

## Socialization of Research and Research Implementation Strategies to Regional Officials in Simalungun Regency, North Sumatra

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### Article Info

#### Article history:

Received February 1, 2025

Revised March 16, 2025

Accepted April 9, 2025

#### Keywords:

Regional Apparatus

Research

Socialization

Strategy

### ABSTRACT

The purpose of this socialization is to support and provide technical guidance to regional apparatus in Simalungun Regency, North Sumatra in supporting the implementation of problem-based research so that research can be created that can encourage the emergence of innovations that can be useful for the community, nation and state, especially in Simalungun Regency. This socialization also aims to increase the understanding of regional apparatus about the importance of problem-based research in the development of public policies. The method of implementing this socialization activity is in the form of a lecture method using PowerPoint on how to develop research that leads to research and innovation. This socialization event was held on Monday, November 18, 2024 at the Agave Hotel, Jl. Pematang Siantar – Saribudolok, Panombeian Panei District, Simalungun Regency. The result of this socialization is that with a better understanding, it is hoped that closer cooperation can be established between the local government and researchers in identifying and solving problems in Simalungun Regency. In addition, this activity is expected to encourage the creation of a sustainable research culture in the local government environment and increase the capacity of participants in designing and implementing research relevant to regional development needs. Through the presentation of concrete examples and interactive discussions, participants are expected to develop innovative ideas that can be implemented in the local context. Furthermore, this event is also a forum to build networks between researchers, practitioners, and policy makers, which can facilitate cross-sector collaboration in the development of research and innovation in Simalungun Regency.

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**INTRODUCTION**

The research background is the main foundation in designing research and research socialization strategies for regional apparatus in Simalungun Regency, North Sumatra. In the background of the research, the problems faced, the potential they have, and the urgency of the development of research and research in the area will be explained. In addition, the research background will also show the positive impact that can be obtained through the involvement of regional apparatus in supporting research and research at the local level (Febrian et al., 2023; Sianipar et al., 2023).

The basic concept of research and research socialization involves efforts to communicate the importance of scientific research to various related parties, including regional apparatus in Simalungun Regency, North Sumatra. This socialization aims to comprehensively explain the objectives, benefits, and strategies for implementing research and research. Priyono (2021) stated that socialization can also include efforts to increase understanding of the research and research process, so that regional apparatus can be more actively involved in the development of science and technology in the region (Dian et al., 2024).

Research and research refer to systematic activities carried out to find solutions to certain problems or to gain a deeper understanding of a phenomenon. Scientific research aims to produce new knowledge that can be used to improve people's welfare conditions, advance technology, and make a real contribution to the development of science. The research and research process includes planning, data collection, analysis, and drawing conclusions based on the findings obtained from the results of the study (Aidhi et al., 2023).

The importance of socialization of the implementation of research and research development in Simalungun district, North Sumatra Province can be carried out well, it must be rooted or oriented from problems that exist in Simalungun district such as stunting problems, realizing sustainable tourism, MSME business development, and infectious diseases. To achieve this goal, there needs to be close collaboration between local governments, academics, and local communities in identifying and prioritizing the most pressing issues. In addition, it is important to build adequate research infrastructure and provide sufficient financial support to ensure the sustainability of research efforts in Simalungun Regency. With a targeted and systematic approach, the results of the research are expected to provide concrete solutions and have a direct impact on improving the quality of life of the local community. Effective socialization can be done through a variety of communication channels, including social media, community meetings, and interactive workshops. A participatory approach in the research process is also important to ensure that the community feels involved and has a sense of ownership of the research projects being carried out. In addition, it is important to develop feedback mechanisms that allow research results to be communicated back to the community and other stakeholders, so that they can be directly implemented in regional development policies and programs. Collaboration between researchers, local governments, and local communities can strengthen the relevance and impact of the research conducted. The establishment of a research center or innovation incubator in Simalungun Regency can be a catalyst to attract research talent and encourage the development of locally-based solutions. Training and capacity building for local researchers is also important to ensure the long-term sustainability of research efforts.

**IMPLEMENTATION METHOD**

The method of implementing this community service activity is by the lecture method in the form of socialization to the participants who are representatives of the regional apparatus in Simalungun Regency. Participants who participated in this socialization activity were coordinators representing each regional apparatus in Simalungun district. The socialization activity was held on Monday, November 18, 2024 at the Agave Hotel, Jl. Pematang Siantar – Saribudolok, Panombeian Panei district, Simalungun Regency. The activity began with the moderator who brought the event and continued with a series of activities such as singing the Indonesian national anthem, Indonesia Raya. Then it was continued with a speech from the Regional Secretary of Simalungun Regency. After that, the event began with a resource person from academia, Prof. Dr. Herman, S.Pd., M.Pd., Professor from HKBP Nommensen Pematangsiantar University. The presentation was delivered by the lecture method using PowerPoint starting by explaining that the development of research can be started from research that can be oriented from several hot issues that are happening in Simalungun district, North Sumatra Province such as suboptimal human resource development, lack of optimal

governance, suboptimal industrial and tourism development, declining environmental quality (degradation) and including problems stunting. After the socialization presentation, the activity continued with a question and answer session guided by the moderator.

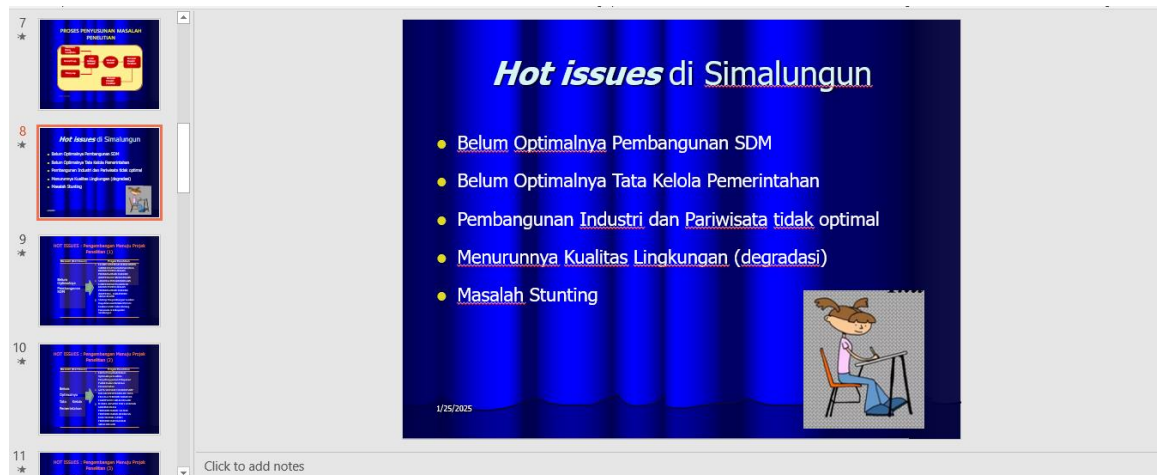


Figure 1. Some of the problems faced in Simalungun district



Figure 2. Presentation of socialization activity material by resource persons

## RESULTS AND DISCUSSION

### 1. The Role of Regional Apparatus in Research and Research Development

The role of regional apparatus is very important in the development of research and research because they are the ones who have a deep understanding of the local conditions and needs of the community in Simalungun Regency. Their involvement helps ensure that the research and research conducted can provide relevant solutions and have a direct impact on regional development. In addition, regional apparatus also has easier access to coordinate with various related parties at the local level, so that it can facilitate the implementation of research results more effectively.

The involvement of the regional apparatus is vital in efforts to develop research and research in Simalungun Regency. They have a comprehensive knowledge of local needs and potentials at the regional level, so they can be an effective liaison between researchers, academics, and the community. With their involvement, research and research will be more directed and have a direct impact on regional development. In addition, the participation of regional apparatus also creates a sense of belonging in research and research efforts, so that continuity and sustainability are created in the application of the resulting solutions.

## 2. Effective Socialization Methods

An effective socialization method involves the use of appropriate media to reach regional apparatus in Simalungun Regency. A hands-on approach such as face-to-face meetings can be an effective method of personally conveying information to relevant stakeholders. In addition, the use of online media such as email, websites, and social media is also important to reach a wider audience. The use of print media such as brochures and leaflets should also not be ignored in maximum socialization efforts (Kurniaty et al., 2021; Nurva & Maharani, 2023)

In choosing the right socialization medium, it is important to consider the characteristics of the target audience and their communication preferences. For example, for regional apparatus that prefers formal communication, the use of official letters or written documents may be more effective. Meanwhile, for a younger generation or those who are more familiar with technology, social media and short messages may be more appropriate (Wilantara & Misnan, 2023). In addition, the combination of various media such as seminars, workshops, and online campaigns can ensure that socialization messages can be received by various groups (Ramadiansyah and Pratiwi, 2024).

## 3. Stakeholders in Research and Research Socialization

Important stakeholders in the socialization of research and research in Simalungun Regency are academics and researchers who have knowledge and skills in their fields. They act as resource persons and supervisors in socialization activities, providing a deep understanding of the importance of research and research and how to carry it out. In addition, academics and researchers also have high credibility in the eyes of regional officials, so the message conveyed will be more well received (Siregar et al., 2021). Their involvement in the socialization process will have a positive impact and strengthen the commitment of the regional apparatus to support the development of research and research in the Simalungun Regency area (Pulungan et al., 2024).

## 4. The Role of Academics and Researchers

The role of academics and researchers is very vital in the socialization of research and research to regional apparatus in Simalungun Regency. They are expected to provide an in-depth understanding of the methodology, benefits, and implementation of research and research to regional apparatus. With their experience and knowledge, academics and researchers can provide accurate views and critical analysis of the issues faced by the regional apparatus. In addition, they can also assist in formulating strategies and concrete measures to overcome any obstacles that may arise in the development of research and research. Thus, the role of academics and researchers is very important in ensuring the success of research and research socialization to regional apparatus.

## 5. Effective Communication Strategy

In an effort to increase the effectiveness of research and research socialization to regional apparatus in Simalungun Regency, North Sumatra, an appropriate communication strategy is needed. This includes the selection of communication methods that are relevant to the needs and characteristics of regional apparatus. Communication strategies must also be able to reach stakeholders effectively, so that information about research and research can be conveyed well and have a significant impact.

Clear and open communication is the main foundation in carrying out research and research socialization to regional apparatus. The information conveyed must be clear, accurate, and understandable by the recipients of the information. In addition, honesty and transparency in communication are also very important to build trust between the implementation of socialization and regional officials. With clear and open communication, it is hoped that regional officials can understand the importance of research and research and be actively involved in the development of research in their regions.

## 6. The Importance of Inter-Institutional Cooperation

In the context of socialization of research and research to regional apparatus, the importance of cooperation between institutions cannot be ignored. Cooperation between institutions will allow the creation of a collaborative and supportive work environment, so that various socialization activities can run more effectively. In addition, through this collaboration, related institutions can also provide mutual support in terms of resources and identify potential collaborations in the development of research and research, thereby increasing the effectiveness of the overall socialization.

## CONCLUSION

In this study, it can be concluded that the socialization of research and research to regional apparatus in Simalungun Regency, North Sumatra is very important to improve the development and application of science and technology in the community. Therefore, an active role is needed from all relevant parties, including local governments, academics, researchers, and the mass media, in socializing the importance of research and research. For this reason, it is recommended that local governments be more proactive in supporting and facilitating this socialization activity, as well as working closely with related parties to achieve these goals.

The findings of this study show that the importance of the involvement of regional apparatus in the development of research and research to increase innovation and development in the regions. The policy implications that can be drawn from these findings are the need for the role of local governments in facilitating research and research socialization activities, both by providing sufficient resources and supporting cooperation between related institutions. Furthermore, a systematic evaluation of the impact of research and research socialization is needed to see the effectiveness of the activities carried out and evaluate the success of the implementation of policies related to research and research in the regions.

## Thank You

Thank you to the Government of Simalungun Regency, North Sumatra Province for the invitation and cooperation so that the socialization of the application of research and research to each regional apparatus can be carried out properly and smoothly.

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