

APPLICATION OF COMMUNICATION IN THE GENERAL FIELD TO IMPROVE THE CLEAN RIVER PROGRAM SERVICE IN THE PUBLIC WORKS AND HOUSING AGENCY OF DENPASAR CITY

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Abstract

This research discusses the implementation of communication in the General Sector of the PUPR Department of Denpasar City in the Clean River Program and the obstacles faced. The research was conducted using a qualitative approach through interviews. The results show that communication involves planning the placement of human resources according to the organizational structure, the use of information technology, and the active participation of human resources, although their abilities still need to be improved. Internal obstacles include complicated bureaucracy, inadequate officer skills, and unplanned employee transfers. External obstacles include technological limitations, use of technical language, and low public understanding of the importance of clean rivers. To overcome these obstacles, it is recommended that training and technical guidance be carried out for employees, optimizing the use of technology, transparency of information, and simplifying bureaucratic communication. This is expected to increase the effectiveness of organizational communication and the smooth running of program services.

Keywords: Clean Rivers, Implementation of Communication, Services

A. INTRODUCTION

In an organization or company, communication is an important role because without communication, organizational activities will not run smoothly. So, with communication within an organization, we can find out each individual's personality, both leaders and employees, who sometimes have different perceptions, desires and needs. So it is necessary for superiors to establish good communication relationships with employees and fellow employees so that employees feel comfortable working and create satisfaction at work. Therefore, according to (Handoko, 2019) communication is a management tool to achieve goals and can create effective cooperation and increase work productivity. According to Muhammad (2017) effective communication is very important for all organizations, therefore organizational leaders and communicators in organizations need to understand and perfect their communication skills. The purpose of communication in organizational processes is none other than to form mutual understanding (mutual understanding).

Good communication by leaders to their subordinates can motivate subordinates to participate more in their work, as well as provide each other with information about things of mutual interest which will increase support to continue working well, so that employees get job satisfaction. According to Millet in Sutarto (2018) that organization is a process of forming for various types of business entities, a framework that will provide a division of activities carried out and for organizing these activities in a framework that shows their level of importance and functional relationships. According to Sutarto (2018) to achieve the goals

that have been set without significant obstacles by improving the appropriate administrative system with all activities as planned and can be carried out as they should. In an organization, establish good relationships in communication which can increase the ability to overcome misunderstandings, so that the vision and mission of an organization or company can be achieved optimally.

The explanation above can be concluded that in an organization, communication is very important in the world of work. In organizations, leaders must be able to communicate the organization's goals to subordinates so that the organization's desires can be achieved. By communicating and interacting, leaders can directly carry out their duties and functions in the organization. The Denpasar City Public Works and Public Housing Service is one of the government agencies in Denpasar City, precisely located at Jalan Gatot Subroto VI J No. 24, Denpasar, Bali, where its activities include communication activities. This research took place at the Public Works and Public Housing Department of Denpasar City, especially in the General Sector in Clean River Program Services, where this section is tasked with dealing with problems related to the existence of rivers and rivers so that they can be well maintained. In connection with these duties and responsibilities, communication plays a very important role in organizational operations. This can be observed by employees who work in the General Sector in Clean River Program Services at PUPR Denpasar City. Researchers observed the behavior of employees, whether staff, cashiers, heads of departments or heads of departments. Sometimes they lack interaction and there is still a gap in communication between superiors and subordinates, such as misunderstandings between employees and superiors, so this affects the effectiveness of information to the public.

Regarding the clean river program, the Denpasar City Government, in this case the Denpasar City PUPR Service, is again holding the Clean River Program (Prokasih) in an effort to control pollution and environmental damage, especially related to river cleanliness. This program, which was last held at the end of 2018, is being held again with the hope of having a positive impact on the development of the city and the lives of its people. In connection with the importance of the clean river program, the following is data on locations regarding the clean river program as follows:

Tabel 1.1 Program Kali Bersih di Kota Denpasar Tahun 2023

No	Subdistrict	Clean Kali Program Locations
1	West Denpasar	a. Tukad Lange in Tegal Harum Village b. Tukad Beling in Dauh Puri Kauh Village c. Tukad Mati or Ceburan in Padangsambian Kaja Village d. Tukad Teba in Pemecutan Kelod Village.
2	North Denpasar	a. Tukad Taman Beji in Ubung Village, b. Tukad Campuhan in Peguyangan Village, c. Tukad Batu Bolong in Dauh Puri Kaja Village, d. Tukad Lungatad in Peguyangan Kangin Village.
3	East Denpasar	a. Tukad Lila Ulangun in Kesiman Village, b. Tukad Terbin in Sumerta Kelod Village, c. Tukad Ulun Carik in Kesiman Kertalangu Village. d. Tukad Campuhan in Penatih Dangin Puri Village.
4	South Denpasar	a. Tukad Ngenjung in Renon Village b. Tukad Loloan in Sanur Kauh Village c. Tukad Grodogan in Pemogan Village

	d. Tukad Tangkas in Pedungan Village.
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Source: Denpasar City PUPR, 2023

Based on Table 1.1, it can be explained that there are 4 rivers in each sub-district in Denpasar City that will be included in the clean river program in 2023. However, of these 16 rivers, not all of the clean river programs can run according to expectations. There are still 5 rivers in Denpasar City that are part of the clean river program in 2023, but implementation is not yet optimal. This condition shows that the clean river program has not run as expected, so a solution needs to be found so that all clean river programs can run optimally.

Considering the importance of this program, the first thing that needs to be done is to carry out communication, both communication between organizers, in this case between employees, and communication between organizers and the communities they serve. The importance of communication causes the Denpasar City Public Works and Public Housing Department to pay attention to the implementation of communication so that services related to the clean river program can run well and according to expectations. However, the implementation of communication in the General Section of the Public Works and Public Housing Department of Denpasar City has not run optimally.

Based on initial observations carried out, it was found that there were phenomena or problems related to communication in the Public Works and Public Housing Department of Denpasar City which could hamper services related to the clean river program in Denpasar City, including internal obstacles such as bureaucracy that was too complicated and rigid due to too many regulations. or regulations cause slow implementation of the clean river program and employee transfers cause new employees to have to adapt to services related to the clean river program and there are external obstacles, namely public awareness about the importance of clean rivers is still lacking.

Based on this background, the author is interested in further research by giving the title: "Application of Communication in the Public Sector in Improving Clean River Program Services in the Public Works and Public Housing Department of Denpasar City"

B. LITERATURE REVIEW

Consep

Implementation

According to Lukman Ali (2011) implementation is putting into practice or pairing. Implementation can also be interpreted as implementation. According to Riant Nugroho (2014), implementation is in principle a method used to achieve the desired goal. According to Usman (2012), application (implementation) boils down to activities, actions, actions, or the existence of mechanisms in a system. Implementation is not just an activity, but an activity that is planned and to achieve activity goals. According to Setiawan (2014), implementation is an expansion of activities that mutually adjust the process of interaction between goals and actions to achieve them and requires a network of implementers and an effective bureaucracy.

Based on these definitions, it can be concluded that the word implementation leads to activities, actions, actions or mechanisms of a system. The phrase mechanism means that application (implementation) is not just an activity, but an activity that is planned and carried out seriously based on certain norm references to achieve the activity's objectives.

Communication

Definition of Communication

According to Mangkunegara (2018), communication is a step in transferring

information, ideas and explanations from one person to another person with the aim of the other person being able to carry out work in accordance with the intended direction. According to Arni (2016), it explains that communication is the exchange of verbal and nonverbal information between the sender and recipient of information to change behavior. Ruliana & Lestari (2019) state that communication is the sum of all the things a person does when he wants to create understanding in another person's mind. It involves a systematic and continuous process of telling, listening, and understanding.

Koesomowidjojo (2021) states that communication is an interaction process for exchanging information with the aim of influencing the attitudes and behavior of other people. Whether through the media or directly through speech, text, images, symbols or certain forms of code, human life cannot be separated from nonverbal and verbal communication. Organization and communication are interrelated and focus on each person achieving the organization's goals. The form of communication can depend on the methods and technology used, the media used, as well as factors that hinder and support communication in the organization.

According to Sutrisno (2017) communication is a concept that has many meanings. The meaning of communication can be divided into: Social Communication Process. This meaning exists in the context of social science. Where social scientists use this method for research, they usually focus on human activity and communication regarding messages and behavior. To be able to communicate well and effectively, we are required to not only understand the process, but also be able to apply our knowledge creatively. Therefore, effective communication can ensure that workers avoid mistakes in the workplace and create good working relationships between leaders and employees to improve employee performance in achieving company goals. Based on the explanation stated above, it can be concluded that communication is the activity of exchanging information from one individual to another. In every exchange of information there are messages received by each individual. Communication must be carried out in order to maintain the continuity and needs of life.

Service

Service in this case is closely related to providing satisfaction to the community, good quality service can also provide good satisfaction to the community, so that customers can feel more aware of their existence by the relevant parties. A simpler definition is an activity carried out by a person or group of people to meet the needs of other people. According to Wibowati (2020) service is an action carried out for other people in accordance with the wishes and expectations to achieve customer satisfaction. Pertiwi (2021) states that service quality is the expected level of excellence. Apart from that, it is also related to control measures over the level of excellence to meet consumer expectations.

Tjiptono (2019) states that service quality is the level of excellence that is expected and control over this excellence is to fulfill customer desires. According to Sa'adah (2018), service quality is also a complex construct, and is most investigated in the marketing discipline. Quality is widely seen as excellence or specialness and can be defined as the delivery of services that are relatively special or superior to customer expectations, meaning that service quality is a long-term consumer perspective and is a cognitive evaluation and service transfer.

Indahingwati (2019) states that service quality is a total experience that can only be evaluated by customers. Service quality is the expected level of excellence and control over the level of excellence to meet customer desires.

Adawia (2020) states that service quality is all forms of activities carried out by companies to meet consumer expectations. Lena (2021) states that service quality provides satisfaction for customers, this indicates the existence of a very close relationship between

the two. Service quality provides encouragement to customers to establish strong relationships with organizations or institutions. So that organizations can increase customer satisfaction. Rohaeni (2018) states that service quality is an effort to fulfill consumer needs for both products and services and the accuracy of delivery to balance consumer expectations.

Based on the definitions above, it can be concluded that service quality is an action carried out by the company in the form of things that are intangible but can be felt by consumers. Measuring Service Quality can be seen from how a service has been received by consumers to meet their needs and desires.

Clean Rivers

Clean river is a term that is often used in the scope of environmental management. This term refers to efforts to clean and maintain the cleanliness of streams or rivers so that their sustainability is maintained. Clean rivers are not just about cleaning up rubbish on the surface of the water, but also involve efforts to reduce pollution and improve the quality of the water in it. Through clean rivers, it is hoped that a healthy and sustainable ecosystem can be created.

Clean Rivers is a concept related to efforts to maintain the cleanliness and sustainability of rivers in Indonesia. Rivers are one of the natural resources that are very important for human life. Apart from being a source of clean water, rivers also play a role in maintaining the balance of the ecosystem and are a habitat for various types of flora and fauna. However, unfortunately, the condition of rivers in Indonesia is currently experiencing various problems, such as pollution, silting and ecosystem damage. Therefore, efforts are needed to maintain the cleanliness and sustainability of rivers in Indonesia, one of which is through the concept of Clean Rivers (Decree of the State Minister for the Environment Number: Kep-35/Menlh/7/1995 concerning the Clean River Program)

Theoretical Basis

According to Sugiyono (2019) the theoretical basis is a flow of logic or reasoning which is a set of concepts, definitions and proportions that are arranged systematically. Theory is used to provide a scientific framework for thinking with the aim of explaining the phenomenon being studied. The theoretical basis in this research consists of:

Communication Barriers

According to Arni (2016), the factors that hinder communication in the service of program activities in an organization can be divided into 2 parts, namely internal and external barriers.

- 1) Internal barriers consist of :
 - a) Bureaucracy is often too complicated and rigidly hierarchical
 - b) Inadequate officer skills
 - c) There is an employee mutation
- 2) External obstacles consist of :
 - a) Utilization of technology and use of technical language
 - b) Low public understanding of the importance of cleanliness

Indicator Communications

According to Dwimawanti (2004), communication indicators in their application in an organization consist of :

- 1) Planning for the placement of human resources (HR) is placed professionally, where the structure is filled properly based on the competencies possessed by government officials.
- 2) Developing an effective communication model, where the relationship between leaders and employees is very, very easy, this has an impact on the speed of information and harmonization of relations between public service officials. However, in its

implementation it still relies heavily on vertical relationships (from top to bottom), compared to horizontal relationships between existing apparatus or units.

- 3) The support capacity and involvement of the organization's internal human resources is very good, this means that most service jobs can be carried out well. All service units work together and it is hoped that "service units will mobilize their resources to improve and improve the quality of service performance.

C. RESEARCH METHODOLOGY

Information Determination Techniques

According to Sugiyono (2019), in qualitative research, the sampling technique that is often used is purposive sampling. Purposive sampling is a technique for sampling data sources with certain considerations. For example, this particular person is considered to know best about what we expect, or perhaps he is the authority so it will make it easier for the researcher to explore the object/social situation being studied.

In this research, the author determined 8 (eight) informants, namely: 1 (one) PLT Secretary, 1 (one) Head of Subdivision, 5 (five) staff employees and 1 (one) member of the public. The determination of the informant mentioned above was because the person concerned was deemed capable of explaining what the writer was going to ask.

Data Collection Methods and Techniques

To obtain data, field research techniques were used, namely interviews. To further complete the data obtained, the author also used interview techniques. According to Kartini (2016) an interview is a conversation, verbal question and answer between two or more people physically and directed at a particular problem. The purpose of this interview is to find out what is contained in other people's hearts and what their views are about things, namely things that we cannot know through mere observation.

D. RESULT AND DISCUSSIONS

Implementation of Communication in the General Sector in Improving Clean River Program Services at the Denpasar City PUPR Service

The application of policy refers to understanding what actually happens after a program or policy is declared effective or formulated. The main focus in policy implementation is on the events and activities that arise after state policy guidelines are passed, including administrative efforts and the resulting concrete impacts on society or the events that occur.

Communication in its application in the General Sector of the Denpasar City PUPR Service, there are 3 (three) indicators, among others :

Planning For Appropriate HR Placement And Following The Established Organizational Structure

Based on the results of interviews with these sources, it can be concluded that planning the right placement of human resources and following the organizational structure that has been determined in the General Section of the Denpasar City Public Works and Public Housing Service is very important because this helps the organization achieve optimal efficiency and effectiveness, where This will create consistency in communication and facilitate monitoring and assessment of the quality of communication carried out by this agency.

Developing a Communication Model Plays a Crucial Role in Implementing Effective Bureaucratic Communication

Based on the results of interviews with these sources, it can be concluded that with a good communication model such as an information system that can also be accessed by the public, the General Section of the Denpasar City Public Works and Public Housing

Department can optimize the flow of information and coordination between bureaucratic units, ensuring the provision of information. effective and efficient, clear and timely, and increasing efficiency in decision making.

SDM Internal pada Bagian Umum Dinas Pekerjaan Umum Dan Perumahan Rakyat Kota Denpasar

Based on the results of interviews with these sources, it can be concluded that the involvement of quality internal human resources, hard work and innovation and high dedication greatly influences the success in improving the services of the General Department of the Denpasar City Public Works and Public Housing Department to the community.

Factors Inhibiting Communication in Clean River Program Service Activities in the General Section of the Denpasar City PUPR Service.

According to the results of interviews with several sources, the factors that hinder communication in cleaning river program activities can be divided into 2 parts, namely internal and external barriers.

1) Internal obstacles that can be found include:

a) Bureaucracy is often too complicated and rigid

Based on the results of interviews with these sources, it can be concluded that bureaucracy and regulations or rules that are too complicated, rigid will hinder flexibility and responsiveness in carrying out bureaucratic tasks, therefore steps are needed such as increasing transparency, improving communication skills among bureaucrats, simplify bureaucratic processes, and reduce the number of excessive policies in order to increase the efficiency of public services.

b) Insufficient Officer Skills

Based on the results of interviews with resource persons, it can be concluded that the technical and communication skills of employees of the General Section of the Public Works and Public Housing Department of Denpasar City are an important foundation in optimizing performance and improving the quality of public services at the regional level.

c) There were employee transfers at the Denpasar City Public Works and Public Housing Department office, without being preceded by good staffing planning.

Based on the results of interviews with these sources, it can be concluded that the impact of employee transfers that are not preceded by good personnel planning for employees if there are elements of politics or nepotism will be detrimental to the General Section of the Public Works and Public Housing Department of Denpasar City, among other things, it can disrupt continuity. and the performance of the agency, mutations that are not based on competency can reduce public trust in the General Section of the Public Works and Public Housing Department of Denpasar City, therefore, there is a need for good staffing planning, transparency and openness in the employee transfer process in order to maintain stability. and the performance of the agency as well as maintaining public trust.

2) 2) External obstacles can be found, including:

a) Utilization of Technology and Use of Technical Language

Based on the results of interviews with these sources, it can be concluded that the main obstacle in using the technical language of Clean River Program services in bureaucratic communications in the General Section of the Public Works and Public Housing Department of Denpasar City is that the language tends to be very complicated and difficult to understand for many of the parties involved. in the process of handling clean river programs, so that it often becomes a phenomenon in the relationship between services and those served.

b) Low public understanding of the importance of river cleanliness.

Based on the explanation of these sources, it can be concluded that the lack of understanding and low public awareness of river cleanliness is a serious problem in handling river and river cleanliness. This happens because many people may not fully understand the rules regarding river cleanliness or lack of education regarding the importance of keeping rivers and rivers clean, lack of literacy and lack of clarity in river cleanliness rules, so a solution is needed to overcome this problem by increasing public understanding and awareness about cleanliness. rivers can help expedite the clean river program, which in turn will support development and provide better public services for the community.

Implementation of Communication in the General Sector in Improving Clean River Program Services at the Denpasar City PUPR Service.

Communication in its application in the General Sector of the PUPR Department of Denpasar City, there are 3 (three) indicators, including:

Proper HR Placement Planning and Following the Established Organizational Structure

Based on the research results, it can be said that planning the right placement of human resources and following the organizational structure that has been determined in the General Section of the Public Works and Public Housing Department of Denpasar City is very important because this helps the organization achieve optimal efficiency and effectiveness, which will create consistency in communication and facilitate monitoring and assessment of the quality of communication carried out by this agency.

The results of this research are in accordance with Van Horn's statement, discussed by Wibawa (2015), one of the key factors that influences the success of policy implementation is related to resources. The policy implementation process requires resource support that includes human resources, such as knowledge, skills and capacity, as well as non-human resources, such as budget, technology and infrastructure. With adequate support from these two types of resources, policy implementation has a greater chance of achieving the desired goals and providing a significant positive impact.

Developing a communication model plays a crucial role in implementing effective bureaucratic communication

Based on the research results, it can be said that by having a good communication model such as an information system that can also be accessed by the public, the General Section of the Public Works and Public Housing Department of Denpasar City can optimize the flow of information and coordination between bureaucratic units, ensuring the provision of information is effective and efficient, clear and timely, and increase efficiency in decision making.

The results of this research are in accordance with Van Horn's statement, discussed by Wibawa (2015), the development of communication models has a very important role in increasing the effectiveness of an organization's communication. With a good communication model, organizations can optimize the flow of information and coordination between bureaucratic units, ensure the provision of clear and timely information to stakeholders, and increase efficiency in decision making. This will have a positive impact on public services, transparency and accountability of these bureaucratic institutions, which in turn will support efforts to carry out government tasks more effectively and efficiently.

Internal Human Resources for the General Section of the Public Works and Public Housing Department of Denpasar City

Based on the research results, it can be said that the involvement of quality internal human resources, hard work and innovation and high dedication greatly influences the

success in improving the services of the General Department of the Public Works and Public Housing Department of Denpasar City to the community.

The results of this research show that the involvement of human resources in an organization who have high competence and dedication greatly influences the success in improving the performance of the agency. This finding supports the findings of Tahuid (2018) that developing information that can stimulate and simulate employee work can achieve successful performance related to the achievements and contributions of subordinates in an organization..

Factors Inhibiting Communication in Clean River Program Service Activities

According to the results of interviews with several sources, the factors that hinder communication in cleaning river program activities can be divided into 2 parts, namely internal and external barriers. The internal obstacles that can be found include:

Bureaucracy is often too complicated and rigidly hierarchical

Based on the research results, it can be said that bureaucracy and regulations or rules that are too complicated and rigid will hinder flexibility and responsiveness in carrying out bureaucratic tasks, therefore steps are needed such as increasing transparency, improving communication skills between bureaucrats, simplifying bureaucratic processes, and reducing the number of excessive policies in order to increase the efficiency of public services.

The results of this research are in accordance with the statement from Dwimawanti, (2004) stating that in terms of bureaucratic implementation, the findings show that bureaucracy is often too complicated and rigidly hierarchical. This can hamper flexibility and responsiveness in carrying out bureaucratic tasks. In the era of regional autonomy, government officials are required to be more responsive to community needs and able to increase the efficiency of public services. Apart from that, the number of policies that must be followed is also a problem. Too many rules and regulations can make bureaucratic processes slow and confusing, and take up a lot of time and resources. Therefore, efforts are needed to simplify bureaucratic processes, reduce rigid hierarchies, and ensure that existing policies can be implemented more efficiently.

Overall, these findings highlight the importance of improvements in the areas of bureaucratic communication and bureaucratic implementation. To achieve higher quality achievements, steps are needed such as increasing transparency, improving communication skills among bureaucrats, simplifying bureaucratic processes, and reducing the number of redundant policies. In this way, the bureaucracy can become more responsive, efficient, and able to better meet society's demands.

Inadequate Officer Skills

Based on the research results, it can be said that the technical and communication skills of employees of the General Section of the Public Works and Public Housing Department of Denpasar City are an important foundation in optimizing performance and improving the quality of public services at the regional level.

The results of this research are in line with Dwimawanti's statement (2004) which states that strong technical skills will have a positive impact on data collection and encourage improvements in the quality of public services provided to the community. Good communication skills also have a very significant role.

There were employee transfers at the Denpasar City Public Works and Public Housing Department office, without being preceded by good staffing planning.

Based on the research results, it can be said that the impact of employee transfers that are not preceded by good personnel planning for employees, if there are elements of politics or nepotism, will be detrimental to the General Section of the Denpasar City Public Works and Public Housing Department, including disrupting the continuity and performance of the

agency, mutation which is not based on competency can reduce public trust in the General Section of the Public Works and Public Housing Department of Denpasar City, therefore, there is a need for good personnel planning, transparency and openness in the employee transfer process in order to maintain the stability and performance of the agency and maintain public trust.

The results of this research are in line with Dwimawanti's (2004) statement that one of the main causes of employee transfers is political factors or pressure from certain parties who want to gain personal benefits or fulfill political interests. The external obstacles that can be found include:

Utilization of Technology and Use of Technical Language

Based on the research results, it can be said that the main obstacle in using the technical language of Clean River Program services in bureaucratic communications in the General Section of the Denpasar City Public Works and Public Housing Service is that the language tends to be very complicated and difficult to understand for many parties involved in the process of handling the Clean River program, so that it often becomes a phenomenon in the relationship between service and those served.

The results of this research are in accordance with the statement from Fitriawan (2017), stating that service quality that does not meet technical and other quality requirements, among other things, is a phenomenon that often colors the relationship process between services and those served.

Low Community Understanding of the Importance of River Cleanliness.

Based on the research results, it can be said that a lack of understanding and low public awareness of river cleanliness is a serious problem in handling river and river cleanliness. This happens because many people may not fully understand the rules regarding river cleanliness or lack of education regarding the importance of keeping rivers and rivers clean, lack of literacy and lack of clarity in river cleanliness rules, so a solution is needed to overcome this problem by increasing public understanding and awareness about cleanliness. rivers can help expedite the clean river program, which in turn will support development and provide better public services for the community.

The results of this research are in line with the statement from Gumilar (2021), stating that bureaucratic communication can be hampered by "lack of understanding of how to run it, lack of availability of human resources, and lack of public interest", affecting the success of public services

E. CONCLUSIONS

Conclusions related to the application of communication in the General Sector in improving Clean River program services at the Public Works and Public Housing Department of Denpasar City include:

The application of communication in the General Sector in Improving Clean River Program Services at the PUPR Department of Denpasar City includes the following matters: a) Planning for appropriate human resource placement and following the established organizational structure, b) involving an effective communication model based on information technology, c) the involvement of human resources in the Denpasar City PUPR General Section has been able to participate actively, but its capabilities still need to be improved. The factors that become obstacles in implementing communication in the General Sector in Improving Clean River Program Services at the Denpasar City PUPR Service are as follows:

Internal obstacles are: 1) the complexity and slowness of bureaucratic implementation, 2) the skills and abilities of officers are inadequate, 3) there are unplanned employee

transfers. External obstacles include the use of technology and the use of technical language, and public understanding of the importance of clean rivers is still low.

Based on a number of findings of problems that hinder the implementation of General Sector communication in improving Clean River gram services in the Public Works and Public Housing Department of Denpasar City, the following researchers:

Suggestions for overcoming obstacles in implementing communication in the General Sector in Improving Clean River Program Services at the PUPR Department of Denpasar City are: a) Training and technical guidance for employees, b) Increasing the use of technology, c) Transparency of information and d) Simplification of bureaucratic communication.

The Denpasar City Government must have consistent regulations governing employee transfers. The government is encouraging the implementation of bureaucratic reform in information technology-based clean river program services that directly touch the interests of the community, and are connected to the database of the Denpasar City Public Works and Public Housing Department. The government and community are encouraged to establish more intensive relationships and partnerships through activities through regional government programs related to the clean river program. The government encourages the development of bureaucratic communication and clean river services based on information technology completely.

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