Circular Communication Network Pattern (CCNP) Strategy and Triangular Communication Network Pattern (TCNP) to Reduce Political Conflict in North Button, Indonesia

Las Estrategias de Patrón de Red de Comunicación Circular (PRCC) y de Patrón de Red de Comunicación Triangular (PRCT) en la reducción del conflicto político en North Button, Indonesia

Estratégia do Padrão de Rede de Comunicação Circular (CCRP) e do Padrão de Rede de Comunicação Triangular (PRCT) para reduzir o conflito político no North Button, Indonésia

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This study aims to compare the effectiveness of the Circular Communication Network Pattern Strategy (CCNP) and the Triangle Communication Network Pattern (TCNP) in reducing political conflicts in North Button Regency, Indonesia. Qualitative methods are used with data collection through observation, in-depth methods, documentation, and focus group discussion. The results showed that the implementation of both strategies through negotiations, intergroup meetings, and joint activities succeeded in reducing political conflicts by decreasing demonstrations. In conclusion, this strategy provides an effective alternative to the resolution of socio-political, economic, religious, tribal, and cultural conflicts in the region.
KEYWORDS: Triangular communication, network pattern, circular communication, political conflict.

Este estudio tiene como objetivo comparar la efectividad de la Estrategia de Patrón de Red de Comunicación Circular (PRCC) y el Patrón de Red de Comunicación Triangular (PRCT) en la reducción de conflictos políticos en la regencia de North Button, Indonesia. Los métodos cualitativos se utilizan a partir de la recolección de datos a través de la observación, métodos en profundidad, documentación y discusión de grupos focales. Los resultados mostraron que la implementación de ambas estrategias a través de negociaciones, reuniones intergrupales y actividades conjuntas logró reducir los conflictos políticos al disminuir las manifestaciones. En conclusión, esta estrategia ofrece una alternativa efectiva a la resolución de conflictos sociopolíticos, económicos, religiosos, tribales y culturales en la región.
PALABRAS CLAVE: Comunicación triangular, patrón de red, comunicación circular, conflicto político.

Este estudo tem como objetivo comparar a eficácia da Estratégia de Padrão de Rede de Comunicação Circular (CCRP) e do Padrão de Rede de Comunicação Triangular (PRCT) na redução de conflitos políticos na regência de North Button, na Indonésia. Métodos qualitativos são utilizados desde a coleta de dados até a observação, métodos aprofundados, documentação e discussão em grupo focal. Os resultados mostraram que a implementação de ambas as estratégias através de negociações, reuniões intergrupos e atividades conjuntas conseguiu reduzir os conflitos políticos através da redução das manifestações. Em conclusão, esta estratégia oferece uma alternativa eficaz para a resolução de conflitos sociopolíticos, econômicos, religiosos, tribais e culturais na região.
PALAVRAS-CHAVE: Comunicação triangular, padrão de rede, comunicação circular, conflito político.

INTRODUCTION

The process of cross-cultural communication, with a tiered dialogue approach, can contribute to conflict resolution, maintaining peace, and creating harmony. The resolution of political conflicts has a significant impact on the development of social relations (Bedoeva, 2021), while strategic communication is becoming an important tool in political and security contexts, with a primary focus on influencing public opinion as well as adjusting dynamic political systems (Mitrović & Vasiljević, 2021). In the era of modern communication networks, international institutions have emerged to regulate online information conflicts, reduce global political risks, and establish collective responsibility (Volodenkov, 2020). In addition, resistance in areas such as social, cultural, ecological, and political is the result of communicative abilities (Castelblanco Pérez, 2021). All these forms of communication aim to create social change, even influencing various professions towards that change (Witteveen & Lie, 2020).

Conflict, as a manifestation of diverse interests, can give rise to innovation in society. Power conflicts encourage communication and discourse, as well as expressions of responsibility and innovation for the public good (Linkevičiūtė, 2020). This way, political conflict plays a valuable role in giving birth to social and technological transformation (Machin, 2020). The solution to this type of conflict involves freedom of expression, freedom of association, and opinion according to constitutional functions and political positions (Salvador Martínez, 2019). The application of commitment and service to basic needs is another step in resolving political conflicts (Glinka, 2020). Policy conflict resolution requires collaborative and progressive intermediaries in society as well as the facilitation of peaceful policy interpretation for the common good (Maseko & Stützner, 2020). Political conflict enriches communication skills and neutrality, and supports better expression of collective interests (Bilewicz, 2020).

Conflicts that occur within the community can increase awareness of communication between citizens; and they could also trigger lobbying and political intervention, with the parties involved using art and political communication to influence the development of the

conflict. Conflict can also raise awareness of social, economic, and environmental issues, as well as the importance of consistency in the application of policies and regulations. This encourages improved policy communication to strengthen institutional capacity (Fisher et al., 2017). In addition, conflict can also result in increased awareness of ethnicity, especially in the context of competition over resources and political tensions (MacDuffee Metzger et al., 2016).

The communication process is the main key in resolving conflicts in society. Communication education has a positive impact on communication skills and conflict resolution (Uçtu & Karahan, 2021). Creative drama methods are effective in developing communication skills, self-esteem, and conflict resolution skills. The latter requires understanding the rules of future conflict-free communication, and dialogue becomes an important model in mediation (Portere, 2021). Conflict resolution strategies are influenced by mediation and leadership skills, as well as conflict resolution skills that support bullying and bullying prevention (Baixauli et al., 2020). Negotiation is necessary to reach a compromise in conflict; however, challenges in negotiating involve decision making, communication, management of changing requirements, and conflict resolution (Abdullahi et al., 2021). The process of cross-cultural communication also plays an important role in resolving conflicts and promoting peace in ethnic communities (Zaw, 2019).

The contemporary era is subject to different social, cultural, economic and political pressures, thereby increasing the historical weight of the conflict as a social problem. In relation to this, this study reviews, as a way of attention to this context, a particular proposal for the use or implementation of the models that we call here Circular Communication Network Pattern Strategy (PRCC) and Communication Network Pattern Triangular (PRCT), in this case, reviewing the example of political conflict reduction in the North Button region, of Indonesia.

CONTEXT IN NORTH BUTTON

The political conflict in North Button has become a serious concern in recent years. Dissent, polarization, and political tensions have affected

relations between different groups of people and political leaders in the region. Such conflicts can hinder development, harm the economy, and threaten peace and social harmony in the area. Therefore, concrete efforts are needed to overcome this conflict. The urgency of this research is not only driven by the negative impact caused by the political turmoil in North Button, but also by the need for more effective communication strategies to reduce political tensions. Along with the development of information technology and social media, communication patterns in politics have changed significantly. Therefore, it is important to develop a communication strategy that is appropriate for current conditions to achieve the goal of peace and political stability in North Button.

CONCEPTS

A Circular Communication Network Pattern (CCNP) is a direct communication network that occurs at an equal level/hierarchy, including the leader of that level. Furthermore, the Triangular Communication Network Pattern (TCNP) strategy is the process in which three main forces in the community influence each other; namely, first, group A accepts change, group B rejects change, and group C is neutral. Based on previous reviews, this research is important to carry out with the aim of implementing a communication network pattern strategy to reduce conflicts over political conflicts in an area.

The conceptual framework in this study is that the technique of accommodation or conflict resolution in society is carried out through various methods. Therefore, this research explains strategies to reduce political conflicts, using communication processes and channels, as well as reducing conflict with the implementation of a circular and triangular communication network pattern strategy. The two strategies include negotiations, meetings between groups and conducting joint activities. Meanwhile, the decrease in political conflict is measured by the decrease in demonstrations.

The successful implementation of both communication pattern strategies is a major and important aspect in reducing and resolving community political conflicts, that's why this study aims to apply a circular and triangular communication network pattern strategy

to overcome political conflicts in a region. Within the framework of the concept, community conflict accommodation techniques are carried out through various methods, including negotiations, meetings between figures, and joint activities. This way, the decrease in political conflict is measured by the decrease in demonstrations. The successful implementation of both communication strategies is considered important in resolving political conflicts in society; the hypothesis is that, by implementing these strategies, the frequency of demonstrations will be reduced, and political conflicts can be resolved. In summary, the results of this study are expected to provide alternative strategies for resolving social and political conflicts involving economic, religious, ethnic, and cultural aspects in society.

METHODOLOGIES

This is a qualitative research aimed at describing, formulating and analyzing phenomena related to the process of communication and political conflict. The placement of the capital of North Button Regency, Southeast Sulawesi Province, gave way to two interest groups that supported and rejected, plus one neutral interest group. This supporting forces facing ones that resist, lead to prolonged conflicts from 2010 to 2022. This study seeks to describe, interpret and analyze both primary and secondary data related to conflicts in the placement of district capitals.

   This research uses qualitative methods, by utilizing natural settings, direct data sources and researchers as the main instrument (human instrument). The informants in this study included regents, deputy regents, assistants for government, community leaders, youth leaders and community members. Research with this qualitative method is described in a number of activity steps, including: 1) data collection through observation, in-depth discussion, documentation, and focus group discussion (FGD); 2) organizing the results of data collection; 3) analysis and formulation of data collection results; 4) designing, finding and implementing the communication network patterns. The indicators of such network patterns include negotiations (involvement of national and regional figures as mediators), inter-

party meetings (periodic meetings of three forces facilitated by local governments) and conducting joint activities (joint work to maintain public facilities and cultural gatherings).

RESULTS AND DISCUSSION

The Reality of the Political Conflict of Capital City Placement

This results and discussion section discusses two strategies in communication networks. First, the strategic application of the CCNP, which occurs at the same level in the hierarchy. Second, the TCNP, which involves three major forces in society influencing and confronting each other to defend their interests. Both of these strategies are used in negotiations, meetings between figures, and joint activities to reduce political conflicts i n a r egion, a s t he f ollowing interview shows. The capital should be in accordance with the provisions of the law, considering the distance that must be traveled in matters with local governments, especially for the outermost regions such as Kambowa and Wakorumba. Therefore, it is important to follow established rules, rather than following personal or group wishes. On the other hand, the people of Wakorumba hope that the sub-district capital can be placed in Labuan (Interview with Alwh, March 23rd, 2022).

The past statement was supported by the results of a group discussion forum attended by various community leaders, including educators, youth, customs, and political figures. In the discussion, there was a conversation regarding: that, actually, the location of the capital doesn't need to be debated because each member of society has a desire to have a capital in his own territory. This is because having a capital in their area will result in increased economic activity, increased land prices, and growth of the region. Each of the regional communities has a clear interest in this (FGD, March 23rd, 2022).

In the debate over the transfer of the capital, there are two main forces: namely the group that wants to enforce the provisions of the law, and the group that supports the transfer. Both groups that uphold the provisions of the law and that encourage the transfer of the capital have special interests. Interviews with informants from both groups revealed their viewpoints on the issue: On one side, Buranga is considered the

right choice as the capital because it has a large area and scattered community housing, facilitating road infrastructure planning without disturbing the population. In addition, this will support economic growth in the area because it is in the middle of other sub-districts in North Button. On the contrary, Kulisusu is not ideal as a capital city because of the dense settlement that will require large expenditures for compensation of people's houses due to narrow and limited road widening (Interview with Why Irwn, March 23rd, 2022).

This narrative reflects the uniformity of orientation between all poles of community power in an effort to achieve district progress and independence. They are all focused on long-term development and share similar views on their hopes for the district's progress. This uniformity is also reflected in the community statement emphasizing the same goal to see the district develop and become self-reliant, that the Kambowa People still support the selection of Buranga as the capital because they consider it beneficial from various aspects. In addition, infrastructure such as roads connecting the two regions will be a major concern for the governments of North Button Regency and Button Regency, with significant potential economic benefits for the Kambowa community (Interview with Endi Una, April 1, 2022).

Ideas that focus more on short-term interests appear to dominate, with postulates that tend to be egocentric and less rational. Pemekaran fighters often pursue the interests of their groups without uniting for the benefit of the region as a whole. Today, it can be seen that the division of regions is compartmentalized and the egoism of the regions arises without considering the values of togetherness represented by "Lipu Tinadeakono Sara". The phenomenon of conflict in determining the capital of North Button Regency has been going on for 12 years (2010-2021).

The pattern of communication networks in political conflicts involves various dimensions such as environment, power, interests, togetherness, and socio-culture. These conflicts are often related to interest networks in which people seek to gain certain advantages, and where demonstrations are one of the tactics that often arise, showing different interests. However, the use of these tactics can face obstacles, including community resistance and acceptance issues. Decisions

in political conflicts must take into account the various interests and stakeholders involved, and require cultural compromise and adaptation to achieve wider social acceptance (Awang et al., 2019; Bottero et al., 2020; Carolan et al., 2020; Faulkner & Nicholson, 2020; Lalande et al., 2020).

The phenomenon of capital placement conflicts can be understood through symmetrical and asymmetric relationships between groups. It appears that the government has strong links with the Kulisusu network, but significant distance with Buranga indicates a less relevant relationship. From there, a similar pattern of understanding and desire was formed between the government and Kulisusu in dealing with political conflicts. In communication science, this phenomenon is referred to as Alir Jaringan Komunikasi, and involves representatives from local governments, Kulisusu sub-district, student groups, non-governmental organizations, swing networks, and Buranga sub-district.

CIRCLE COMMUNICATION NETWORK PATTERN (CCNP) STRATEGY

The communication process takes place through a circular communication network, involving all community members from each sub-district to dialogue about the importance of living harmoniously and peacefully. This invitation was welcomed by all parties, including community leaders, so that negotiators could dialogue with all citizens without obstacles. As a result of the observation, a number of negotiators invited residents and community leaders to gather at the sub-district office to hold deliberations. They took turns giving advice on the importance of living in harmony and peace. A few days later, after Friday prayers, community leaders continued the deliberations. They discussed a wide range of social, political, economic, and cultural issues, seeking solutions. The next day, together with residents, they carried out community service to maintain public facilities (Observation results on March 22, 2022).

In an effort to resolve political conflicts and create harmony in the community, negotiators formed groups involving citizens and community leaders. They conducted intensive communication on the importance of peaceful living and facilitated meetings between

sub-district leaders to address the root causes of political conflicts. Furthermore, they encourage joint work in the maintenance of public facilities, create egalitarian conditions, and promote social integration through social identity, acculturation, and psychological adaptation. The adaptation process of integration policies requires social capital, and adaptation strategies in different cultural environments determine the realization of integration, assimilation, and marginalization. Although initial public protests appeared, gradually the integration model took shape and served as a tool of adaptation and assimilation in society (Bedrina & Lazareva, 2021; Blynova et al., 2020; Ryabichenko et al., 2019; Yakubova, 2020).

Since 2018, the government has implemented a circular communication network pattern strategy involving five negotiation sessions and four meetings between internal sub-district and government leaders each year. In addition, every Saturday, residents and community leaders work together in joint activities to maintain public facilities. In the following years, negotiations and meetings between sub-district leaders and the government as well as joint activities continued, with a certain increase and decrease in frequency. This strategy strengthens communication and cooperation at the local level to improve maintenance of public facilities.

FIGURE 1
CCNP STRATEGY

Source: Data Analysis Results, Year 2022.

The circle communication pattern allows individuals to send messages left or right, while the flow of communication networks supports the resolution of political conflicts. Negotiator groups, consisting of opinion leaders, local and national elites, play a role in facilitating deliberation, bringing together community leaders, and supporting community service in sub-district areas. The pattern of circular communication networks can dampen political conflicts by achieving stable radiation patterns (Pramodkumar et al., 2021). This pattern also allows human beings to maintain and overcome themselves according to human aspirations (Luks, 2020). In adopting policies, this network pattern creates comfort for community citizens, as provided communication is not disrupted (Boonsuk & Ambele, 2021).

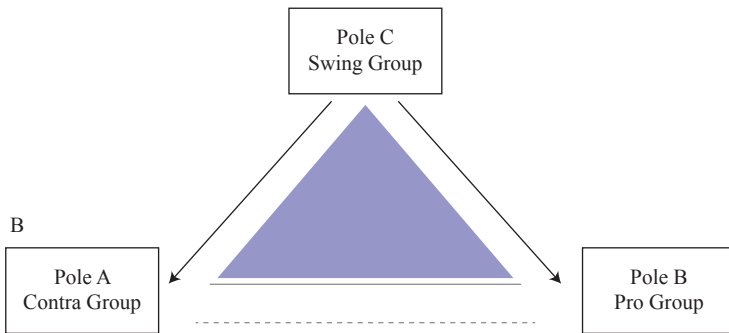## TRIANGULAR COMMUNICATION NETWORK PATTERN (TCNP) STRATEGY

The communication process of the triangular communication network occurs when the three political forces of the district community dialogue about the importance of living harmoniously and peacefully. They discuss social, political, economic, and cultural issues with deliberation as the main approach. In this case, the group of negotiators facilitates the strategy by directing negotiations to the three political forces and their figures. In addition to dialogue, they also carry out joint activities to achieve a harmonious and peaceful life.

In the period 2018 to 2022, the government carried out a series of activities. For example, in 2018, there were five government negotiations, four meetings between leaders of the three poles of power, and the implementation of joint activities in the district capital every Saturday, according to law. The year 2019 saw six government negotiations, three meetings between figures of the three poles of power, as well as joint activities like the previous year. In 2020, the government resumed six negotiations, three meetings between leaders of the three poles of power, and joint activities on Saturdays in the district capital. The year 2021 had three government negotiations, two meetings between figures of the three poles of power, and the implementation of joint activities on Saturdays. Finally, in 2022, there was only one government negotiation,

one meeting between leaders of the three poles of power, and there were still joint activities on Saturday in the district capital.

The results of the analysis of communication network pattern strategies in the political conflict of capital placement revealed the existence of a triangular communication pattern, known as *Tripolar*. This pattern helps untangle the complexity of multi-stakeholder interactions, supports the identification of effective communication strategies, and illustrates the professional role of communicators (Wong et al., 2020). Triangular communication design also plays a role in optimizing interactions between structures (Min, 2020) and offers flexibility, configuration, and good performance validation (Ghaffar et al., 2021). In addition, the triangular communication network pattern is able to create optimal resonant frequencies and radiation patterns (Padmavati & Lalitha, 2019). When illustrated in model form, this tripolar network pattern looks like the following image.

FIGURE 2
TCNP STRATEGY

Information:

Network A is a group that wants to move the capital/reject.

Network B is a group that maintains the capital as per the provisions of the law/accepts support.

Network C is a swing group whose people are highly dependent on the forces of influence that hit between zone A or zone B.

Source: Data analysis results, 2022.

Based on the results of group discussion forums and field interviews, it was found that the triangular, or tripolar, model describes the grouping of societies in the context of capital positioning. In network A, there are community groups in Kulisusu District and North Kulisusu District who are trying to move the capital. On the other hand, network B includes residents of Bonegunu District and Kambowa District who tend to defend the capital according to legal provisions. While network C consists of residents of West Kulisusu District and Wakarumba District, which can be considered as a "swinger" group because of its geography located between the West Kulisusu District area between Bonegunu District and Kulisusu District, which compete for capital claims. Meanwhile, Wakarmamba sub-district, located at the northern tip of Button Island and North Button Regency, has an equal position with Kulisusu in the competition. In conclusion, Wakarumba District and West Kulisusu District are groups that deserve to be called "swing groups", in the context of political communication.

After facing the phenomenon of capital placement, the community is divided into three large networks: Kulisusu, Buranga, and swing. In the results of the study, it was seen that the Kulisusu and Bonegunu networks have a reciprocal relationship with the swing network. However, the Kulisusu network does not have a view that is in line with the Bonegunu network regarding the placement of the capital, so the relationship between the two is asymmetric.

DECREASING THE FREQUENCY OF POLITICAL CONFLICT

Negotiators have an important role as facilitators in the implementation of deliberations and meetings between figures to reach a solution to political conflicts. They also organize joint service activities for all residents and community leaders in a sub-district area. The communication strategies used in circle communication networks support the conflict resolution process. Negotiator groups consist of opinion leaders, local and national elites who play key roles in resolving political conflicts. The communication network pattern strategy is used by negotiators to bring together the three poles of political power with the aim of holding joint talks on the importance of living harmoniously

and peacefully. This can be achieved through deliberation in dealing with social, political, economic, and cultural issues. In addition, negotiators encouraged negotiations with the three poles of power and figures, as well as involving joint activities, including the replacement of the location of the offices of the Regional Apparatus Organization (ROA) by local governments, in accordance with the law. The success of this strategy can be seen from the reduced demonstration activity, as shown in Table 1.

The table below shows that the implementation of the circular and triangular communication network pattern strategy can successfully reduce political conflicts. Both strategies involve negotiations, meetings between characters, and joint activities. The positive impact of implementing these two strategies can be seen from the decrease in the intensity and frequency of demonstrations as an indicator of political conflict. In 2018 and 2019, there were high demonstrations, but from 2020 to 2022, the frequency of demonstrations was only once. The decrease in political conflict is in line with the increase in the intensity and frequency of negotiation activities, meetings between figures, and joint activities. These results suggest that the use of circular and triangular communication network pattern strategies with a focus on negotiation, meeting, and cooperation can replace political conflict with a more harmonious and peaceful social atmosphere. The decline in political conflict is often accompanied by demonstrations that are reduced in intensity and frequency, as well as increased negotiations, meetings between figures, and joint activities in partnership with consensus.

Some effective political strategies were improving service quality, encouraging improved relationships and shared responsibilities, and sharing responsibility and justification. This led to a harmonious and peaceful atmosphere that replaced intense demonstrations. On the other hand adaptive interaction, through active negotiation, can create patterns of interaction that adapt to each other within a collaborative framework. The negotiation process also requires an understanding of culture and social norms to integrate the ideas of political actors (Fredriksson et al., 2019; Kennedy et al., 2020; van Zoelen et al., 2021; Vorderobermeier, 2019).

TABLE 1

PROGRESS OF DEMONSTRATION FREQUENCY BY FREQUENCY OF NEGOTIATIONS, INTER-STAKEHOLDER MEETINGS AND JOINT ACTIVITIES

Year	2018	2019	2020	2021	2022
Type/frequency	1. Five community demonstrations in Bonegunu and Kambowa District. 2. Negotiations, five times conducted by the government. 3. Four meetings between the district's internal leaders and the three poles of community political power with the government.	1. Community demonstrations of Kec. Bonegunu and Kec. Kambowa as frequently empat times. 2. Negotiations conducted by the government six times. 3. Three meetings between the district's internal leaders and the three poles of community political power with the government.	1. Three community demonstrations in Bonegunu and Kambowa districts. 2. Negotiations conducted by the government six times. 3. Three meetings between the district's internal leaders and the three poles of community political power with the government.	1. Three community demonstrations in Bonegunu and Kambowa districts. 2. Three negotiations by the government 3. Two meetings between internal sub-districts and the three poles of community power with the government.	1. One demonstration by the people of Bonegunu District and Kambowa District. 2. One-time government negotiations. 3. One-time meetings between the internal sub-districts and the three poles of community political power with the government.

Year	2018	2019	2020	2021	2022
	4. Conducting joint activities, where every Saturday residents and community leaders work together to maintain public facilities, and the district government has offices in the district capital in accordance with the law.	4. Conducting joint activities, where every Saturday residents and community leaders work to maintain public facilities, and the local government rotates the ROA to have offices in the district capital, in accordance with the provisions of the law.	4. Conducting joint activities, where every Saturday residents and community leaders work together to maintain public facilities, and the government rotates the ROA to have offices in the district capital in accordance with the provisions of the law.	4. Conducting joint activities, where every Saturday residents and community leaders of joint service work to maintain public facilities, while the government rotates the ROA to have offices in the district city in accordance with the provisions of the law.	4. Conducting joint activities, where every Saturday residents and community leaders work to maintain public facilities, and the government rotates the ROA to have offices in the district capital in accordance with the provisions of the law.

Source: Results of data analysis, interviews and discussion group forums, 2022.

CONCLUSION

The strategy of the circle and triangle communication network pattern was carried out through negotiations, meetings between figures, and joint activities, simultaneously within the sub-district area. The results showed that this approach succeeded in reducing political conflicts by decreasing the intensity of demonstrations. Meanwhile, the implementation of this strategy at various regional levels, both sub-districts and districts, encouraged social integration towards developed and self-reliant communities, providing valuable alternatives in resolving social, political, economic, religious, ethnic, and cultural conflicts.

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