with Article 36 of Government Regulation Number 59 of 2021 concerning the Implementation of the Protection of Indonesian Migrant Workers which states that establishing norms, standards, procedures and criteria, then carrying out economic empowerment and In this case, it also provides facilitation for the repatriation of Indonesian Migrant Workers, and provides facilities in terms of solving problems faced by Indonesian Migrant Workers.

In terms of providing facilitation of information services related to the dissemination of information, the immigration office also provides information related to the process of issuing travel documents for prospective Indonesian Migrant Workers. Surabaya Immigration Office in terms of disseminating information using communication strategies, public communication, and mass communication. Basically using communication in the delivery of information so that it can be accepted by the community. Communication is carried out by the resource person to convey a message to the recipient so that it can influence the recipient's behavior with the aim of gaining insight. Communication is an activity carried out to build good social relationships with other people, and to influence others to feel, think, and behave in accordance with what the resource person wants (Mulyana, 2013, pp. 5–6). Communication is the most important point in the process of disseminating information so that people get easy access to information.

This study uses models in the communication strategy function to analyze a problem, including the audience selection strategy or what is commonly called the target/audience to disseminate information, the strategy for compiling and presenting the message, the strategy for determining the method, and the strategy in media selection and planning. Communication strategy is an activity that is initially carried out by management planning systematically to achieve the expected goals. When disseminating information by way of socialization to the village government and the community, public communication is needed. Public communication is communication that requires oral and written skills so that information can be conveyed effectively. Not only using public communication, in maximizing the dissemination of information, you can use social media. Technological advances that make it easy for communication and dissemination to be carried out on social media. Social media such as Instagram, Facebook, Twitter, YouTube, and websites are a place to quickly disseminate information so that it can be received directly by the public. The importance of disseminating information through social media because it only requires existing technology in delivering a message. So the dissemination of information that is maximized by the Surabaya Immigration Office is the use of social media because information can be received quickly. In addition, the use of mass media such as radio, television stations, and talk shows. Dissemination of information regarding the prevention of non-procedural Indonesian migrant workers is carried out in order to prevent the occurrence of prospective Indonesian Migrant Workers leaving abroad in a non-procedural manner and causing crimes abroad. The public also understands the procedural procedures for becoming Indonesian migrant workers.

Based on the Secretary's Guidelines for the Directorate General of Immigration Number IMI.1-UM.01.01-1438 regarding the Management of Social Media of the Directorate General of Immigration in 2020, the communication strategy itself optimizes the management of social media which includes information content that will be provided to the public, including by using elections. personas, language style, keywords, content, color schemes, fonts, captions, hashtags, and templates according to the target audience to be addressed. In conducting socialization to the community, use language styles and words that are easily accepted by informants so that the community provides good feedback for the immigration office as a communicator. The theory of communication strategy is used as an analytical knife and is considered relevant to the topics taken in this study. The theory of communication strategy has 4 (four) indicators that influence the success of an agency in carrying out and developing a communication strategy. These indicators consist of knowing the audience, compiling messages, determining methods, and selecting and using media. The data obtained from interviews with various sources are then analyzed by linking these indicators. Then a conclusion will be obtained which becomes a recommendation as an object of study so that it can be relevant to the indicators in the theory.

A. Getting to Know the Audience

In developing the communication strategy contained in the book of communication science by Effendy (Effendy et al., 2011, p. 35) is to know the audience. In carrying out information dissemination activities, communicators and audiences have the same interests, if there is no equality of interest then communication does not take place. The creation of good communication will produce a positive product, so communicators must create common experiences and interests with the audience. A communicator must be able to be a person who is in the position of the communicant in order to create equality with the audience. In disseminating information, it is necessary to determine the target / audience so that it goes as expected by the communicator. When the target has been set, the dissemination of information can run optimally. If you have created a good atmosphere, you can adapt to the interests of the audience. The purpose of self-adjustment is that the communicator must convey the message in words that are appropriate to the target.

Based on the statement above, the Surabaya Immigration Office as a communicator must adjust and create the same perception as the communicant or who are usually known as the community. This can be realized by understanding the target to be addressed, following the wishes of the community as a communicant who will later provide direct feedback and responses regarding the process of disseminating information about the prevention of non-procedural Indonesian migrant workers carried out by the immigration office. Equality of perception can be realized if you understand the habits of the communicant (community) who visit local village and city government agencies so that the dissemination of information can run optimally and be understood by the communicant. According to Mr. Guntur as the Head of Information Technology and Immigration Communication, conducting field observations directly or indirectly so that targets arise to carry out targeted outreach activities such as sub-districts, high schools, to vocational high schools and people who are considered The area has low economic growth. The target to be addressed must be in accordance with the theme to be conveyed, the theme is the prevention of non-procedural Indonesian migrant workers, the target is people who have a desire to become Indonesian Migrant Workers. After the theme is determined, socialization is carried out by means of two-way communication between the resource persons and the community, the need for two-way communication is so that the message can be received by the community as prospective Indonesian Migrant Workers.

B. Composing Messages

The second thing that must be considered in developing the communication strategy contained in the communication science book (Effendy et al., 2011, p. 36) is compiling messages. In this case the communicator must determine from the theme to the material to be delivered. The success factor that greatly influences the audience is by creating an atmosphere of concern. Based on this, the Surabaya Immigration Office as a communicator must determine what material will be conveyed to the public and the use of appropriate language, so as to create a lively atmosphere in socialization activities. According to the results of an interview with the Head of the Information Technology Section as a resource person, he was of the opinion that before carrying out direct socialization, determine the theme of preventing non-procedural Indonesian migrant workers. In compiling the message, it must contain an invitation to the community to work procedurally, provide information regarding the flow of passport applications for prospective Indonesian migrant workers, and the message must have a good impact on the community to work procedurally. In delivering information to the public using Indonesian, the use of Indonesian is often used in

disseminating information because it is a polite language. Occasionally use regional languages for old communicants so that the information conveyed is easily accepted and still pays attention to etiquette in the use of regional languages. When socialization activities take place, they must convey information that attracts attention and invites the community to work according to procedures. In delivering a message to the public, it must be informative because the message conveyed must be clear and detailed so that people understand the content of the information.

At the time of making the content of the message there is a legal basis for Law Number 21 of 2007 concerning Eradication of the Crime of Trafficking in Persons, the aim is that the message conveyed is proven to be true and relates to a predetermined theme, namely the prevention of non-procedural Indonesian migrant workers. Dissemination of information carried out must be informative because it must be in accordance with the facts that occur in the field, the message conveyed contains insights related to becoming Indonesian migrant workers. In delivering the message, it must be educative which contains structured information and provides education to change attitudes, mindsets of the community to become Indonesian migrant workers procedurally.

C. Setting Method

The third thing that must be considered in developing the communication strategy contained in the communication science book (Effendy et al., 2011, p. 36) is to determine the method. There are two aspects related to the delivery method, namely the method of implementation and the form and content. According to the method of implementation, it will involve the frequency of message delivery. Then according to its content, it will tend to look at the urgency of delivering the message to the communicant (society). In this case the message conveyed must contain meaning for the recipients (society) and must be in accordance with the conditions of the recipient.

Based on data obtained from interviews with four informants who stated that the Surabaya Immigration Office disseminates information on the prevention of non-procedural Indonesian migrant workers to the public periodically or repeatedly. This is done so that the public can know and understand well about the information conveyed. Then this was done because considering the information regarding the prevention of non-procedural Indonesian migrant workers is very important for the community because it relates to procedures for becoming Indonesian migrant workers procedurally and regarding the existence and human rights of Indonesian Citizens in the place where the Prospective Indonesian Migrant Worker is going when working non-procedurally. procedural. By applying the Canalizing method to influence the community so that there is a good change in attitudes and mindsets in order to understand the flow of becoming Indonesian Migrant Workers. By using this method, it is hoped that prospective Indonesian migrant workers can understand from the information that has been submitted by the immigration office so that they can work procedurally.

D. Media Selection and Use

The last one in developing communication strategies is listed in the communication science book (Effendy et al., 2011, p. 37), namely the selection and use of media. Given that there are inappropriate media, or the use of narrow media will affect the flow of messages conveyed to the communicant (society). There are various media that can be used to convey messages to communicants, ranging from social media, electronic, print media, to mass media. The wider and more diverse the media, of course, will affect the success of delivering

messages to the communicant, in this case the Surabaya Immigration Office as a communicator must use and utilize various existing media to maximize message delivery. The importance of selecting to use the media as a forum for the dissemination of information. Based on the data obtained from the results of interviews with informants (informants) and the results of field observations.

Mr. Guntur, Febby and Wahyu as officials who became resource persons stated that the immigration office used social media, print media, and mass media in conveying information to the public, as well as outreach activities in disseminating information about the prevention of non-procedural Indonesian migrant workers. As for what was conveyed in the interview regarding the use of certain media, according to the results of field observations. Not only that, in interviews, the majority of interviewees stated that the use of these media, such as social media and mass media, was very effective and running optimally. The use of social media in question is Instagram, Twitter, Facebook, and YouTube. The use of mass media as an intermediary to disseminate information includes broadcasting on one radio and conducting talk shows on television stations in Surabaya. The purpose of disseminating information using mass media is to greet residents in the cities of Surabaya and Sidoarjo and provide information regarding the prevention of non-procedural Indonesian migrant workers as well as sharing related to the latest immigration regulations. Not only social media and mass media, the Surabaya Immigration Office also uses print media for information dissemination, the media used are in the form of pamphlets posted during outreach activities and brochures distributed during car free day events and school visits.

If it is adjusted in the point of 'selection and use of media' with activities that have been carried out by the Surabaya Immigration Office, it can be said to be in accordance with the meaning of media selection and use. The media used are social media, mass media, and print media in disseminating information about the prevention of non-procedural Indonesian workers to the public. But the immigration office maximizes the use of Instagram in disseminating information related to immigration, this is done because many people use Instagram as access to effectively obtain information related to immigration. In addition to Instagram, information dissemination is also carried out through radio stations.

Based on the results of the implementation of the Immigration Socialization and Prevention of Non-Procedural Indonesian Migrant Workers Activities to the public in 2019-2020. Dissemination of information carried out by the Class I Immigration Office for TPI Surabaya has been carried out optimally, with direct socialization or using media such as radio as a forum for disseminating information related to the prevention of non-procedural Indonesian migrant workers. The perceived success of the communication strategy in Immigration Socialization and Prevention of Non-Procedural Indonesian Migrant Workers, namely by reducing the number of rejections of passport applications from January 2019 to September 2021 and recapitulation of departure delays at Juanda International Airport Surabaya for the period January 2020 to March 2020. is the Table of Rejection of Passport Applications for Indicated Indonesian Migrant Workers Non-rosedural for 2019, 2020 and 2021.

Table 1: Number of Rejections of Non-Procedural PMI Indications for Passport Applications in 2019 to September 2021

MONTH	YEAR 2019	YEAR 2020	YEAR 2021
1	2	3	4
JANUARY	21	58	3
FEBRUARY	14	25	1
MARCH	15	10	7
APRIL	11	1	2
MAY	11	0	6
JUNE	11	0	5
JULY	18	0	0
AUGUST	16	2	0
SEPTEMBER	25	20	1
OCTOBER	39	4	-
NOVEMBER	51	10	-
DECEMBER	43	3	-
total	275	133	25

Source: Surabaya Immigration Office

Based on the two columns of the table above, in 2019, the number of rejected passport applications in January 2019 reached 21 applications. In March 2019 there were 15 applications, and in June 2019 there were 11 applications. If the total during January 2019 to December 2019 reached 275 applications. In the third column, namely 2020, there were 58 applications for passports rejected in January 2020. However, over time, the number of rejected passport applications has decreased. It can be seen from the data for February 2020 with a total of 25 applications, and in March with only 10 applications. So if you total it during the January-December 2020 period, the number of rejected passport applications has reached 133 applications. Then in the fourth column in 2021, the number of rejected passport applications in March 2021 reached 7 applications. In May 2021 it reached 6 applications. So the number of rejected passport applications is decreasing every month. If totaled during the January-September 2021 period, the number of passport applications that were rejected was 25 applications.

When viewed accumulatively per year, there has been a decline in passport application refusals an indication of Non-Procedural Indonesian Migrant Workers. The data obtained based on the table above, is used to find out how big the impact of the implementation of socialization and dissemination of information about the prevention of non-procedural Indonesian migrant workers through social media, mass media, and print conducted by the Surabaya Immigration Office. This can run optimally and can be implemented when people have good attitudes, behaviors, thoughts in taking action to work procedurally. In addition, there is a recapitulation of departure delays at Juanda International Airport, Surabaya for the period January 2020 to March 2020. The following is data on delays in departure at Juanda International Airport in Surabaya for the month in question before international departure gates are closed globally due to the Covid-19 pandemic.

Table 2: Recapitulation of Departure Departure at Juanda International Airport Surabaya Period January 2020 to March 2020

Month	Quantity
1	2
January 2020	36
February 2020	34
March 2020	11
Total	81

Source: Surabaya Immigration Office

Based on table 2 above, it can be seen that there has been a decrease in cases of refusal to leave for Indonesian Migrant Workers who are indicated as non-procedural. The refusal was made by immigration officials on duty at Juanda International Airport from January 2020 to March 2020.

In accordance with the theory of communication strategy used, it can be concluded that the Surabaya Immigration Office has applied the theory of communication strategy in disseminating information to prevent potential cases of non-procedural Indonesian Migrant Workers. In the communication strategy there are factors of communication strategy, the Surabaya Immigration Office has implemented several factors such as knowing the audience, compiling messages, determining methods, and selection in the use of media. Before disseminating information, planning is carried out to determine the theme, the target to be addressed, determine the location where the outreach activities will be carried out, determine the resource persons, and make content in the form of information regarding the prevention of non-procedural Indonesian migrant workers. The Surabaya Immigration Office is informative and educative in conveying information, where informative means the message is conveyed clearly and in detail so that people understand the message content of the information conveyed. As for education itself, it contains structured information and provides education to change attitudes, mindsets of the community to become Indonesian migrant workers procedurally.

But in the implementation of information dissemination by way of socialization, the Surabaya Immigration Office has not implemented the Redundancy method where there is no repetition of messages conveyed to the public because the time spent on socialization is small so it cannot repeat messages regularly. If on social media there is also no repeated dissemination of information related to the prevention of non-procedural Indonesian migrant workers. So that in the future can apply this method in disseminating information.

3.2. *CONSTRAINTS FACED IN DISTRIBUTING INFORMATION TO PREVENT NON-PROCEDURAL INDONESIAN MIGRANT WORKERS*

Constraints, which are often referred to as obstacles, are things that are often encountered when disseminating information. With the obstacles that occur, the process of delivering messages from the communicator to the communicant becomes hampered due to a factor. The inhibiting factors found are people with low education, people who are selfish do not pay attention when given information by sources, and people do not seek information on social media.

In the dissemination of information about the prevention of Non-Procedural Indonesian Migrant Workers to the public carried out by the Surabaya Immigration Office, there are several obstacles. Constraints that occur include messages conveyed to the public that are not channeled properly because people easily trust illegal labor supply organizations, limited budget for periodic socialization activities, lack of Human Resources in charge of Immigration Information and Communication Technology and lack of interest. people to dig up information through social media. This is evidenced by the results of interviews with resource persons in the Immigration Information and Communication Technology Sector consisting of the Head of Division, Head of the Information Technology Section and Head of the Information and Communications Section. Basically, every immigration official and immigration officer has a different view regarding the obstacles in disseminating information about the prevention of non-procedural Indonesian migrant workers.

In an interview conducted with Mr. Guntur as the Head of Information Technology and Immigration Communication, there were several obstacles in disseminating information, the main ones being people who did not update information related to immigration which had been done on social media such as Instagram, Facebook, Twitter, and websites. Furthermore, it is related to optimizing the absorption of the budget for holding socialization activities which are still not carried out properly and judging from the interest factor of the immigration office itself, which every year must have achieved their respective performance targets.

Another view expressed by Mr. Febby as the Head of the Immigration Information and Communications Section said that, in disseminating information about the prevention of Non-Procedural Indonesian Migrant Workers, there was a lack of public interest in digging up information on social media and websites that had been provided by the immigration office. there are still many people who do not understand the procedure to become Indonesian Migrant Workers procedurally. The next obstacle lies in the limitations of Human Resources in terms of public relations to disseminate information so that in its implementation the immigration office should have one trusted resource person who has been equipped with knowledge about immigration and together with the heads of fields and section heads who were serving at that time. Meanwhile, according to Mr. Wahyu as the Head of the Immigration Information Technology Section, at the time of the socialization held by the immigration party to the local village government, many people did not know about official companies located abroad that were in need of prospective workers for Indonesian Migrant Workers. This creates an opportunity for companies that illegally distribute Indonesian migrant workers to provide a comfortable working mode abroad.

Based on the interview data obtained with the informants (informants), the four informants expressed interrelated opinions, filled the shortcomings of other sources and were basically similar but had different analyzes by each resource person. Thus, there is a conclusion regarding the obstacles faced in the process of disseminating information about the prevention of non-procedural Indonesian migrant workers to the public which are divided into 6 (six) obstacles, including:

- Limited Human Resources who understand the procedures for public relations so that in disseminating information using employees who learn independently without any provisions or guidelines. However, the dissemination of information can still be carried out but is not equipped with public relations techniques, so that the Human Resources in the field carry out a personal understanding of the material related to public relations.
- The next obstacle lies in the low self-awareness of the community because they are not aware of the dangers when working non-procedurally, the information dissemination process has been carried out optimally but people are not aware of themselves. The need

to provide education and motivation on a regular basis so that people become self-aware and work procedurally. In disseminating information, they must force and invite the public to behave in accordance with the applicable laws and regulations.

- Furthermore, there is a low level of education owned by the community so that it becomes easy to be persuaded by unregistered migrant worker distributors. Many people who want to work abroad but do not have special skills due to low education, so people work not according to procedures. The low level of education causes people not to understand using social media, so that people do not understand information about immigration and the latest immigration regulations.
- Then the next obstacle is related to the budget, of course, things that must be managed by each sector. If the budget related to socialization has not been maximally absorbed, then in that sector it is still focused on more priority activity plans. In the implementation of socialization, of course, requires a budget, so that it requires good budget absorption.
- Currently, the condition is in a pandemic, so the dissemination of information is carried out only using social media and for direct socialization has not been carried out regularly. The dissemination is carried out only through digital platforms and cannot be carried out in a two-way manner that occurs between sources and informants (community).
- Information dissemination carried out by the Surabaya Immigration Office runs independently and there are shortcomings in building relationships with other agencies so that they do not have sources from other agencies in disseminating information. The purpose of the lack of relationship building is the lack of communication from other agencies to the immigration office when disseminating information about the prevention of Non-Procedural Indonesian Migrant Workers, so that the immigration authorities in disseminating information run on their own without any assistance from other agencies that have the task and function of disseminating related information. Indonesian Migrant Workers.

4. RESULT

Based on the results of the data analysis described above, the results show that the communication strategy carried out by the Surabaya Immigration Office in disseminating information about the prevention of non-procedural Indonesian Migrant Workers to the public has met the criteria for preparing a communication strategy based on four communication strategy factors, but there is a slight problem in terms of setting the method. In terms of getting to know the audience, they are quite familiar because the immigration office already understands the target/audience to be addressed, then uses the right social media to disseminate information. So that the public can quickly access social media to get information about the prevention of non-procedural Indonesian Migrant Workers.

At the time of disseminating information through social media, and also conducting socialization to the community by inviting the local village government to maximize the dissemination of information so that the community works procedurally. When disseminating information through social media, the community does not provide feedback. In contrast, when conducting direct socialization activities, the community gave good feedback to the immigration office as a public communicator. Then in terms of compiling messages, the Surabaya Immigration Office in this case is very good at displaying messages containing an invitation to the public to work procedurally, the arrangement of words used is quite interesting so that it makes people pay attention to the content of the message conveyed. The words also contain information regarding the flow of passport applications for prospective Indonesian migrant workers, and the message must have a good impact on the community. The message

conveyed must be attractive and clear so that it is easily understood by the target (community). In terms of the use of language in disseminating information is Indonesian because the language is very polite to be given to the public. Occasionally use local languages for older people so that the information conveyed is easily accepted and still pays attention to etiquette in the use of regional languages. In the message conveyed there is a legal basis used, namely Law Number 6 of 2011 concerning Immigration Article 120 and Law Number 21 of 2007 concerning the Crime of Trafficking in Persons. The use of legal basis as a basis for strengthening the message content of non-procedural prevention of Indonesian Migrant Workers.

Furthermore, in determining the method of the Surabaya Immigration Office using the Canalizing method, because the message can be conveyed optimally to the community, when conducting direct socialization, the resource person must change the pattern of attitudes and behavior to become Indonesian migrant workers procedurally. By using this method, it is hoped that prospective Indonesian migrant workers can understand from the information that has been submitted by the immigration office. There are obstacles in determining other methods, namely the application of the Redundancy method where there is no repetition of messages that should be used by the immigration office but are not used because the time given during socialization activities is small so they cannot repeat messages regularly. Then the choice of the Surabaya Immigration Office is informative and educative, where the message is conveyed in a clear and detailed manner so that the public understands the content of the message from the information conveyed. As for the education itself, which contains structured information and provides education to change attitudes, people's mindsets to become Indonesian migrant workers procedurally. This choice is considered appropriate because every year it has decreased as seen from the table of refusal of passport applications which are indicated by non-procedural Indonesian migrant workers.

Next, there is the selection and use of media, the Surabaya Immigration Office chooses to use social media, mass media to print media. The social media in question are Instagram, Facebook, Twitter, and websites where information dissemination is carried out using digital platforms so that information conveyed to the public can be channeled as expected. Dissemination of information using mass media, including through radio and television, by broadcasting on radio, dissemination of information can be conveyed to the public and talk shows conducted on television stations. Using these media information dissemination can run optimally because information is conveyed by greeting residents so that they have an approach to the community themselves. For the print media itself, this is done by distributing brochures to the public during car free day activities and placing pamphlets at the time of direct socialization regarding the flow to become migrant workers in accordance with applicable laws and regulations.

In the dissemination of information carried out by the Surabaya Immigration Office, there were six obstacles experienced during the dissemination of information on the prevention of non-procedural Indonesian migrant workers to the public. The constraint in question is the limitation of Human Resources who understand the procedures for public relations in disseminating information, so that employees involved in socialization activities learn independently without any special skills related to public relations, causing sub-optimal performance. Dissemination of information carried out becomes unstructured from substance to delivery to the public because they do not understand public relations procedures. The next obstacle lies in the community itself, the low self-awareness of the community so that they are not aware of the dangers of working non-procedurally. Then there is the low level of education

owned by the community so that it is easy to be persuaded by unregistered migrant worker distributors. In addition, the next obstacle is the absorption of the budget and the allocation of the use of the budget. At this time of pandemic conditions, so that information dissemination activities are only carried out using social media. Dissemination of information carried out cannot run optimally because it only maximizes the digital platform and cannot run in two directions. And lastly, the lack of cooperation with other agencies, so that the dissemination of information carried out by the immigration office runs independently. Lack of building relationships in the form of lack of communication from other agencies to the Immigration as a downstream agency in issuing passports.

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