

# The Influence of Informal Leadership Scholars to Encourage The Participation of Rural Communities for Economic Development

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**Abstract.** In the context of economic development must be tailored to the characteristics, as well as the background of the communities concerned, the understanding of the community of the village is actually a key to the success of rural development. Community development pastoral correctly that is not in conflict with the understanding of society, based on values and norms prevailing in the society. From the aspect of communicators development, Scholars in a region, be a role model and a central figure who relatively has a great influence in mobilizing community participation. However during this time the role of the clergy in mediating the relationship between the government and the people as well as form a variety of public opinion less is maximized whereas the aspect of message construction, the use of a book the development of the economy by the role of non-formal cleric also has its own power. The population of this research is to include all large families in the village gogodalem kecamatan bringin kabupaten semarang, and the determination of the samples were taken by proportional random sampling with a total sample set 79 of the family. The analysis used to test the hypothesis using the formula Kendall's Tau (T) and Kendall W

Keywords : Cleric, Development, Community Participation, Rural

## INTRODUCTION Background Of The Problem

In the process of village development and modernization, various parties should be actively involved, such as the leaders of both formal and informal, the community itself. The leader of the village consists of the people who elected formally, usually occupy the offices of the village administration, also the leader of the informal leaders of the community, religious leaders and traditional. They are often considered as a role model, a place to ask and follow, or so-called opinion leaders (*opinion leader*).

The process of socialization messages of development in the community of the village, generally still put the role of opinion leaders (*opinion leader*) as a person who is trusted to select and sort of message development, before they actually receive and they are carried out.

In the context of the development of communication, there are aspects of the communicator indication of scholars because of the lights or the competence of the religious in the Village of Balerejo which the religious become a role model and a central figure who relatively has a great influence in mobilizing community participation. On the other hand, from the aspect of message development, there are indications of the use of the message the development of religiously aggravated by the movers of development also has its own power.

## LITERATURE REVIEW Informal Leadership Scholars

The leader of the village can be classified into two, namely the formal leaders and informal leaders. Figures of the government of the village as the Village Chief (Lurah), Carik, Kebayan, Kamitua, and others, including formal leaders. As for the religious leaders, leaders of mass organizations, traditional leaders, ingenious scholar, the parents (elders of the elders) as well as the other public figures included in the group of informal leaders.

The community village is very dependent on the role of leaders, better leaders, religious leaders, and formal leaders in the village. In many rural communities, a leader in formal or informal determine the development of society. Advance or retreat of the entire village community is often determined by the attitude and opinion leaders.

In the Islamic view, the scholar is defined as "Bearers of religious traditions and someone who will understand the sacred law (sharia)." "Scholars distinguished in two categories, namely the scholars of the intellectual and scholars of the salaf. Intellectual cleric besides mastering the knowledge of religion also mastered the general public, is of the salaf scholars, basing his views on understanding of the purity of the orthodox." Because the function of leadership, including the leadership of the informal basically implemented with communication activities then become conveys messages of the construction must pay attention to the following things:

"The factors that can affect the effectiveness of the leader as a communicator (messenger), i.e. the credibility of the (*credibility*), attractions (*attractiveness*), and power (*sourcepower*)." Generally credibility narrowed down the people to the extent of the behavior of the trust. But actually expertise is also an element of credibility. The credibility of that is a set of perceptions of the communicant (the community) about the nature of the communicator (the messenger), includes two things, namely the credibility is the perception of the community, so not in hern in messenger (communicator), so krebilitas change depending on the participants perception of the community as a communicant, the topics discussed, and situations. Credibility with regard to the properties of the communicator according to Hovland and Weiss contains two elements, namely: -Expertise (*expertise*) communicator, - Trust (*trustworthiness*) we're on the communicator

Koehler, Annatol and Applbaum add the four components of the credibility of the other, namely "the dynamism, sociability, koorientasi and charisma" (Rakhamat, 1994 : 256). Dynamism, a marked passion, passion, active, resolute and brave, generally with regard to how to communicate. In communication strengthen the impression of dynamism and confidence skills. Sociability is a communicant impression about the communicator as people are jolly and happy to hang out. Koorientasi is a communicant impression about the communicator as someone who represents a group that we please, representing our values. Are kharisma show an extraordinary properties that dirniliki communicator interesting and controlling, charisma is the charm of the "invisibility" that can't be explained scientifically.

Informal leadership is a form of recognition of and public confidence in the ability of a person to run for the leadership. The characteristics as follows: have a room of scope without limits official size, whether or not leadership is located on the purpose and results of the implementation of the leadership of the (beneficial or detrimental to society). Are formal leadership is at a position that its implementation should be in accordance with the foundation- the foundation or regulation, so that the power cakupnya somewhat limited. (Soekanto, 2002 : 288)

**TABLE 1.** The difference between the leadership of the formal with the informal leadership

<b>Formal leadership</b>	<b>Informal leadership</b>
1. Obtained because of the lifted.	1. Obtained because of the trust and recognition from the society.
2. The effect generally on the basis of merit.	2. The influence on the basis of the psychological ties.
3. The limited scope of	3. Scope without limits

For an informal leader, legitimacy is the most important requirement according to Clifford T. Morgan: The leader of the village can be classified into two, namely the formal leaders and informal leaders. Figures of the government of the village as the Village Chief (Lurah), Carik, Kebayan, Kamitua, and others, including formal leaders. As for the religious leaders, leaders of mass organizations, traditional leaders, ingenious scholar, the parents (elders of the elders) as well as the other public figures included in the group of informal leaders.

## RESEARCH METHODS

The type of this research is a correlational study or exploratory (*exploratory research*) that aims to "develop a hypothesis and trying to find the relationship between symptoms of social. Location of the research conducted in the Village of Gogodalam Kabupaten Semarang on the basis of considerations such people are very religious, scholars in a rural location became the informal leader of a respected, the approach of the religious in delivering a wide range of ideas - including messages of economic development is generally more acceptable to the community.

The sample amounted to 793 k. K. (Head of Family) spread over 21 RT (Rukun Tetangga). How to sample with *proportional random sampling*, quantitative data, namely an analysis of the answers of the questionnaire were

distributed to the respondents. Discussion using statistical techniques, because the data has the shape of a figure. Analysis to measure the influence between independent variable and dependent variable, then the formula used Kendall's Tau (T) and Kendall W.

## RESULTS AND DISCUSSION

The scholars who act as "agent" of social development that is a person of the clergy, who have the power or power and authority to perform an action. With the power and authority owned, scholars are able to move your community to do the construction. In this context, scholars to be a pioneer, or pioneering development in the now. Ideally, scholars must indeed be the perpetrator or the "agent" of social development. There are several reasons why it must be so. As community leaders, scholars duly not only play a role in the problems traditional, but also things that are contemporary or modern, therefore, the participation of scholars in the various efforts of social development it is desirable, so as to encourage the community to take part in these activities, for example the pioneering scholars in the construction of educational institutions and keagaman.

There are even some of the village cleric who became a pioneer or the initiator of the establishment of the financial institutions of the people. Including BMT, as a sharia Council in lemabag Islamic Banking / SRB in a district, even empower and improve the people's economy is small, especially when there is a program of the Government, for example mentoring, counseling, Social services, the Office of the board, the Department of Cooperatives and UKMM, this is evidence that the scholars have a concern on the welfare of the community and the people, the clergy could be the pioneer, the pioneer, or the initiator of the establishment of the financial institutions of the people, so that they can be regarded as the "agent" development dimension of the social and economic. To investigate the influence of Informal Leadership Scholars Use the Message of Economic Development, has been tested with the use of statistics provided by kendall's W, then the result is a Coefficient provided by kendall's W of 0,960. In order to test the truth then seen from the chi-square that is 151,676. To view the table of Chi-square degrees of freedom (df) = 2 and the level of significance ( $\alpha$ ) = 5%, the obtained value of the statistics table = 5,991.

Because the chi-square count is greater sari on the chi-square table then the hypothesis is accepted or there is a relationship between the role of the informal leadership of community participation for economic development. Contribution of third variables can be formulated as follows :

$$R_{1,2,3,y} = W^2$$

$$W = 0,960$$

$$W = (0,960)^2 = 0,9216 \blacktriangleright 92,16\%$$

$$\begin{aligned} \text{The influence of other } X_1 X_2 - Y &= 100 - 92,16 \\ &= 7,84\% \end{aligned}$$

Observe from the results of these studies indicate that the participation of the community for economic development is by 92,16%. Are 7,84% is the influence of other factors. However a form of centralization of economic development on the type of activities that will be carried away by the functionality of the scholars as a religious and a tendency to give an understanding of community participation is considered as a charity if nuanced guidance, for example in the form of the construction of the road making, Cooperative Institute for Counseling. Therefore communicators development should be wise and creative dig the religious arguments for the resulting concept, the idea and the notion of development that is beneficial to the progress of society.

## CONCLUSION

Due to the dependencies of the community are very strong to the informal leader of the clergy, then the influence of informal leadership scholars not only able to move the active participation of society for development in Desa Balerejo but at the same time potentially the occurrence of Errors collective understanding about the ideas, programs, and development goals. If scholars are less accommodating to the existing development, the activities of Economic development, will only progress secar, scholars do not just convey an economic development program in a persuasive, but also equip yourself with enough knowledge about the information and idea development, as well as be able to sort and choose the program that better and feasible in the environment.

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