The Impact of the Cross-Border Communication Conflict on the Goverance Image in the Developing Country

Belli Nasution[1], Anuar Rasyid[2], Suyanto[3], Tito Handoko[4], Dodi Suryana[5]

Abstract

Communication conflict can occur when there are misunderstandings between parties, particularly when language or cultural differences are involved. If the conflict is not effectively managed, the impact on the government's image could lead to ongoing tensions and mistrust. On the other hand, if the government can manage and resolve this effectively, it could increase trust and support from the public. The research objectives were to analyze the conflict communication between the government and the community on moving products in the developing country. This study's research method used descriptive qualitative to analyze the impact of the cross-border communication conflict on the government's image. Data collection was carried out through interviews and observations. The informant investigated were ten people. The results showed the conflict between the government and the community in the trade flows of the Meranti archipelago country, communication of conflicts between the government internally and externally, and the community in the flow of goods across countries in the Meranti Islands Regency. The government hopes its citizens to obey the law by creating a tertiary flow of goods from abroad. Moreover, the image of the central government for assistance or making regulations regarding the flow of goods Cross-Border could be better.

Keywords: *Conflict Communication, Cross-Border, Government's Image, Impact, Meranti Islands Regency.*

Introduction

The Communication of goods conflicts in Meranti Islands district tends to be ignored. Many academics and practitioners believe that there will be problems that arise in the boundaries between the community and the government (state). This understanding seems to be based on the assumption that the Meranti Islands have the ability to serve as a market provider, particularly in economically important areas like Singapore, Malaysia, Karimmun, Meranti, Batam, Siak, and Pekanbaru.

At the same time, many experts see the conflict in the Meranti Islands as too acute that it is difficult to resolve it in a partial system (Dai, 2022; Odiwo, 2022), namely by resolving each conflict individually and by region. However, at the same time the territory. On the eastern coast of the Indonesian island of Sumatra sits the district of the Meranti Islands, which counts as a developing country. This gives meranti islands a highly strategic position because they are in the busiest international shipping area in the world, the Malaka strait that divides Malaysia directly and lies on two sets of economic growth, namely Malaysia- Singapore (IMS-GT) and the IMT-GT, or the Indonesia-Malaysia-Thailand Growth Triangle (D'warte, 2019). Merbau, Padang, Rangsang, and Tebing Tinggi are the four large islands that make up the meranti islands' region. The Free Trade Zone growing area (FTZ) of the island province of Riau also creates a hinterland in the Meranti islands region. As a result, the Meranti islands area has the ability to serve as a provider of market demands throughout the region, particularly in economic hubs like Malaysia, Singapore, the Karimmunes, Batam, Meranti, Siak, and Pekanbaru.

Meranti Islands Regency is a new regency, the division of the Regency the Meranti Islands were formed based on Law No. 12 of 2009 with a total area of area 5,526.17 km2 which consists of

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[1] Department of Communication Studies, Riau University, Indonesia, Email: belli.nasution@lecturer.unri.ac.id/bellinasution4@gmail.com, (Corresponding Author), Contact details: Kampus Bina Widya KM. 12,5, Simpang Baru, Kec. Tampan, Pekanbaru City, Riau 28293
[2] Department of Communication Studies, Riau University, Indonesia.
[3] Department of Communication Studies, Riau University, Indonesia
[4] Department of Public Administration.
[5] Department of Guidance and Counseling, Universitas Pendidikan Indonesia, Indonesia

a region area of 3,707.84 km2 and the ocean area is 1,818.33 km2. Meranti Islands Regency consists of 9 (nine) Districts, namely Tebing Tinggi, West Tebing Tinggi and East Tebing Tinggi which located in Tebing Tinggi Island; Merbau and Tasik Putri Puyuh which located in Padang island; Rangsang, West Rangsang and Rangsang Pesisir which located in 2 Rangsang island; and Merbabu Island (Achmad et al., 2022)

However, during the last 10 years, the awareness of understanding the conditions of the meranti islands to understand the communication of transnational goods conflicts across countries has increased, many academics and researchers argue. How are border concepts understood by border peoples, as those directly involved with border issues. What road can be pursued to combine border concepts with local people, the problem arises because of some conditions within the region between the people and the state organizer (Savelli, 2019).

The conflict between government institutions and people in the cross-country Meranti islands district is particularly intriguing. The number of cases and ferocity of this conflict increases as the meranti islands become independent (scattered from the Bengkalis). Research relating to the conflict of transportation of foreign goods (Ismandianto et al., 2020) showing the communicator in consumer cases currently comprises the navy, customs, and naval military police are three government institutions. Regulations serve as communicators for government messaging (Hassin, 2019). Their use of the interface channels has an immediate impact on the neighborhood. A dispute with the kind of a power dispute is that governments force their citizens to abide by the law to realize the flow of goods from overseas (Chin, 2020).

Communication in conflict on transnational goods across the country is expected to impact people's purchasing power and trust in the government (Farrugia, 2020; Mehellou, 2019). Based on the impact of government consumption and trust issuance, governments with parties are expected to consider and evaluate practical solutions (Suwanda & Suryana, 2021). The solution that has been done is right to create a sense of justice, safety in society. The result of this study is expected to be a reference to resolving cross - country meranti - travel conflict, hence the authors are interested in examining the impact of cross-country cross-freight communication conflict on the government's image in the Meranti islands.

Apart from the fact of awareness of the impact of cross-country communication conflicts, this research is to explore. As the most important feature of conflict is a type of human interaction, conflicts are particularly occured by the behaviors of the parties reactions one another, verbally and nonverbally (Hellmuth, 2022). It is expected how individual's communication in facing conflict has affects the image of themselves, including the government (Arendt et al., 2020).

Based on the problems and phenomena described above, it can be formulated as "How is the impact of communication on current travel conflicts" cross-border goods on people's purchasing power and the government's image in the Regency Meranti Islands?". Specifically, the aims and objectives of this research are to:

Analyzing the communication components of the conflict of the cross-border flow of goods on the purchasing power of the people in the Meranti Islands Regency.

Analyzing the impact of conflict communication on the flow of goods across countries on the purchasing power of the people in the Meranti Islands Regency.

Analyzing the impact of conflict communication on the flow of goods across countries on the image of the government in the Meranti Islands Regency.

The structure of this paper is as follow. Section 2 reviews the relevant literature based on three views: traditional, human relation, and interaction. Section 3 analyses the methodology that has

been used to conduct this research such as the research design, population and sample, data collecting instrument, and data analysis. Section 4 shows findings of this research, divided by general description of research location and communication components. Section 5 discussed conflict communication that appeared and how the conflict impacts government's image. To conclude this research, section 6 summarizes and gathered the results, along with the recommendation for further research.

Literature Review

That conflict is referred to as *the conflict paradox*, namely that views from the side of conflict are considered to improve group performance, but on the other hand most groups and organizations try to minimize conflict, this view is divided into three parts, including: 1) the traditional view, 2) the human relations view, and 3) the interaction view (Blumer, 2018; Leuchtmann, 2019).

Traditional View

This view states that conflict is a bad thing, something negative, detrimental and must be avoided. Conflict is synonymous with the terms violence, destruction and irrationality. This conflict is a dysfunctional result of poor communication, lack of trust, openness, among people and the failure of stakeholders to be responsive to the needs and aspirations of peoples (Ahmad, 2022) This view also thinks that all conflicts have to be prevented (Rückheim, 2019).

The Human Relation View

This view states that conflict is considered as an event that naturally occurs in groups or nations. Conflict is considered as something that cannot be avoided because within a group or nations, there are bound to be differences in views or opinions between peoples, therefore, conflict must be used as something that is useful in order to encourage the improvement of humanity (Haque, 2019). In other words, conflict must be used as a motivation to innovate or change within a group or nations (Richards, 2019).

The Interaction View

The interaction view states that conflict is inevitable and even necessary (Dunham, 2022). This view tends to encourage a group or nations to cause conflict. This is because a nation that is cooperative, calm, peaceful, and harmonious tends to be static, apathetic, not aspirational and not innovative (Piepenbrink, 2020). Therefore, according to this view, conflict needs to be maintained at a minimum level on an ongoing basis so that each people in the nations remains enthusiastic, self-critical and creative (Aggarwal, 2020).

Conflict occurs because of the interaction called communication. If we want to know the conflict, we have to know the ability and behavior of communication (Janke, 2019). All conflict contains communication, but not all conflict stems from poor communication. According to (Safianov, 2021), if communication is a transaction process that seeks to bring together individual differences to find common meanings, then there must be conflict in that process. Conflict is not only expressed verbally but also expressed non-verbally which expresses conflict (Igreja, 2019; Linkevičiūtė, 2020).

Conflict is not always identified as a fistfight between two warring parties, but is also identified as a cold war between the two parties or nations because it is not expressed directly through words that contain anger (Zhang, 2022). Nevertheless, conflict does not always have a bad connotation but can be a source of positive experiences (Niam, 2021; Valitova, 2021). It is intended that conflict can be a means of learning in managing a group or nation (Adair, 2019). Conflict does not always have a bad impact, but also provides lessons, wisdom, and positive effects behind the conflict between the parties involved as long as it is managed correctly (Jeffries, 2019).

Methodology

Research Design

Research is conducted using a descriptive qualitative methodology. Qualitative techniques for analyzing field data collected from interviews and outdoor observation. The study was conducted between April and October 2022.

Qualitative approach to the study method cases with a single embedded case study design. The case study method is used because it will investigate, analyze, and understand the phenomenon in depth in the context of the real or real world, research design is needed in a study because it has to avoid situations where evidence obtained from the field is not answer research questions, so that the research design has relevance.

with what will be studied, what data is relevant, what data collected, and how to analyze it. In research In this case, the research design used is an embedded single-case study, where embedded single-case study is used in research when the context and only one phenomenon or case is studied, but has more than one unit analysis by the central case under study. Participants in this study were determined students using purposive sampling technique with extreme case sampling type (Handoko et al., 2021; SUWANDA & SURYANA, 2021)

Population and Sample

This research was conducted on the community and government in the Meranti Islands Regency. The community consisting of 3 traders and 3 crew members (ABK) were the subject of research, and the government consisted of the Regent, the Head of the Industry and Trade Service, Customs and Excise, Water Police, BPOM, totaling 10 people. Meanwhile, the impact of the flow of goods on the people's image and purchasing power is the object of the study.

Data Collecting Instrument

The data collected is in the following stages: (1) Data reduction, namely data analysis that directs, classifies, sharpens and discards unnecessary data. Data about impact of the cross-border communication conflict on the government's image in the Meranti Islands Regency. (2) Presentation. Data, i.e. there is a collection of data that is collected and supports withdrawals. The resulting presentation data can be in the form of text, matrices, graphics, and charts. Data about the impact of the cross-border communication conflict on the government's image in the Meranti Islands Regency presented in tabular form for further analysis. (3) Conclusion withdrawal, namely the results obtained can be used for take action. The results obtained are in the form of impact of the cross-border communication conflict on the government's image in the Meranti Islands Regency.

The collection of data used in this research is interview, observation, audiovisual, and documents such as worksheets or frameworks and daily journal. Interviews on a qualitative approach need to use open-ended questions so participants can express opinions and his feelings correspond to his own experience without being limited by perspective researchers and find previous research (Cardenas, 2019). In this research, The interview was conducted using the one-on-one interview type submission of questions and record of answers from only one participant in one research time with the consideration that participants can commit violence opinions, feelings, and ideas more comfortably without a doubt. The stages in collecting data in this study are manufacturing Participants' confidentiality is guaranteed through informed consent, manufacture interview protocol to make it easier to find out what information is needed to answer the formulation of the problem and in accordance with the objectives of research, manufacture observation protocol in order to find out what will be observed so far field and
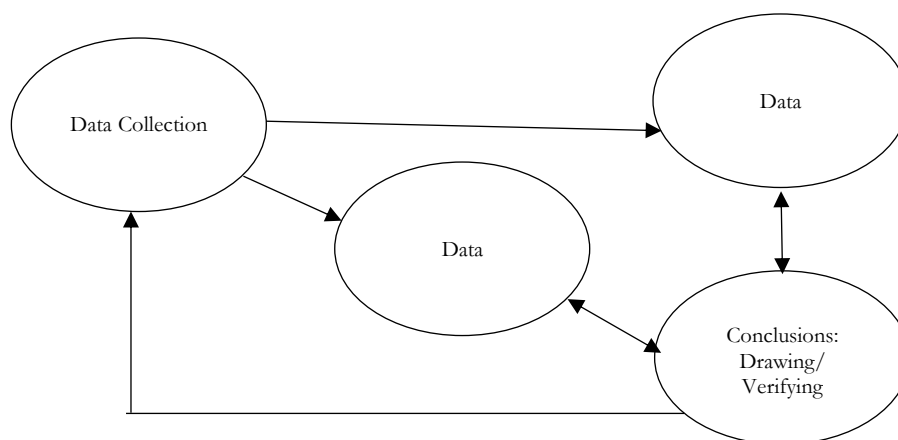
make it easier to see what behavior needs to be observed while in the field, making a document check list with the aim of knowing What documents are needed in the research (Casasola, 2022; Iskandarsyah et al., 2021).

Data Analysis

Qualitative analysis in this study was used to deepen the results and Discussion of research objectives. Qualitative analysis is also used to explain the data primary and secondary data obtained in the field.

The model used in analyzing the data is the interactive model of Huberman and Miles. This model mentions the interactive nature between data collectives or data collections data collection with data analysis. The data analysis in question is data reduction, presentation of data and verification or drawing of conclusions. Data reduction is managing data in the form of analysis that sharpens, categorizes and directs. By organizing data, it can be easily presented or presented the necessary data submitted in an inductive way can thus conclusions/verification in analyzing research data (Creswell & Guetterman, 2019).

Figure 1. Miles and Huberman Interaction Model

If we relate to the problem, the researcher will collect data from respondents (Data Collecting), then the data is processed and organized (Data Reduction) which data can we display which ones do not need to be displayed. After that, the data can be used to create a picture so that in the end we get a conclusion as a result of the research.

Findings

General Description of Research Location

Meranti Islands Regency consists of four large islands, namely Merbau, Padang, Stimulus, and High Cliffs. Meranti Islands Regency is also a hinterland from the Free Trade Zone (FTZ) growth area of the Riau Islands Province (Heriyanto et al., 2021). Thus, the Meranti Islands Regency has the potential to play a role in serving as a provider for various market demands in the neighborhood, particularly in economic hubs like Malaysia, Singapore, Karimun, Batam, the Meranti Islands, Siak, and Pekanbaru. Meranti Islands Regency is a new regency, the division of the Regency The Meranti Islands were formed based on Law No. 12 of 2009 with a total area of area 5,526.17 km2 which consists of a region of land 3,707.84 km2 and the ocean area is 1,818.33 km2. Meranti Islands Regency consists of 9 (nine) Districts.

Geographically, Meranti Islands Regency is located at 010 39'33" – 010 25'08" North Latitude and 1020 10'29" – 1030 16'43" East Longitude. Based on limitations administratively, the Meranti Islands Regency currently has boundaries as follows (a) To the north, it is bordered by the Malacca Strait and the Archipelago Regency Meranti; (b) In the south, it is bordered by Siak Regency and Kepulauan Regency Meranti; (d) In the west, it is bordered by Siak Regency and Kepulauan Regency Meranti; (d) In the east, it is bordered by the Pinang Masak Strait and the Regency of North Sumatra Karimun.

Communication Components of Conflicts of Cross-Country Flow of Goods against the People's Purchasing Power in the Meranti Islands Regency

Cross-country movement of good in the Meranti Islan Regency already exists hundreds of years ago. As a result of the people from the Meranti Islands Regency have made a culture out of this. Later, among the people of the District The Meranti Islands have emotional and familial relationships and kinship with Malaysia, namely Johor. Goods that agricultural commodities predominate in the exchange of goods. Meranti's Archipelago Regency sold agricultural products to Malaysia. The revenues from the sale of these agricultural products are used to repurchase these items from Malaysia for everyday requirements.

The inhabitants of Meranti Islands Regency do so for a number of reasons make purchases out of daily necessities from Malaysia; including proximity, affordability, quality, variety, and cultural or personal preferences. Divides it into three, namely: communicator ethos, credibility communicators, and effectiveness of communicators (García, 2021; Rückheim, 2019).

Communicator

The party in charge of providing goods flow permits is the government. Customs, the Water Police, and the Navy make up the government that serves as a communicator. The state of the population or society must be understood by the government. The flow entrance process for commodities is not handled by the Food and Drug Supervisory Agency (BPOM). The government is the party responsible for providing flow permits goods. The Food and Drug Supervisory Agency (BPOM) is involved when goods already on the market (Huang, 2019).

This is in accordance with the theory put forward by Aristotle (Baron et al., 2014; Mehellou, 2019; Yusnaini et al., 2020) that character communicator as an ethos consisting of good thoughts (good sense), good morals (good moral character) and good intentions (good will). Hovland and Weiss (Gascón, 2021; Savelli, 2019; Thakur, 2020) mentions this ethos credibility which consists of two elements, expertise (expertise) and can be trusted (trustworthiness). There are at least three characteristics of communicators that need to

be considered, namely: 1) Credibility (credibility); 2) Source attractiveness (attractiveness); and 3) Power (Koochel, 2020)

Message

Conflict arises because the government is still ineffective and inefficient at communicating with the populace. With the intelligent distribution of goods to society, the government conveys a message of blessing (Evstratova et al., 2019). Message delivery is simple comprehensible, and remember that the target audience for the message is the neighborhood. telling that Conflict arises when the community feels that the applicable rules are currently out of step with the circumstances in the neighborhood (Lestari, 2019). County Community Meranti Islands believes that everyday essentials are scarce in Indonesia and expensive there, thus they must purchase their things in Malaysia.

The government in conveying the message is not in accordance with the community. which claims that a communication is successful if the following criteria are met: (1) the communicant understands the message given; (2) the communicant behaves and behaves in the manner requested by the communicator; and (3) the components are compatible. (Hamidi, 2020; Haque, 2019). stated that information material that is in line with needs, clear and understandable to the recipient, trustworthy, and attractiveness is information that is of high quality. (Hasim, 2023; Haslett, 2022). In addition, contend that there are five factors related to message quality that the recipient can take into consideration. These factors are: (1) message appropriate or relevant to the recipient's needs; (2) there is a novelty in the message material; (3) can be reliable; (4) easy to understand; and (5) can solve user problems (Fitriani et al., 2023; Gladkiy, 2023).

Communication Channel

Communication channel is a tool used by message sources in communication convey a message from the message's sender to the message's recipient. With a variety of communication channels that can be employed depending on the information conveyed, this channel is thought of as a way of transmitting information from the source to the recipient (Friston, 2015; Litvishko, 2023).

Communicate

The communicant or receiver is the communication sent to the target party by the communicator. Other names for the phrase "receiver" include "audience," "target," "reader," "listener," "viewer," "audience," or "communicate." (Farrugia, 2020). The receiver message heavily influences whether a communication procedure is successful or unsuccessful. Recipients of messages in Public, group, and individual communication are all possible. To ensure that the communication process goes well and that the intended messages are delivered, it is the responsibility of the communicator to identify the audience before the communication process begins (Ellis, 2019). The physical and psychological traits that make the message recipient special are present in them. The receipt, interpretation, and appraisal of the message will be influenced by the recipient's physical and psychological qualities. (D'warte, 2019; Dunham, 2022; Ehrenreich, 2022). The characteristics of the recipient of the message are demographic, psychological, and behavioral characteristics of receivers (Dilmé, 2022). The communicant in this conflict communication is the community, which consists of entrepreneurs (Cardoso et al., 2020), goods collectors, goods sellers and the community in Meranti Archipelago Regency.

Consequence/Effect/Influence

The difficulty of getting cheap goods that come from foreign goods is Malaysia country. Local items are given to people at greater costs. The people's low purchasing power makes it difficult to buy local goods. People who are involved in the flow of commodities to Malaysians are affected by the communication impact because they are reluctant to transport items from Indonesia to Malaysia and vice versa. The population is not given a sense of security and comfort by the government, in this case by the officials who are directly involved with the movement of commodities. Otherwise, the Malaysian government would not be so concerned with foreigners using its waterways. (Arendt et al., 2020).

Feedback

The conflict that occurs is a response or piece of feedback from the public. Feedback, feedback, feedback—all of which are comments made by the message's recipient or communicator. Communication in Conflict If unregulated, what occurs between the government and the community might have negative effects. (Casanova, 2019). Feedback from ongoing communications will be fatal, the existing society at the border will choose to be a Malaysian citizen rather than being a citizen Indonesian country.

Discussion

Conflict Communications between Government and People on the Cross-Country District of Meranti Islands

Governments that serve as communicators are made up of customs, water and naval police. Governments should be aware of the condition of the populace. In the context of cross-border trade, the director of Meranti decided to explain communications from the government involved in the conflict as is the conflict between the government and the people, which tends to conflict between those who engage in trade activities and the officers in the quotes are certain agencies. Communities with the navy, people with water police, individuals with customs officers.

The pungent is massive, and this is very troubling to the public. This supports Aristotle's idea that excellent sense (good moral character) and good character (good will) make up the character communicator as an ethos. This ethos a ethos consisting of two elements, skill and trustworthiness. At least There are three characteristics of communicator to consider: 1) credibility; 2) attractiactiveness; 3) power (Kc, 2023)(Hamidi, 2020)(Huang, 2019, 2022). Strenght is the confidence a communicator must have if he is to influence others (Nasreddine, 2022). According to (Supu et al., 2023; Susanti et al., 2022) The ability to compel compliance is what defines power. Subjection develops from communicator to communicator, just like with credibility and attractions. Governments communicate messages relegated to communities with streams of goods wisely (Rückheim, 2019).

The government does not deliver messages according to society. (Malik, 2021) who said that communication is effective communication occurs when: (1) the intended message is comprehended by communion; (2) communion acts and acts in the manner desired by the communicator; and (3) there are components to be compatible (Konkes, 2021) claim that the quality of information is information materials that fit the need, obviously and can be understood by the recipient, trustworthy and attractive (Shifaw, 2022; Shih, 2021; Shin, 2022).

According to Rogers (Millner et al., 2019), there are two types of communication channels that can convey messages on agricultural development or agricultural information, namely mass media channels and interpersonal channels. The same thing was stated by (Supu et al., 2023). Personal communication channels (personal channels) and non-personal communication channels (non-personal channels), often known as communication channels through mass media, are the two main ways to spread messages in society. Meanwhile (Zikargae, 2022; Zoonen, 2020) divides communication media into four groups. The four media groups or channels are: interpersonal media, group media, public media and mass media (Arno, 2019).

According to (Willox, 2023; Wood, 2020) several typologies of communication channels, including: (1) Interpersonal channels, namely face-to-face communication with family, neighbors / friends, traders of agricultural equipment, and extension workers. (2) Mass media channels, namely in printed and electronic forms. Printed are: rural newspapers, magazines, brochures, books, posters. Electronics are radio, television, internet. Mass media channels have the potential to spread information quickly.

Some of the findings are channel-related, (Lim, 2021) analyzed the communication of CSR programs carried out by 100 information technology (IT) companies in India on their corporate websites, with an analysis focus on the dimensions of excellence in communication, information, and presentation styles (Konkes, 2021)(Fitriani et al., 2023).

Malaysia presents a challenge when trying to find inexpensive things made abroad. Local commodities are provided to the community at greater costs. Purchasing locally produced goods is challenging due to low purchasing power. The communication expert explains that the effect / effect / influence is the result that occurs on the recipient / communicant. The final effect or result of a communication is the attitude and behavior of the individual, according to or not according to what the communicator wants. If the attitudes and behavior of the individual are appropriate, then communication can be said to be successful, and otherwise (Cangara, 2019b).

The conflict that occurs is a comments from the locals. feedback, namely the communicator's or recipient's comments on the message they have received. Communication If conflicts between the government and the community are allowed to continue, they could have negative effects. The people on the border will opt to become Malaysian citizens rather than Indonesian citizens, which will be a highly devastating long-term communication feedback.

The explanation relating to the documentation of the implementation of the flow of goods is contained in the Government Regulation of the Republic of Indonesia Number 34 of 2019 (PP No 34 of 2019) consisting of 17 Articles. Feedback is a form of influence that comes from the recipient (Arnold, 2020). However, actually feedback also comes from other elements such as messages and media, even though the message has not yet reached the recipient (Talabi, 2022). Communication by the government to society is linear. Laws governing the movement of goods in one way are messages from the government. These laws were not developed with input from the community. A message is sent from the sender to the recipient via a one-way action or linear process known as (source-oriented communication)

(Kolenova, 2019) collects according to Hovland, communication is a technique that enables a person (the communicator) to transmit stimuli (often a verbal sign) to affect the behavior of others. Answering the questions "Who says what channel to whom with what effect" (communication is who says what to whom through the media that has a specific effect) is, in Lasswell's opinion, a useful approach to understand communication) (Christensen, 2023). Communication of conflict that occur there are structural problems about the movement of products between the government and the community. Structural conflict is a conflict caused by structural injustice in control, ownership, power, authority or geographic separation. The government is dominant in regulating and having the authority to inspect goods entering Malaysia to the Meranti Islands. The use of force (coercion) in disputes between the government and the community is the method. Force: sometimes known as coercion, is the anticipation of interests. In an effort to establish order, the government imposes laws on its people (Jeffries, 2019).

Communication conflicts that occur between the government and the community regarding the flow of goods are structural conflicts. Structural conflict is a conflict caused by structural injustice in control, ownership, power, authority or geographic separation. The government is dominant in regulating and having the authority to inspect goods entering Malaysia to the Meranti Islands Regency. The approach to conflict that occurs between the government and the community is a force approach (coercion). Force: is coercio coercion means expectations and interests. the government forces its citizens to obey the law to create (Jeffries, 2019).

The right solution is to mediate between the government and the community. Mediation, namely there is a third party, the mediator only facilitates the settlement process but cannot force a resolution on the disputing parties. The Regent of Meranti Islands believes that his party is willing to mediate the conflict between the central government consisting of Customs, Marine Police and Navy and the community. There is communication between stakeholders, therefore it is necessary to analyze it with a stakeholder analysis. Stakeholders in a corporate organization can be classified into three groups, namely internal, interface, and external. Internal stakeholders are those who work entirely within administrative boundaries, for example company leaders, commissioners, directors, managers, employees, administrative staff, finance staff, etc. The positions, roles, influences and interests of actors who influence policies for sustainable mining in forest areas were carried out using stakeholder analysis developed by (Rhein, 2022)

According to Hovland, communication is a technique that enables one person (the communicator) to

transmit stimuli (often a verbal sign) to other people (the communicated), changing their behavior (Hamidi, 2020). Answering the questions "Who says what channel to whom with what effect" (communication is who says what to whom through the media that has a specific effect) is, in Lasswell's opinion, a useful approach to understand communication (Hamidi, 2020). A force technique (coercion) is used to resolve conflicts that arise between the government and the community. Coercion, or force, refers to expectations and interests. To establish order, the government requires its population to abide by the law. (Martínez, 2022).

The Impact of the Cross-Border Communication Conflict on The Government's Image in The Meranti Islands Regency

The Meranti Islanders have used a barter system for trading, which is known as the barter trade agreement, which governs the relationship between the Meranti Islands and Malaysia. Due to this arrangement, which has been passed down from generation to generation, the economy of the people of the Meranti Islands is quite strong. In this case, sailing to Malaysia only requires two to three days.

In general, the image of the central government regulating or making regulations regarding the flow of goods across countries is not good. This can be seen from the complaints of the public regarding the regulations that are applied to them regarding the outflow of goods. Furthermore, in general, the image of the local government where the cross-country flow of goods regulations is implemented is somewhat positive. This can be seen from the answers of the community stating that they are still given a place to do their business. In line with the research on the influence of the news value variable on the positive image of the government, it was found that there was an effect of news value on the positive image of the government by 76.3%. While the remaining 23.7% is influenced by other variables not included in this study.

Conclusion & Recommendation

This research found communication of conflicts between the government internally and externally as well as the community in the flow of goods across countries in the Meranti Islands Regency can be seen from the aspect: communicators in the case of the flow of goods consist of three government agencies, customs, navy and water police. Regulation is a message that the government carries out as a communicator.

Generally, the image of the central government regulating or making regulations regarding the flow of goods across countries is not good. This can be seen from the public's complaints regarding the regulations that are applied to them regarding the outflow of goods. Furthermore, in general the image of the local government where the cross-country flow of goods regulations is implemented is somewhat positive. This can be seen from the answers of the community stating that they are still given a place to do their business.

Some limitations were obtained since there is no dialogue with the government about the issue. It is expected that there is a conversation with the government in order to encourage them reviews and evaluate current regulation toward cross-border goods trade activity. The island where this paper is being analyzed is also just a part of this developing country, where it will be better to broaden the sample scope. These limitations must be noted for future research, since cross-border goods trade activities can be analyzed with various aspects and larger sample, even outside communication conflict.

Based on the results of the conclusions that have been submitted, the researchers provide suggestions as follows (1) There needs to be a dialogue between the central government in the regions and the community to get a win-win solution. Local government of the Archipelago Regency Meranti can mediate between the central state apparatus and the community. This matter is expected to resolve conflicts between central officials on duty at the Meranti Islands Regency and the local community. Resolved conflict properly will have an impact on a positive image of the government; (2) The government makes it easier for people to get their needs, provide facilities for their various businesses.

The community will improve the government's image in the eyes of the community; (3) The central government reviews or evaluates regulations that have been implemented in favor of the people. then the local government makes regulations strengthen the central government regulations to facilitate community in carrying out cross-border goods trading activities.

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