



MODEL OF DEVELOPMENT COMMUNICATION PROGRAM AT CENTER OF SERVICE, PLACEMENT, AND PROTECTION FOR INDONESIAN MIGRANT WORKERS (BP3TKI) LAMPUNG IN EMPOWERING EX INDONESIAN MIGRANT WORKERS (Research in Taman Endah Village of Purbolinggo Subdistrict of East Lampung Regency)

Ayu Rahma Dayanti¹

Lampung University¹, Indonesia

Corresponding author : ayurahmadayanti22@gmail.com

Article history:

Article Send: 01 November 2025

Revision Received: 12 November 2025

Article Received: 19 Desember 2025

Article Publish: 22 Desember 2025

Abstract

Working as Indonesian Migrant Workers (TKI) is a long-standing habit for Taman Endah Village community. As one of the bases of Indonesian Migrant Workers, most of Ex Indonesian Migrant Workers in Taman Endah Village have earned a great income during working abroad, particularly in South Korea. However, they have not utilized their income optimally as capital to establish a productive business after returning to their origin. The empowerment program of Ex Indonesian Migrant Workers which was conducted by Center of Service, Placement, and Protection for Migrant Workers BP3TKI Lampung in Taman Endah Village in 2016 has succeeded in realizing the establishment of business group and cooperative of Ex Indonesian Migrant Workers as economic means for Ex Indonesian Migrant Workers and family. The success of BP3TKI Lampung in empowering the Ex Indonesian Migrant Workers could not be separated from the model of development communication they used. This research is to analyze the conditions and obstacles encountered by Ex Indonesian Migrant Workers as well as the development communication model

used by BP3TKI Lampung and the Ex Migrant Workers on Ex Indonesian Migrant Workers empowerment program in Taman Endah Village. This research used descriptive qualitative research method. Interview, documentation, and observation were performed for data collection. The research results show that the Ex Indonesian Migrant Workers in Taman Endah Village have an open personality and social system due to the high mutual cooperation and the need for empowerment program and supports from various parties in the empowerment program. The development communication model used by BP3TKI Lampung and the Ex Indonesian Migrant Workers in Taman Endah Village attempts to obtain mutual understanding that corresponds to convergent communication model by D. Lawrence Kincaid and Everett M. Rogers.

Keywords: BP3TKI Lampung; Development Communication Model; Empowerment; Convergent

1. Introduction

The government continues to address the issue of income management for returned Indonesian migrant workers (TKI) through the TKI Retirement Empowerment Program. This program is implemented as part of an effort to provide entrepreneurial training so that returned TKI can establish productive businesses upon returning to their home regions. Regarding TKI income, the World Bank's 2013/2014 international migration and remittance survey showed that 88% of male and 77% of female migrant workers used their income upon returning to their home regions primarily for daily needs. Meanwhile, only 12% of male and 17% of female migrant workers used their income from overseas as capital to establish productive businesses.

According to a 2017 report from the Research and Information Center (Puslitfo) of the National Agency for the Placement and Protection of Indonesian Migrant Workers (BNP2TKI), only a small number of returned TKI use their income for productive businesses. This is due, among other things, to low levels of education and limited financial management or entrepreneurial skills among Indonesian migrant workers. These limitations result in depleted business capital and the failure of Indonesian migrant workers to achieve entrepreneurial success. Meanwhile, Indonesian migrant workers are often in the productive age range, under 55 years old, when they return to Indonesia (BNP2TKI Socialization, 2016:12). This creates new problems if Indonesian migrant workers are unable to utilize their income.

Therefore, Lampung Province, which ranks sixth in Indonesia in sending Indonesian migrant workers abroad, is one of the targets of the Indonesian migrant worker empowerment program by the National Agency for the Placement and Protection of Indonesian Migrant Workers (BNP2TKI) through the Technical Implementation Unit (UPT) of the Lampung Migrant Worker Placement and

Protection Center (BP3TKI). According to 2017 data from the National Agency for the Placement and Protection of Indonesian Migrant Workers (BNP2TKI), the Lampung Agency for the Protection and Protection of Indonesian Migrant Workers (BP3TKI) was deemed successful in managing retired migrant workers in Lampung Province. This success can be seen in BP3TKI Lampung's role in enabling 84% of the 100 targeted migrant workers to become productive entrepreneurs, enabling them to become successful entrepreneurs after receiving financial and entrepreneurial guidance.

Furthermore, BP3TKI Lampung successfully marketed the products of these retired migrant workers who became entrepreneurs, including through the "Retired Migrant Worker Product Promotion Month" held in September 2017 in Lampung Province. Although not significant, BP3TKI Lampung's success in implementing this migrant worker empowerment program has significantly improved the welfare of these migrant workers and their families (BP3TKI Lampung, 2018).

One of the locations where the migrant worker empowerment program was implemented in 2016 was Taman Endah Village, Purbolinggo District, East Lampung Regency. Taman Endah Village, which recently established a cooperative consisting of retired migrant workers (TKI) in August 2017, has a majority of residents working in South Korea in the manufacturing sector and are currently participating in the empowerment program for retired migrant workers (BNP2TKI, 2017).

Furthermore, Taman Endah Village has successfully established a business group and cooperative for retired migrant workers, representing business entities with retired migrant workers as members. This is in line with the communication and facilitation process for the empowerment of retired migrant workers, as

stipulated in the Head of BNP2TKI Regulation Number 04 of 2017.

The success of the Lampung BP3TKI in realizing productive businesses for retired migrant workers in Taman Endah Village is inseparable from the role of development communication. This allows us to understand the conditions and process of conveying information regarding the empowerment program for retired migrant workers in Taman Endah Village. The objectives to be achieved are (a) to understand the conditions and challenges faced by retired migrant workers in Taman Endah Village, Purbolinggo District, East Lampung Regency, and (b) to analyze the communication model used by BP3TKI Lampung in empowering retired migrant workers in Taman Endah Village.

2. Literature Review

Communication Models: Modeling is a way to demonstrate a phenomenon by depicting various aspects and relationships related to the process. Models are constructed to identify, describe, and categorize the relevant components of a process.

A model is considered complete if it can demonstrate all aspects that support a process. This includes demonstrating the interrelationships between one component and another in a concretely demonstrated process.

According to Sereno and Mortensen, a communication model is an ideal description of what is required for communication to occur.

A model is also referred to as an informal depiction used to explain or apply a theory, or it can be interpreted as a simplified theory. In other words, a model facilitates the explanation of a communication phenomenon by abstractly representing characteristics deemed important and omitting unnecessary details.

According to Werner J. Severin and James W. Tankard, Jr., a model itself is not an explanatory tool but can be used to formulate theories and suggest relationships. Because of the close relationship between models and theories, a model is often confused with theory. Thus, a communication model can be defined as a representation of a communication phenomenon. However, a model does not contain an explanation of the relationships and interactions between the elements that make up the model; rather, a theory provides the explanation. When describing a model of an object, theory, or process, words, numbers, symbols, and images can be used.

3. Methodology

This study employed a qualitative descriptive approach. Data were sourced from research conducted in Taman Endah Village, Purbolinggo District, one of the migrant worker base villages in East Lampung Regency. This area has a long history of labor migration, dating back to the early 1990s. The data used were qualitative, employing various techniques, such as in-depth interviews, documentation, and observation.

In-depth interviews were conducted with six informants from various backgrounds: three former migrant workers (TKI) and TKI administrators in Taman Endah Village, two employees of the Lampung BP3TKI (Indonesian Migrant Workers Association), and one village secretary. These informants were selected purposively based on predetermined criteria and their familiarity with the data and information to be collected. The interviews focused on four aspects of innovation diffusion proposed by Everett M. Rogers: (a) an innovation, (b) communication channels, (c) communicators, and (d) social systems. From these four aspects, the researcher was able to determine the conditions and models of development communication used.

4. Results and Discussion

Taman Endah Village, Purbolinggo District, East Lampung Regency, has approximately 149

Indonesian migrant workers (TKI), consisting of 72 current migrant workers and 77 who have previously worked abroad, particularly in South Korea. The community of Taman Endah Village began working abroad in the 1990s due to their experiences and the encouragement of family and neighbors who were already migrant workers. Furthermore, attractive offers from migrant worker placement companies, which came directly to the village, encouraged the community to work abroad.

The substantial income and savings of these returning migrant workers compared to the general population working as farmers are evident in the land, houses, rice fields, vehicles, and productive businesses they own. Furthermore, their strong work ethic to secure business capital and provide for their families encourages them to be empowered and explore empowerment programs. Although only 25 participating in the empowerment program, the program is generally considered beneficial for them and their families. Research conducted by Eka (2005:85) states that individuals who are not ready for change will reluctantly accept the changes offered. The current condition of retired migrant workers in Taman Endah Village can be identified through the following variables or factors of the recipient and social system:

Recipient Factors

Personal Traits

A total of 77 retired migrant workers in Taman Endah Village who have worked abroad, particularly in South Korea, have a strong work ethic to improve their well-being. This is based on the reason for working abroad to seek business capital upon returning to Indonesia. Despite only possessing junior high or high school diplomas, these retired migrant workers have managed to earn a higher income compared to those working as farmers. However, these retired migrant workers have not been able to manage their income for productive businesses; instead, they are still predominantly used to meet primary needs and other consumptive needs.

Social Traits

Retired migrant workers in Taman Endah Village have long had a kinship system and association of retired migrant workers. Coming from the same village and being placed in the same country fosters a spirit of mutual cooperation and kinship among the returned migrant workers. The social and collaborative nature of the returned migrant workers ultimately led to the formation of business groups and cooperatives.

Need for Innovation

The returned migrant workers' participation in the integrated empowerment program for returned migrant workers and their families stems from a long-standing desire to establish independent businesses. This desire led the village community to seek capital abroad, although ultimately, the businesses they established were not successful.

Social System

Applicable Norms

The people of Taman Endah Village are Javanese, with the majority working as farmers and migrant workers. Furthermore, Taman Endah Village does not have specific norms that could hinder its progress. Therefore, any party is free to provide information about the program to returned migrant workers in Taman Endah Village, as there are no regulations that could hinder the dissemination of information about the empowerment program. Working abroad has become a common practice for the people of Taman Endah Village.

Furthermore, there is support from the Taman Endah Village apparatus, who are primarily returned migrant workers. This presents an opportunity for the Lampung BP3TKI (Indonesian Migrant Workers Association) to attract retired migrant workers (TKI) to participate in the empowerment program without fear of being hindered by customary norms or government regulations in Taman Endah Village. Tolerance for Deviance: Residents of Taman Endah Village who are retired migrant workers (TKI) are not subject to any restrictions on whether they choose to become migrant workers or become entrepreneurs. Informants believe that BP3TKI Lampung's efforts to improve the entrepreneurial skills of retired

migrant workers are worthwhile, as the program has been quite positive for them. Therefore, participants' participation in this program is seen by informants as a form of tolerance for the inconsistency between working abroad and independent entrepreneurship.

Rogers (in Eka, 2005:87) argues that tolerance for deviation can influence recipients' curiosity about a communicated innovation, even if the innovation does not align with prevailing social norms. The Communication Unity of Returned Migrant Workers (TKI) has an extensive communication network due to the high degree of homophily among the returnees in Taman Endah Village, encompassing language, occupation, and experience. This fosters a unified communication network among community members and other stakeholders.

The role of Village and Hamlet Heads, who are returnees, as opinion leaders, fosters progress and change among returnees. Furthermore, the strong communication relationship between returnees and the Lampung Regional Migrant Workers Agency (BP3TKI) contributes to the high participation of returnees in empowerment programs in Taman Endah Village. This allows BP3TKI Lampung to help realize the returnees' aspirations to pursue productive endeavors.

BP3TKI Lampung Program Development Communication Model

In the empowerment program for returnees and their families, the development communication process is conducted through dialogue forums, held from the initial socialization process through to monitoring and evaluation of the empowerment program. Dialogue is one of the methods used by BP3TKI Lampung to understand the wishes and challenges of returnees. Furthermore, dialogue aims to establish reassurance and unify the goals of BP3TKI Lampung and returnees.

During the process, both the BP3TKI Lampung and the retired migrant workers gather and discuss the types of empowerment activities that align with the needs and expectations of the retired migrant workers. This ensures that the retired migrant

workers function not only as recipients of messages but also as senders. In other words, the community is not merely an object of development, but also a subject of development.

Shaleh's (2010:1) research on sustainable development outreach communication models shows that communication oriented toward meeting community interests and capabilities encourages greater participation. Therefore, relational and convergent communication models are relevant for innovation communication (outreach) that supports sustainable community development.

The communication process for the retired migrant worker empowerment program begins with the Head of the National Agency for the Placement and Protection (BNP2TKI) issuing an order to implement the empowerment program to the Deputy for Protection. The Deputy for Protection then determines the allocation of the empowerment package with the Directorate of Empowerment of BNP2TKI. Furthermore, the Deputy for Protection of BNP2TKI conveys information about the allocation of the empowerment package through a letter to the Head of BP3TKI Lampung. Meanwhile, at the regional level, BP3TKI Lampung, through its Protection and Empowerment Section, implements a direct empowerment program for retired migrant workers in Taman Endah Village.

In addition to communicating with the retired migrant workers, BP3TKI Lampung also engages local partners and business partners to assist them in Taman Endah Village. This communication process is similarly conducted through dialogue. Local partners, such as village officials, government agencies, and community leaders, play a role in assisting BP3TKI Lampung in communicating and convincing the retired migrant workers to participate in the program. BP3TKI Lampung's communication with business partners aims to assist the retired migrant workers' businesses from start to finish. In implementing entrepreneurship training, BP3TKI Lampung involves various resource persons to provide information and provide

entrepreneurial training to the retired migrant workers. This outreach process takes place at the Taman Endah Village Hall, using various training materials that have been prepared and agreed upon in advance.

The dialogic communication used proved effective in providing an understanding of the importance of entrepreneurship and fostering positive participation among retired Indonesian migrant workers. According to Rogers (1983:274), the interactive communication model has advantages over the linear communication model for implementation in rural areas.

Sumardjo's research (in Saleh, 2010:4) on farmer extension services in West Java revealed that implementing extension services using the dialogic and convergent communication approaches was more effective in increasing farmer independence than the centralized/top-down extension model with a linear communication model.

Mahmud (2007: 97-98) demonstrated that counseling using a two-step flow communication model, which positions local figures as mediators and communicators at the local level, is highly effective in instilling confidence and encouraging community participation.

In this regard, it can be concluded that the communication model used in the implementation of the Empowerment Program for Returning Migrant Workers and Their Families is the convergent communication model developed by D. Lawrence Kincaid and Everett M. Rogers. This convergent model describes communication as a process of exchanging information to achieve a shared meaning in a specific communication situation. This model is defined as a convergent (centered) process with information mutually agreed upon by the communicating parties in order to achieve mutual understanding or consensus (Kincaid, 1981: 87). Based on the explanation above, the dialogic communication model used in the implementation of the empowerment program for Returning Migrant Workers and Their Families

in Taman Endah Village can be described as follows:

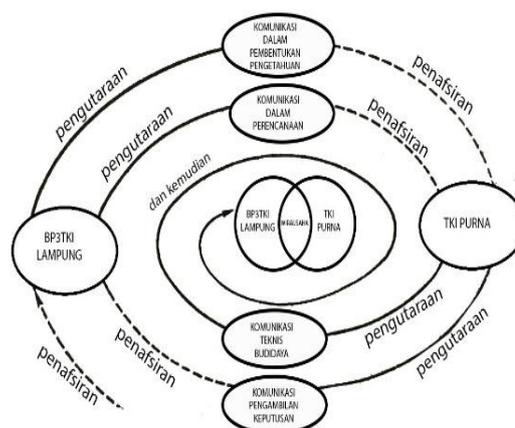


Figure 1. BP3TKI Lampung's Development Communication Model in the Retired Migrant Workers Empowerment Program

Source: Processed by Researchers, 2018

This communication process began with BP3TKI Lampung reviewing information previously obtained from BNP2TKI regarding the empowerment program for retired migrant workers and their families. BP3TKI Lampung then conveyed this information to the retired migrant workers in Taman Endah Village, providing them with knowledge about the integrated empowerment program for retired migrant workers and their families. After the retired migrant workers interpreted the information presented by BP3TKI Lampung regarding the empowerment program, the retired migrant workers responded by creating new information related to the decision made.

Based on the interpretation of the information from the retired migrant workers, BP3TKI Lampung then expressed its views on the program planning, in accordance with the decision expressed by the retired migrant workers. The retired migrant workers then reinterpreted BP3TKI Lampung's views and continued the communication process until they were satisfied and reached a mutual understanding regarding the meaning of the empowerment program for each party.

At this point, BP3TKI Lampung and the retired migrant workers were able to start a new discussion on the technical aspects of catfish cultivation, leading to a mutual agreement to become entrepreneurs. Once a shared understanding is established, retired Indonesian migrant workers will voluntarily undertake productive businesses, as a result of the communication process for developing the empowerment program for retired Indonesian migrant workers.

According to Rogers and Kincaid (1981, 75-80), this convergent communication model can be built through the following main components:

- a. The emergence of differing perspectives among retired Indonesian migrant workers will result in the development of information exchange if BP3TKI Lampung and the retired Indonesian migrant workers continue to exchange information regarding the empowerment program.
- b. A process of understanding between BP3TKI Lampung and the retired Indonesian migrant workers in Taman Endah Village leads to a shared understanding of each party's intentions and desires. This shared understanding process ultimately forms a central (convergent) intention, namely an agreement to establish a catfish farming business.
- c. A sense of mutual understanding arises from trust between BP3TKI Lampung and the retired Indonesian migrant workers. Consequently, the retired Indonesian migrant workers voluntarily participate in the empowerment program and decide to become entrepreneurs.
- d. A mutual agreement was reached when program participants and the Lampung Regional Migrant Workers Agency (BP3TKI) agreed to conduct catfish farming entrepreneurship training.

- e. The previous mutual agreement between BP3TKI Lampung and retired migrant workers served as the initial step to implement the program's objectives, namely entrepreneurship training. BP3TKI Lampung will facilitate and support the empowerment of retired migrant workers by involving other parties with expertise in entrepreneurship.
- f. In addition to BP3TKI Lampung and retired migrant workers, this network includes relevant stakeholders, further expanding the social network of those involved.

Other components of the development communication model in the implementation of the Empowerment Program for Returning Migrant Workers and their Families are as follows:

1. BP3TKI Lampung, as the program implementer, acts as a communicative participant (message deliverer). The interaction between BP3TKI Lampung and the returnees forms a reciprocal relationship, contributing to the formulation of a development program. Furthermore, BP3TKI Lampung involves various local partners and business partners to ensure the success of the empowerment program.
2. The empowerment program for returnees, in the form of catfish cultivation training, is a message conveyed by BP3TKI Lampung to returnees in Taman Endah Village. In this program, the specific type of empowerment will be determined by the returnees. Therefore, the impact of the development program will be achieved if the program chosen aligns with the wishes and needs of the returnees.
3. BP3TKI Lampung utilizes interpersonal channels in its integrated empowerment program for returnees in Taman Endah Village. BP3TKI Lampung uses this channel because it is more effective in connecting with and persuading retired migrant

workers, thereby achieving the program's objectives. This interpersonal channel involves communication through dialogue, telephone, letters, WhatsApp, and SMS, which are used as communication tools between retired migrant workers and BP3TKI Lampung. Furthermore, in communicating with retired migrant workers, BP3TKI Lampung deliberately involves parties who share a common language and experience as migrant workers as a means to increase their participation. Furthermore, BP3TKI Lampung utilizes mass media channels to supplement and disseminate information about the retired migrant worker empowerment program to the wider community. The mass media channels used by BP3TKI to empower retired migrant workers include leaflets, brochures, catalogs, institutional profiles, websites, Instagram, WhatsApp, and Facebook.

4. Retired migrant workers, as the target audience and program implementers, cannot be ignored. Based on the selection and determination of participants conducted by BP3TKI Lampung, 25 migrant workers were selected for entrepreneurship training.

5. Conclusion

1. Conditions of Retired Migrant Workers in Taman Endah Village. Retired Migrant

Workers in Taman Endah Village have positive personal and social conditions that encourage receptiveness to integrated empowerment programs for Retired Migrant Workers and their families. The openness, mutual cooperation, and need for Retired Migrant Worker empowerment programs, along with support from various parties, have succeeded in realizing the Retired Migrant Workers' desire to have a successful and growing productive business. This has improved the welfare of Retired Migrant Workers and reduced the desire to return to work abroad.

2. The development communication model used by the Lampung Regional Migrant Workers Agency (BP3TKI) in empowering Retired Migrant Workers in Taman Endah Village aligns with the convergent communication model proposed by D. Lawrence Kincaid and Everett M. Rogers. BP3TKI Lampung and Retired Migrant Workers strive to achieve mutual understanding and agreement regarding the implementation of the empowerment program through dialogue. This allows the development communication process between BP3TKI Lampung and Retired Migrant Workers to be effective, continuous, and reach a deeper level of mutual understanding.

References

- Eka C.N, Maylia. 2005. Tahap adopsi inovasi pimpinan badan usaha dalam kepesertaan jaminan kesehatan nasional (studi kualitatif pada badan usaha di kabupaten lumajang). Skripsi. Universitas jember. 183 hlm.
- Ayu Wulandari, 2017. Implementasi Strategi BP3TKI Lampung dalam mengelola TKI Bermasalah tahun 2016. Skripsi. Universitas Lampung. Bandar Lampung: 8
- Amir Mahmud. 2007. Model Komunikasi Pembangunan dalam Penyediaan Prasarana Perdesaan Di Kawasan Pesisir Utara Jawa Tengah (Studi Kasus Desa Morodemak Dan Purwosari Kabupaten Demak) Tesis Magister Teknik Pembangunan Wilayah dan Kota Universitas Diponegoro. Semarang : 97-98
- Cangara, hafied. 1998. Pengantar Ilmu Komunikasi. PT RajaGrafindo Persada, Jakarta. 175 hlm.
- Dilla, Sumadi. 2012. Komunikasi Pembangunan Pendekatan Terpadu. Simbiosis Rekatama Media, Bandung. 208 hlm.
- Effendy, Onong Uchjana. 2011. Ilmu Komunikasi Teori dan Praktek. PT Remaja Rosdakarya, Bandung. 181 hlm.
- Ikbar, Yanuar. 2012. Metode Penelitian Sosial Kualitatif, PT Refika Aditama, Bandung. 233 hlm.
- Kincaid Lawrence dan Wilbur Schramm. 1981 Asas-Asas Antar Manusia LP3ES East West Communication Institute.
- Komala, Lukiati. 2009. Ilmu Komunikasi Perspektif, Proses, dan Konteks. Widya Padjajaran, Bandung. 240 hlm.
- Liliweri, Alo. 2011. Komunikasi Serba Ada Serba Makna. Prenada Media Group, Jakarta. 1086 hlm.
- Moleong, Lexy J. 2012. Metode Penelitian Kualitatif Edisi Revisi. PT Remaja Rosdakarya, Bandung
- Mulyana, Deddy. 2015. Ilmu Komunikasi Suatu Pengantar. PT Remaja Rosdakarya, Bandung. 484 hlm.
- Nasution, Zulkarimen. 2004. Komunikasi Pembangunan Pengenalan Teori dan Penerapannya Edisi Revisi. PT RajaGrafindo Persada, Jakarta. 238 hlm.
- Noor, Juliansyah. 2011. Metodologi Penelitian Skripsi, Tesis, Disertasi dan Karya Ilmiah. Prenamedia Group, Jakarta. 290 hlm.
- Nurudin. 2016. Ilmu Komunikasi Ilmiah dan Populer. PT RajaGrafindo Persada Rajawali Pers, Jakarta. 282 hlm.
- Riswandi. 2009. Ilmu Komunikasi. Graha Ilmu, Yogyakarta. 174 hlm.
- Rogers, E.M. (1983). Diffusion of Innovations, Third Edition. New York: The Free Press.