

SUMMARY

Wahyu Dwi Saputro. 2014. **Integrated Social Service Activities In Order To Establish Political Communication Government With Society, Community Service, Mutual Cooperation and Cultural Preservation** (Studies in the village of Kepet, sub-district of Dagangan, country of Madiun). Prof. Dr. Agus Suryono, M.S, Farida Nurani, S.Sos, M.Si, 158 Hal + xiii.

The BST activities is an innovation in the community in which is actualized in the form of activity-based communication, mutual assistance, and togetherness which is expected to creating a smooth flow of communication, transparent, and accountable between local government and the community directly so as to create a harmonious relationship between the elements of the waiters served. Generally the BST activities includes: government political communication with the public, community services, and preservation of the culture of mutual cooperation.

This study using qualitative research methods with the descriptive approach. The location and the site in research is located in the village of Kepet and Bappeda Madiun areas. Datasare collected by interviews, observation, and documentation. Interview is conducted with Head field of Physical and Infrastructure Bappeda, Staff field of Physical and Infrastructure Bappeda, and Headman of Kepet Village. Interview and observation also done by the community of Kepet Village, Dagangan subdistrict. And also collected of documents that is relating to relevant research data. A model analysis of data used is a model Milles Huberman.

The results of this study discusses about the BST activities in the village of Kepet which is generally implemented. Activities carried out in accordance with the objectives of the BST activities itself which includes: Political communication in the form of workshops and door to door. Community service includes: administrative services, health services, and low-cost market. And preservation of the culture of mutual assistance in the form of paving and restoration activities of the house. The BST activities his involves all elements of government and society. Obstacles in the implementation of the BST activities is the absence of local regulations governing the BST activities.

Based on the research results, authors formulate suggestions as follows: 1) Madiun district government to socialize Integrated social activities thoroughly to all Madiun areas, 2) Bappeda as the leading sector Integrated social activities conduct verification activities carried out in Integrated social activities, 3) Optimizing team performance evaluation Integrated social activities, 4) Coordination between the executive and legislative Madiun district government the endorsement of the local regulations of Integrated social activities, 5) Coordination the village government with Village Consultative Body in preparation as a host of Integrated social activities.

Keywords: Political Communication, Community Service, and Cultural Mutual Cooperation.