How is communication effective in control of inflation in Merauke regency?

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Abstract

article examines the importance of effective communication in controlling inflation in Merauke Regency. Merauke, known for its geographical and economic challenges, requires a strong communication strategy to control inflation, which is often influenced by external and internal factors. Through a literature study of secondary data analysis, this article explores how effective communication between the government, the community, and the private sector can play a role in maintaining price stability and supporting sustainable economic development in an inflation control program. By adopting the right communication strategies, such as the use of mass media, direct socialization, and the involvement of community leaders, the government can increase public awareness and participation. Although there are challenges in communication infrastructure and varying literacy levels, increasing investment in infrastructure and community training can help overcome these challenges. The strategic recommendations provided in this study are hoped to help the government and other stakeholders design and implement effective communication strategies to control inflation in the Merauke Regency.

Keywords: Effective Communication, Inflation Control, Sustainable Economy.

Abstract

This article examines the importance of effective communication in efforts to control inflation in Merauke Regency. Merauke, known for its geographical and economic challenges, requires a strong communication strategy to control inflation which is often influenced by external and internal factors. Through a literature study of secondary data analysis, this article explores how effective communication between the government, the community, and the private sector can play a role in maintaining price stability and supporting sustainable economic development in an inflation control program. By adopting appropriate communication strategies, such as the use of mass media, direct socialization, and the involvement of community leaders, the government can increase public awareness and participation. Although there are challenges in communication infrastructure and varying levels of literacy, increasing investment in infrastructure and community training can help overcome these challenges. The strategic recommendations provided in this study can help the government and other stakeholders in designing and implementing effective communication strategies to control inflation in Merauke Regency.

Keywords: Effective Communication, Inflation Control, Sustainable Economy.

1. Introduction

Inflation is one of the economic problems that often occurs in Indonesia. Inflation is defined as a general and continuous increase in prices (Malikova & Ziyadullayeva, 2023). It can be said that inflation occurs if the increase in prices also affects the increase in the prices of other goods. Commodity price movements can be a leading indicator of inflation because first, they tend to react quickly to economic shocks, such as surge request aggregate (Jain et al., 2022). Second, the price commodities are also responsive to shock non-economic, such as flood, land landslides and disasters natural other disturbing things track distribution goods the (Hafied et al., 2022). Factors that influence the rate of inflation in Indonesia can be caused by demand, namely seasonal demand, for example approaching religious holidays such as Eid al-Fitr. Seasonal behavior approaching Eid al-Fitr will increase hyperinflation (Malikova & Ziyadullayeva, 2023). Inflation in Indonesia can also be caused by supply factors. Supply inflation occurs when inflation increases due to rising input costs (cost-push inflation) and can also be triggered by government policies related to prices (administered prices) and supply shocks (Suseno & Astiyah, 2009).

Inflation is an economic phenomenon characterized by a general and continuous increase in the prices of goods and services over a certain period of time. Uncontrolled inflation can have a negative impact on people's purchasing power, economic stability, and social welfare. The problem is negative and adverse as it directly affects the country's economy (Kadir et al., 2022). In Indonesia, especially in remote areas such as Merauke Regency, the challenge of controlling inflation is becoming increasingly complex due to various geographical, social, and economic factors. Merauke Regency is a border area between Indonesia and Papua New Guinea and has access limited logistics, so that distribution goods need main prone to disturbed, causing price fluctuate more extreme compared to other areas. Challenges This make communication policy prices and inflation must more responsive and adaptive. It was noted that Papua Province recorded the lowest annual inflation rate in Indonesia in April 2024 (1.78% *year on year*) (Badan Pusat Statistik Provinsi Papua, 2024) Inflation in the provinces of Papua, South Papua, and Papua Pegunungan is still maintained within the national inflation range, which is 2.5+-1%. However, at the beginning of the year, especially South Papua Province experienced high and fluctuating inflation.

Based on the table above, South Papua experienced inflation in January and February, but was controlled at a low and stable level in April 2024. Table 1 shows that inflation in South Papua Province fluctuates. Table 2 shows that annual inflation in Merauke Regency in April 2022 and 2023 was stable at 3.48%. However, looking at the conditions in the field, researchers conducted interviews with several basic food traders, they complained about the increasing prices of chilies, tomatoes, vegetables, and rice which continued to soar. If inflation fluctuates greatly and is unstable, prices relative to the general price level will also change. This can be a threat because it can interfere with a very important economic signal, namely prices. Price uncertainty due to inflation causes people and businesses to spend economic resources to find various prices. Inflation control in Indonesia faces structural challenges and is influenced by

regional characteristics so that it requires different handling (Tulus et al., 2019).Inflation expectations are very important for central banks. Both are considered a measure of their credibility to achieve price stability goals and channels to achieve them by managing current aggregate demand. Specifically, when the economy is at the lower bound of the nominal interest rate, the economy is considered committed to a policy that raises expectations of expansionary inflation because such a policy lowers the real interest rate and increases the incentive to consume rather than save (Andrade et al., 2023). The central bank has an important role in controlling inflation, and in general the central bank will try to control inflation at a reasonable level. Efforts to achieve a low and stable inflation rate continue to be carried out by Bank Indonesia through various policies and coordination with various parties both at the national and regional levels. Bank Indonesia understands that controlling inflation cannot be done only with monetary policy, but requires a more comprehensive policy from various parties (Yulianti & Ardani, 2023). Coordination and cooperation with various actors both at the national and regional levels are the key to keeping inflation low. With the implementation of regional autonomy and fiscal decentralization policies since 2001, regional governments and related institutions in the regions have broader authority to implement inflation control policies from the supply side (Cerrato & Gitti, 2022). Regional inflation management can be carried out through cooperation and coordination between the Bank Indonesia Office (KBI) and regional governments and related institutions (Suseno & Astiyah, 2009).

Table 1. Annual Inflation Rate (year on year) South Papua Province April 2022-2024

Year on year	2022	2023	2024
Jan	2.66	4.41	4.51
Feb	2.55	4.15	4.61
Mar	3.57	3.17	3.7
April	4.38	3.48	3.04
May	4.26	4.57	-
June	3.77	5.91	-
July	4.34	5.21	-
Aug	4.49	5.91	-
Sep	5.36	4.72	-
Oct	4.79	4.89	-
Nov	5.1	5.25	-
Des	4.9	4.67	-

Table 2. Annual Inflation Rate (year on year) Merauke Regency April 2022 – 2023

Year	Inflation Year on *Year*
2022	3.48%
2023	3.48%

Source: BPS Papua Province 2024

South Papua Province as one of the latest expansion regions in Indonesia consisting of 4 districts, namely Merauke Regency, Boven Digoel Regency, Asmat Regency and Mappi Regency faces its own challenges in maintaining price stability. Factors such as limited distribution of goods, inadequate infrastructure, and

dependence on supplies from outside the region, all of these factors cause South Papua to be vulnerable to inflation fluctuations. Limited access to information is also a condition that can hinder government efforts in socializing inflation control policies and programs. To overcome these challenges, a comprehensive and coordinated approach is needed, in which communication plays a central role. Effective communication between the government, business actors, and the community is key to conveying information related to inflation control policies, steps that must be taken, and the importance of active participation from all parties. In this digital era, various communication media can be used to reach the community widely and quickly. However, in Merauke Regency, South Papua Province, there are still obstacles in access to information and communication technology. Therefore, a communication strategy is needed that is adjusted to local conditions, including by utilizing traditional media and direct communication methods. This study focuses on the importance of effective communication in controlling inflation in Merauke Regency. By studying communication strategies that have been implemented in various regions and adapting them to the local context of Merauke Regency, it is hoped that effective methods can be found to increase public awareness and participation. In addition, this study also identifies challenges faced in communication and provides recommendations to overcome these obstacles. Thus, this article aims to provide insight into how effective communication can support inflation control in Merauke Regency.

2. Literature Review

Inflation is a rise in the general price level of goods and services. The word comes from the Latin " inflatio " - to swell. However, not all price increases are indicative of inflation. Prices can increase due to improvements in product quality, changes in people's needs, and so on (Malikova & Ziyadullayeva, 2023). Monetary policy works primarily through the demand channel, so it is important to assess the extent to which inflation developments can be attributed to supply or demand factors (Gonçalves & Koester, 2022). In areas such as Merauke Regency, South Papua, inflation is often triggered by distribution constraints and imbalances between supply and demand. Controlling inflation requires appropriate policies, such as price controls, subsidies, and increasing local production. Factors that influence the rate of inflation in Indonesia can be caused by the demand side, namely seasonal demand, for example approaching religious holidays such as Eid al-Fitr. Seasonal behavior approaching Eid al-Fitr will increase annual extrainflation. Inflation in Indonesia can also be caused by the supply side.

Communication theory suggests that effective communication involves the process of delivering messages that are clear, precise, and acceptable to the recipient of the message. In the context of inflation control, effective communication is needed to ensure that information on inflation control measures can be understood and followed by the public. Several studies have shown that public participation in economic programs can be increased through good communication strategies, such as the use of mass media, direct socialization and the involvement of community leaders. Communication has a very vital function, namely problem solving, a control tool, a tool

for expressing emotional expressions and suggestions to motivate members in it (Pambudi, 2011).

Effective communication is the process of delivering a message that can be clearly understood by the recipient of the message, so that it can produce the expected response or action. Communication is a form of human interaction that influences each other, both intentionally and unintentionally. It is not limited to forms of communication that use verbal language alone, but also in terms of facial expressions, paintings, art, and technology (Al-Fedaghi, 2012). Effective communication comes from the words communication and effective. Etymologically, the word effective is often interpreted as achieving the desired target, has a pleasant impact, is actual and real (Gonçalves & Koester, 2022). Thus, Effective Communication can be interpreted as the receipt of a message by the communicant or *recipient* in accordance with the message conveyed by *the sender* or communicator, then the communicant or recipient gives a positive response as expected. So effective communication occurs when there is a two-way flow of information between the communicator and the communicant. And both respond to the information according to the expectations of both communication actors.

In the context of inflation control, effective communication between the government and the public can help disseminate information about economic policies that need to be followed by the public to stabilize the prices of goods and services. A study from (Kemenkominfo, 2020) shows that a good communication strategy can increase public awareness of inflation control efforts. Some strategies that can be done include: Utilization of Mass Media, Direct Socialization and Involvement of Community Leaders.

Research result Saleh & Busman (2020) The government, represented by the Sumbawa Regency Regional Inflation Control Team (TPID), created a web and Android-based application called SIANDINI (Regional Inflation Early Warning Information System). Research result Primastuti et al. (2023) Involving the community in collaboration is an important step to understand and respond to the problems faced by the community. This will create an agreement between the community and the local government which will then be implemented in the form of programs and policies. The community will feel more involved in the implementation of the policy, even helping the government in achieving the success of the program that has been prepared because the policy is the result of a joint agreement. One of the initial steps that can be taken is to provide socialization or counseling. This is important as part of an effort to unify perceptions before the community is further involved in the collaboration process.

Research result Pambudi (2011) in issuing a policy related to inflation, Bank Indonesia certainly has a goal that must be achieved. In order for the goals to be achieved by Bank Indonesia to be conveyed and understood by stakeholders, it is necessary to conduct socialization to Bank Indonesia stakeholders. This socialization can be done so that the program that has been designed and created by the company can run well and successfully achieve its goals, as well as to provide insight or knowledge to the community concerned.
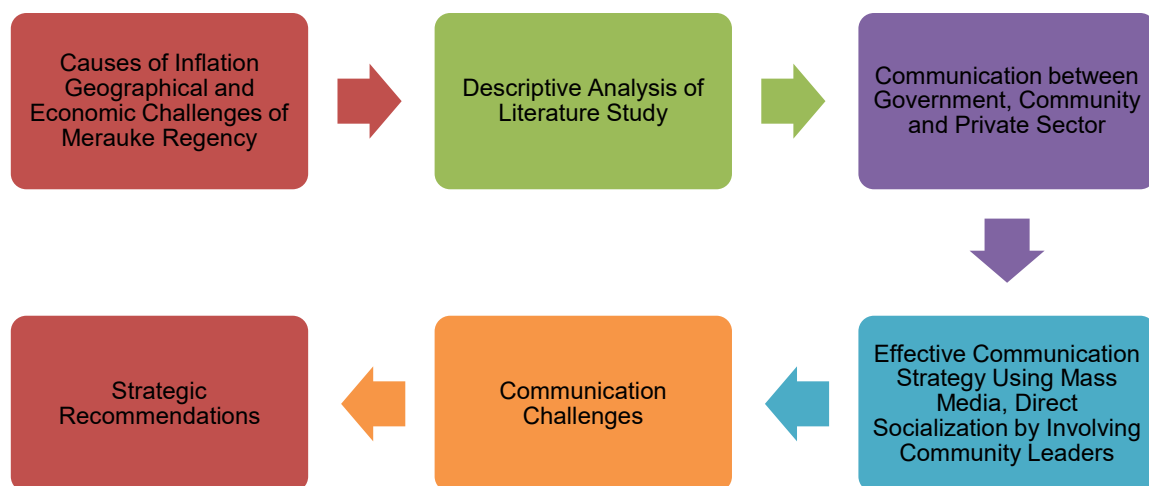
Framework of thinking

Figure 1. Thinking Framework

3. Research Methods

This study uses descriptive-qualitative analysis to describe and interpret objects according to objective conditions in the field. The purpose of this analysis is to systematically describe the facts and characteristics of the objects or subjects studied accurately. In addition, descriptive analysis is used to explain policies related to current conditions and events. Thus, the results of descriptive analysis are expected to have universal validity. Data sources include books, journal articles, and publications from economic research institutions. This approach was chosen to understand in depth how communication strategies can be applied and adapted in the local context of Merauke Regency. The purpose of the literature study is to gain a theoretical understanding of the concept of effective communication and inflation control and to identify communication strategies that have been successfully implemented in other areas (Yurianto, 2020). Secondary data were obtained from various official reports, statistics, and publications available from government agencies, such as the Central Statistics Agency (BPS), Bank Indonesia, the Ministry of Communication and Information, and the Ministry of Trade. This data includes information on inflation rates, distribution of goods, communication infrastructure, and literacy rates in Merauke Regency. Secondary data analysis was conducted to understand actual conditions in the field and identify challenges and opportunities in implementing communication strategies to control inflation. Data analysis was conducted through the following steps:

a. The data collected was grouped based on main themes such as communication strategies, communication challenges, and economic conditions in Merauke Regency.
b. Based on the grouped data, researchers draw conclusions regarding the effectiveness of the communication strategies implemented and their relevance to conditions in Merauke Regency.

c. From the results of the analysis, the researcher compiled recommendations for communication strategies that can be implemented to control inflation in Merauke Regency.

To ensure the accuracy and credibility of the data used, data validation is carried out by: Data Source Triangulation: Using various data sources to cross-check the information obtained. This study uses the triangulation method (*triangulation method*), namely the use of several methods in data collection to analyze the same aspect of the phenomenon being studied (Primastuti et al., 2023).

4. Results and Discussion

One of the main factors affecting inflation in South Papua is the difficult geographical conditions. This region has limited transportation infrastructure, making the cost of distributing goods expensive. This is exacerbated by dependence on imports, especially for food and other basic necessities. Areas with challenging geographical conditions often experience higher inflation due to high distribution costs (Utari et al., 2015). South Papua Province as one of the newest expansion areas in Indonesia consisting of 4 districts, namely Merauke Regency, Boven Digoel Regency, Asmat Regency, and Mappi Regency faces its own challenges in maintaining price stability. Factors such as limited distribution of goods, inadequate infrastructure, and dependence on supplies from outside the region also affect the rate of inflation in this area (Utari et al., 2015). Limited access to information is also a condition that can hinder the government's efforts to socialize inflation control policies and programs. To overcome these challenges, a comprehensive and coordinated approach is needed, in which communication plays a central role. Effective communication between the government, business actors, and the community is key to conveying information related to inflation control policies, steps that must be taken, and the importance of active participation from all parties.

Collaboration between the government, private sector, community, academics and other organizations to solve a problem can be done if there is a problem that cannot be solved by an organization alone or is known as the Collaborative concept. Public Collaborative management refers to the process of empowering and working within a multi-organizational framework to address problems that are difficult or impossible for one organization to solve alone.(Kapucu et al., 2010).

For business people, inflation tends to cause an increase in the price of raw materials, labor, and other operational costs. This increase in production costs causes their business profit margins to shrink (Carrière-Swallow et al., 2023). Spikes in inflation can also cause unexpected operational costs. For example, transportation and logistics costs can increase suddenly, which can disrupt business budget planning and cause financial instability. High inflation can cause a decrease in consumer purchasing power due to higher prices for goods and services. This can result in decreased demand for products or services which can ultimately reduce business revenue. Price instability due to inflation can cause significant fluctuations in market prices. This makes pricing planning and strategies more difficult, because you have to continuously

monitor and adjust product prices according to changing market conditions (Malikova & Ziyadullayeva, 2023). High inflation rates can also affect business investment decisions, so be more careful in making long-term investments or developing new businesses if inflation is out of control, as this can increase financial and operational risks.

Business people consider that the information provided by the government regarding inflation policies still needs to be improved. Although local governments have tried to provide information regarding inflation policies through various channels, sometimes the information is less timely and less in-depth. As business actors, they are highly dependent on accurate and up-to-date information on economic policies, including inflation policies, to be able to make the right decisions in managing their businesses. However, they consider that the information received is not always sufficient to support this. Therefore, business actors want to provide suggestions to the local government to increase transparency and accessibility of information related to inflation policies. This can be done by providing more effective communication channels, such as official government online portals that provide the latest information, regular seminars or workshops, and increasing involvement in dialogue and consultation with business actors directly. By increasing the accessibility and quality of information related to inflation policies, it is hoped that business actors will be better prepared and able to respond to changes in economic policies, so as to increase business stability and growth in Merauke Regency.

The impact of inflation is felt by the public in everyday life through the increase in the prices of goods and services purchased. For example, people spend more money to buy daily necessities such as food, fuel, or transportation. This means that people have to think hard to adjust their budget so that they can still meet basic needs without being too burdened by price increases. Thus, inflation affects people's purchasing power and can cause changes in lifestyle or spending priorities. The public feels that the information provided by the government regarding the causes and control of inflation is still inadequate. Although the government often provides statements and reports regarding economic conditions and steps taken to overcome inflation, sometimes the information is too technical or difficult for the general public to understand. The public hopes that the government can present information about inflation in a way that is easier to understand and relevant to the wider community, so that we can better understand its impact on everyday life and the steps that can be taken to overcome it. Researchers conducted interviews with several basic food traders, they complained about the increase in the prices of chilies, tomatoes, vegetables and rice which continued to soar, causing inflation in Merauke Regency, South Papua Province. Several vegetable and basic food traders are currently complaining about the price of goods continuing to rise, but they themselves do not know for sure what is causing the price of basic necessities to rise, including chilies, vegetables and tomatoes.

A good communication strategy can increase public and business awareness of inflation control measures. Some strategies that can be implemented include:

1. Merauke District Government Communication Strategy

   Merauke Regency has carried out the mandate of the central government in forming TPID in each district. Where TPID in each district is a collaboration between the government, private sector and community elements. TPID is one of them. Effective communication between the government, business actors and the community is the key to conveying information related to inflation control policies. Inflation control requires strong coordination between Bank Indonesia and the Government both at the central and regional levels. At the central level, coordination between Bank Indonesia and the Government in order to control inflation is strengthened by the formation of the Inflation Control Team (TPI) since 2005, whose members are Bank Indonesia and several government agencies. Meanwhile, at the regional level, coordination between Bank Indonesia and regional government elements is carried out in the Regional Inflation Control Team (TPID) which began to be formed in 2008 in a number of regions (Pokjanas TPID, 2014). Based on the research results, good communication between TPID team members is based on communication indicators, namely understanding, pleasure, good relationships and actions. This explains the importance of open and harmonious communication between TPID team members so that work-related information is conveyed and can be understood well by other members (Rafiq et al., 2023).

   Participatory role is a role that is carried out only based on a certain period of time. This role is usually carried out by someone based on needs or at certain times. In relation to this, the Regional Inflation Control Team (TPID) also carries out its role in a participatory manner. This can be seen from the role of the Regional Inflation Control Team (TPID) which only works optimally when inflation increases, and if the inflation rate decreases, the Regional Inflation Control Team (TPID) only controls commodity prices in the Merauke Regency area (Nurhasanatun et al., 2023). This is in line with the fluctuating inflation conditions in Merauke Regency, although currently in 2024 inflation will decrease, the TPID team can continue to monitor and control commodity prices in Merauke Regency. It is better for each TPID in each district to have an official site or website that contains commodity prices on the market and publishes related activities carried out by TPID so that information about inflation can be monitored by the public (source: TPID website Badung Regency Bali). Of course, this activity cannot be separated from the support of the local government. Research Saleh & Busman (2020) The government represented by the Sumbawa Regency Regional Inflation Control Team (TPID) has created a web and android-based application called SIANDINI (Regional Inflation Early Warning Information System). This application is a form of utilization of advances in information technology in the field of government and public services by the government that manages real-time price information in traditional wholesale markets and modern markets in Sumbawa Regency, so that prices of basic necessities and other important needs can be monitored and analyzed easily and can prevent inflation by the government. In addition, the public also gets information on prices of basic necessities and materials openly. From the

examples of the research results, it can be seen that several communication strategies implemented by several regions can be a reference for local governments in improving effective communication strategies in controlling inflation.

2. The Role of Media in Public Education

The media plays an important role in disseminating information related to inflation. News and articles broadcast by the media can influence public perception and actions. The government works with local media to convey important messages related to economic policies and their impact on inflation. Utilization of Mass Media Mass media such as social media, radio, television, and local newspapers play an important role in disseminating information widely and quickly. In disseminating information related to inflation on the portals of each district, people rarely open the portal and are more active in using social media such as Merauke Regency with the number of followers from the social media Instagram Info_Kejadian_Merauke as many as 76.2 thousand people, while on Instagram Info. Merauke as many as 32.5 thousand people so that social media becomes an effective communication to disseminate information related to inflation.

3. Community Participation

Effective communication is not only one-way, but also involves feedback from the community. The government has opened communication channels through public forums, social media, and hotlines to receive input from citizens. Active participation of the community in discussions and submitting complaints can help the government formulate more targeted policies. As previously explained, TPID members are the result of collaboration from various elements, both government, private, and NGOs. However, community representation through NGOs (Non-Governmental Organizations) is still lacking. Community involvement in this collaboration is very important, not only because of democratic considerations, but also because the community is the focus of inflation control efforts which are the main key in collaborative public management. Involving the community in collaboration is an important step to understand and respond to the problems faced by the community. This will create an agreement between the community and the local government which will then be implemented in programs and policies. The community will feel more involved in the implementation of the policy, even helping the government in achieving the success of the program that has been prepared because the policy is the result of a joint agreement. One of the initial steps that can be taken is to provide counseling. This is important as part of an effort to unify perceptions before the community is further involved in the collaborative process (Primastuti et al., 2023).

Education on financial management and wise consumption behavior can help communities cope with rising prices. Educational programs can be implemented in collaboration with educational institutions and non-governmental organizations. By holding direct meetings with the community, such as community forums or socialization in traditional markets, community understanding and participation can be increased. This approach allows for two-way communication and direct

resolution of community questions or problems. Involving community leaders and traditional leaders in inflation control campaigns can also increase community trust and participation. These figures often have great influence and are trusted by the local community.

4. Challenges in Communication

Although various efforts have been made, there are still obstacles in communication to control inflation in Merauke Regency. One of them is geographical constraints that cause uneven distribution of information. In addition, different levels of literacy also affect the effectiveness of communication. Several areas in Merauke Regency, South Papua Province still have limited communication infrastructure, such as internet access and telecommunications networks that are not evenly distributed, even the internet in Merauke Regency often experiences broken submarine optical cables, resulting in decreased internet quality and causing losses for the community. The different levels of literacy among the people of Merauke Regency require a diverse and easy-to-understand communication approach.

Inflation control is a very important task for the central bank, and usually the central bank will try to keep inflation at a reasonable level. Bank Indonesia understands that inflation control cannot be done only with monetary policy, but requires a more comprehensive policy from various parties (Mirza et al., 2023). Coordination and cooperation with various actors both at the national and regional levels are the key to keeping inflation low. With the implementation of regional autonomy and fiscal decentralization policies since 2001, regional governments and related institutions in the regions have broader authority to implement inflation control policies from the supply side. Regional inflation management can be implemented through cooperation and coordination between the Bank Indonesia Office (KBI) and regional governments and related institutions (Suseno & Astiyah, 2009).

Socialization of Bank Indonesia policies to stakeholders is very important, considering that Bank Indonesia is the central bank tasked with maintaining economic stability in Indonesia. As the center of the economy in Indonesia, of course matters relating to the public interest must be communicated. The policies issued by Bank Indonesia relate to the economic life of the wider community, therefore it is necessary to communicate through socialization because in the end the community affected by the policy is the community. In issuing a policy regarding inflation, Bank Indonesia certainly has goals that must be achieved. In order for the goals to be achieved by Bank Indonesia to be conveyed and understood by stakeholders, it is necessary to conduct socialization to Bank Indonesia stakeholders. This socialization can be carried out so that the programs that have been designed and created by the company can run well and successfully achieve their goals, as well as to provide insight or knowledge to the community concerned (Pambudi, 2011). Bank Indonesia Papua has indeed carried out socialization regarding inflation which took place at Musamus University which was attended by students and lecturers as well as the leadership of the Bank Indonesia Institution. If it is better for Bank Indonesia and the Regional Government to

follow up on the socialization program by working together with universities, namely the duties of lecturers as teachers, researchers and carrying out community service, so that socialization activities are not only listening and being heard but there is continuity. Bank Indonesia Papua can work together with lecturers and students by conducting socialization of sustainable inflation control in the mandatory activities of lecturers, namely community service in the form of training and community empowerment. regarding the importance of inflation control and how to follow the existing program. Of course, it must also get full support from the local government.

5. Conclusion

Based on the results of the research discussion that the author describes, it can be concluded that effective communication is one of the main keys to controlling inflation in Merauke Regency. By implementing the right communication strategy, such as utilizing mass media, direct socialization, and involving community leaders, the government can increase public awareness and participation. Although there are challenges in communication infrastructure and varying levels of literacy, increasing investment in infrastructure and community training can help overcome these challenges. It is hoped that the strategic recommendations provided in this study can help the government and other stakeholders in designing and implementing effective communication strategies to control inflation in Merauke Regency. For the Merauke Regency Regional Government, the internet often experiences broken submarine optical cables so that internet quality decreases *and* causes losses for the community, so special attention is needed to communication infrastructure as a priority to ensure that everyone can access information. The government needs to increase investment in communication infrastructure in Merauke Regency. Increasing internet access and telecommunications networks will facilitate the dissemination of information and increase public participation in inflation control programs. So, even though an effective communication strategy has been designed as well as possible, it will not work and will only be a dream if the infrastructure is not optimized. For further research, variables that have not been studied in this study can be added to provide input to the government in efforts to control inflation in Merauke Regency. The limitation of this study is that a systematic survey or FGD involving the wider community has not been conducted. Future research needs to accommodate these methods to strengthen the findings and provide a more representative picture of the effectiveness of inflation control communication.

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