

Civic empowerment movement through new media (Case study of cyber kampong Yogyakarta)

Wulan Purnama Sari

Faculty of Communication, Tarumanagara University, Jakarta, Indonesia, wulanp@fikom.untar.ac.id

Abstract

The era of new media and internet cause a lot of effect in people's lives, both negative and positive. The existence of new media is even capable of changing the lives of people in one entire village, perform a civic empowerment movement. Program cyber village on Rt 36 RW 09 Taman Kelurahan Patehan, Kecamatan Kraton, Yogyakarta starts from the desire of the village board who wish to advance the village and its villagers through the use of new media. Starting from a blog, this program was introduced to the citizens. Villagers began to be taught how to use computers and internet, then how the internet can be used as a marketing tool. This program continues to grow and eventually villagers in RT 36 is not only using new media as a marketing tool for their products but also transforms new media as a new way of communication. The predicate of Cyber Kampong is now attached to RT 36, the village was changed from a traditional village into a village full of new potential in business and industry. The research itself used qualitative methods case studies, where this research itself is an extension study from analysis of new media utilization in RT 36. The results showed that the use of new media in the cyber kampong program is successful to improve people's stage of lives. This success has changed the initial views of citizens who reject this program, now cyber kampong appears as a tourism village that not only sell craft products but also cyber education tourism.

Keywords: Civic empowerment; cyber village; internet; new media

1. Introduction

Wynants & Cornelis (2005) said that Internet has opened a new world in maximum openness. Whatever can be uploaded on internet and whoever are free to access the internet without any additional cost to be paid or restricted to copyright and patent right.

As new media with open source basis, Internet can be applied to a variety of sectors, such as politics, business and marketing. For example, Kampong Cyber situated in Yogyakarta Special Region is a village adjacent to Taman Sari tourism object. In the beginning, majority of villagers are craftspeople who sell their craft products directly to tourists being visiting Taman Sari. Moreover, the village makes breakthrough, i.e. Internet they use as the tool of marketing to selling their craft products.

The researcher has carried out a previous research concerning how middle-and-small scale business takes benefit from Internet and how Internet has role to the empowerment of the middle-and-small scale business. The research results indicate that the middle-and-small scale business in Kampong Cyber takes benefit from Internet as a new media to selling and promoting their craft products. However, when the research is carried out, only some villagers can take benefit from Internet. They consider resources required are very expensive, and therefore some villagers do not support the cyber village program totally. The research results also uncover that women in the village use the new media more frequently in a kind of social media, and the media are seldom as the tool of marketing or promoting their craft products.

The researcher develops the previous research results. In this matter she makes Kampong Cyber as the research object as well. The follow-up

research focuses on entrepreneurship and electronic comm which change the business activities from face-to-face ones to e-commerce getting support to the presence of Internet. In present the paper discusses again Kampung Cyber concerning how the impact or change that internet has brought to people in Kampung Cyber village. Whether the change or impact is seen in the sector of business communication or Internet has given its impact to other sectors of community life in the village particularly concerning communication issues.

Shim (2007) stated that no field of human life has been more affected by the Internet than the way people communicate with others, as Fulk & Ryu (1990) and Williams and Rice (1983) predicted. The Internet is fundamentally changing human communication. Moreover, Shim (2007) explained that Internet has given a great impact to the change of human communication system. Based on the survey having been carried out, the more time someone spend for online communication, the lesser time he/she will have for face-to-face communication. Shim (2007) appointed that the willingness of communicating in face-to-face way goes down, and it does not mean that time allocated to do face-to-face communication also declines.

Another scholar, Nancy K. Baym in her book, title of *Personal Connection in the Digital Age* published by Polity Press, said that one prominent thing in the digital age is the fast transformation in a kind of technology media, so human being can meet with the others (Baym, 2010). Face-to-face communication, telephone conversation or mail delivery are carried out in present in a form of email, mobile phone conversation, sending SMS, instant message, chatting, social media, photo sharing, video sharing, games multiplayer and many others.

The view point of the two scholars indicates that the presence of Internet as a new media has great impact to human life particularly in a way of communication. Before the Internet is present, face-to-face communication is the basic communication system that has some lack of time and distance. When present, the Internet helps human beings to handle the lack. The communication is not restricted to distance and time, and human being in other parts of the world is able to communicate in a short time.

The next question is how communication in Kampung Cyber occurs after the Internet is present; whether social communication system changes here and it is appropriate or contradictory to the view point of the two scholars. The research will look for how the Internet has impact in Kampung Cyber and what change occurs as the

impact of Internet uses outside the business communication having been known in the previous research.

2. Method

The research applies a descriptive, qualitative case study method. Yin (2008) explains that case study is a research method in which the questions of *how* and *why* are proposed in a research when the researcher has a little control to an event and focuses on contemporary phenomenon that has some context to real life of individuals, groups, community or organizations. On the other hand, descriptive case study is a research model in which the case study has focus on the description of the case being studied. Moreover, Yin (2008) states that in a case study the researcher should be able to draw and describe the definition of the case being studied, to determine data to be collected whether it is relevant or what should be carried out in relation to the data having been collected.

The research object is individuals who become the community members of Kampung Cyber RT 36 Taman Yogyakarta and develop their village by applying new media or the Internet. For the data collection method in the research there is used observation method and interview with some key informants. Moreover, the data the researcher gets come from literature study.

The key informants are Mr. Heri Sutanto and Mr. A Sasongko WK. Mr. Heri Sutanto is a pioneer leader who launches Kampung Cyber program and former Head of RT (*Neighborhood Unit*). Moreover, Mr. A. Sasongko WK occupies the current position of Head RT 36 after he replaces Mr. Heri Sutanto.

3. Result and discussion

Kampung Cyber RT 36 Taman Yogyakarta is a dense village located in the centre of Yogyakarta Special Region adjacent to the tourism object of Taman Sari Bathing Place. Majority of the villagers work in informal sector, secondary education and total population of 142 people or consisting of 43 heads of the family. The villagers develop the vision of regional development and human resources via information technology independently. (Source: <http://rt36Kampungcyber.com/index.php>; accessed on September 17, 2016).

Keeping abreast of the latest information technology is the basic willingness of managers in

Kampong Cyber. It will be an advanced step to be a spearhead in leading a small community in the land area. With information technology, the managers of Kampong Cyber believe that they are able to go forward and overcome their limitedness for their unlucky lack. The executive board of RT 36 RW 09 Taman Kelurahan Patehan, Kraton Sub-District, Yogyakarta Special Region puts at risk when they declare "Kampong Cyber (Internet)" program, the long proces and full of challenge.

At first the Kampong Cyber program was launched in August 2008. It used the media blog (www.rt36taman.multiply.com). The blog introduced programmes to the villagers and publiced the activities of neighbor unit (RT). It would maintain a spirit of togetherness and a bond of gathering with the villagers who do the wandering.

With the spirit of togetherness and cooperativeness, the executive board wants the presence of Internet media in the villagers. The media cost should be affordable. The program can be realized in June 2009. From one house to another the internet network is connected. The

executive board also wants free-of-charge internet access in the public room, i.e. security post. Until right now the Internet access has been connected to 25 houses in the village. (Source: <http://rt36Kampongyber.com/index.php>; accessed on September 17, 2016).

From the previous research to the follow-up research, the executive board of Kampong Cyber has changed. As the pioneer of Kampong Cyber program, at first Mr. Heri Sutanto occupied the Head of RT 36. He occupied the position until the end of 2015. Mr. A Sasongko WK replacess him as the Head of RT 36. Under the leadership of Mr. Heri Sutanto, he was coordinator of Kampong Cyber program.

The existence of Kampong Cyber has been known widely. As Chief Executive Office (CEO) and Founder of Facebook, when Mark Zuckerberg visited Indonesia in 2014, he took the time of visiting Kampong Cyber RT 36 in Yogyakarta. In his short visit, Mark Zuckerberg admires that the idea of Kampong Cyber program comes from non-government organization without any intervention from the government.



Figure 1. Mark Zuckerberg and A Sasongko WK

(Source: <http://tekno.kompas.com/read/2014/10/13/08415837/Di.Yogya.Zuckerberg.Ngobrol.di.Pos.Ronda>)

After the first research having been carried out, the researcher finds that the uses of new media or Internet in Kampong Cyber becomes a new way of marketing and promoting local craft products. Moreover, the Kampong Cyber program has been developing. Despite in the beginning the Internet access only prevails to 25 houses, in present all villagers in RT 36 has Wifi network. It indicates that the uses of new media or Internet has been developed. In the begining the Internet is only used for promotion and marketing, and right now it has greater impact to the villagers' life activities.

The presence of Internet in Kampong Cyber starts changing the existing communication system. Earlier communication prevails face-to-face and direct communication, and currently it can be done via comment in the social media of Facebook. The communication does not only limit to two direction, face-to-face communication. It is in line with what Shim (2007) and Baym (2010) have stated that the presence of the Internet changes the way of human being to communicate.



Figure 2. Communication on Facebook

Figure 2 indicates how communication system has changed in Kampong Cyber. Face-to-face communication system has been left behind, and it can be carried out fast and easy only on the social media of Facebook. The uses of new media in Kampong Cyber is not only again as the tool of marketing but it also becomes inter-resident communication facility. Notice and news are

conveyed via the uses of new media. It is sufficient that a posting in the Facebook account informs all villagers concerning an information, and the villagers are able to give quick response to the news. It indicates again that the presence of the Internet brings changes and convenience in the communication system among villagers in RT 36 Kampong Cyber.

The screenshot shows the website for RT36 Kampung Cyber. The header includes the logo 'RT36 kampung cyber' and the address 'RT 36 RW 09 KELURAHAN PATEHAN KECAMATAN KRATON YOGYAKARTA'. A navigation bar contains links for 'Halaman Depan', 'Profil', 'Visi Misi', and 'Hubungi Kami'. The main content area is titled 'Wisata Edukasi Kampung Cyber' and includes a 'Profil 36' section with a description of the educational tourism initiative. Below this, there is a list of activities under 'Omah 36' and 'Wisata 36'. A sidebar on the right contains sections for 'Berita 36', 'Chating', and 'Web Counter'.

Profil 36	Berita 36
Rekaman Lensa	Kabar Kabar
Sejarah Kampung Cyber	Kolom Kita
Omah 36	Chating
Batik	Not online
Produksi	Not online
Jasa	
Sanggar	Web Counter
Aneka	090492
Wisata 36	
Galeri	
Edu Wisata Cyber	
Kursus Batik	
Lesahan Cakruk 36	

Figure 5. Education Tourism in Kampung Cyber
(Source: <http://rt36Kampungcyber.com/paket-cyber.php>)

It does not stop here when Kampung Cyber, RT 36 becomes news report in some national television broadcasting station, such as Metro TV and CNN Indonesia. The executive board of Kampung Cyber is frequently invited to be speaker in some seminars. Various schools and

universities from Yogyakarta to other regions do study tour to Kampung Cyber. Moreover, various foreign and local college institutions also come to Kampung Cyber for research and community service.



Figure 6. Some villagers welcome Prof. Fluvio Nunes from University of Minho Portugal
(Source: <http://rt36Kampongcyber.com/image-gallery.php>)

All these indicates that the existence of new media establishes community empowerment movement in RT 36 Kampong Cyber. The Kampong Cyber program has increased villagers' living standards in RT 36. The presence of the Internet brings change and community empowerment movement, and it can be seen from the sector of industry and economy to community life. Despite in the beginning the village was far from technology and modernity, in present it has great opportunity to be developed for the prosperity of the villagers.

4. Conclusion

The main conclusion in the research is the presence of Internet or new media in RT 36 Kampong Cyber brings changes and its very significant impact to the villagers' life. Firstly, the presence of the Internet has increased their living standards in the sector of economy in which the Internet is used as the tool of marketing and promotion for the craft products of the villagers' small-and-middle scale business.

Secondly, the Internet has changed the villagers' communication system from direct, two-way and face-to-face communication to the uses of social media and multi-directed communication.

They only send a posting in their Facebook accounts, and it is able to reach all villagers. Moreover, each villager is able to respond the posting immediately.

Thirdly, from the beginning of Kampong Cyber program to the present day, there are various progresses the villagers of RT 36 has undergone. They have developed technology and Internet access. It is shown that Wifi network can be accessed to all villagers in RT 36. Moreover, Kampong Cyber becomes the tourism object that many tourists visit enthusiastically. The village also offers cultural and cyber education tourism only in one place.

All these indicate that the Internet has brought social empowerment movement to the villagers of RT 36. The Internet empowers the community in a kind of vision, knowledge, and prosperity among the villagers.

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