



UNIVERSITAS PERSADA INDONESIA Y.A.I
FAKULTAS ILMU KOMUNIKASI

Kampus A: Jl. Diponegoro No. 74 Jakarta 10340, Indonesia
Telp: +62 21 3928045 / 75 Fax : +62 21 3914591
Website : www.yai.ac.id E-mail : fikom.upi@yai.ac.id

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Yang bertanda tangan dibawah ini Dekan Fakultas Ilmu Komunikasi UPI Y.A.I dengan ini menugaskan kepada :

▪ **Dr. Lidia Djuhardi, M.Ikom (Dosen FIKOM UPI Y.A.I)**

Untuk menulis di Proceeding 1st Virtual Workshop on writing Scientific Article for International Publication Indexed SCOPUS (1st WOW SAIPIIS 2021) yang diadakan pada tanggal 31 Mei 2021 dan diterbitkan pada prosiding (ISBN) pada bulan Januari 2022, dengan judul artikel : Open Mindset of Village Society for New Age Technologies.

Diharapkan kepada yang bersangkutan dapat menyampaikan laporannya kepada kami.

Demikian surat tugas ini dibuat untuk dilaksanakan sebagai mestinya.

Jakarta, 2 April 2021

Fakultas Ilmu Komunikasi UPI Y.A.I

Dekan,



Prof. Dr. Ibnu Hamad

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- Arsip

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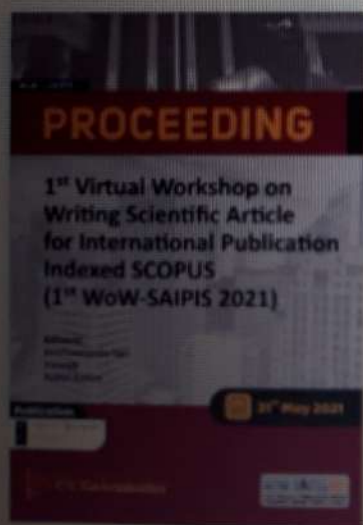
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Preface

We are delighted to introduce the 1st Virtual Workshop on Writing Scientific Article for International Publication Indexed SCOPUS with theme "Contribution of the Scientific Society to the Industrial Revolution 4.0". The technical program has brought researchers and practitioners around the world to a good forum for discussing, leveraging and developing all scientific and technological aspects that are relevant to economic business, education and humanities.

Moreover, it is with a great pleasure to have the keynote and invited speakers of WOW-SAIPIS 2021, Prof. Dr. Encup Supriatna, M.Si, Assoc. Prof. Idil Akbar, M.IP and Assoc. Prof. Irwandi, M.Ag who will share their knowledge and best innovative research findings in social sciences, economic business, education and humanities et al.

This Workshop is held by GoAcademica (Globalwriting Academica Consulting and Research). GoAcademica a company that dedicated to maximize impact of scientific publication, and Relawan Jurnal Indonesia, is a non-profit organization in field of scientific publication. The conference will be held virtually using Zoom webinar on Mei 31, 2021. This conference was successfully acquired 323 participants and 100 presenters from 4 countries, Indonesia, Malaysia, Taiwan and Uzbekistan. Thus, all selected papers will be submitted for publication to our publishing partner SCIENDO. We hope that the future WOW-SAIPIS 2021 will be as successful and stimulating, as indicated with the contributions presented in this volume.

AVID LEONARDO SARI- Chairman of WOW-SAIPIS 2021

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⑧ SARS-CoV-2 Infection Before and After Vaccination (Study at Medical Laboratory Technologist in Pontianak City, West Kalimantan, Indonesia)

⑧ Management of Marine Resources in Coastal Areas with Sustainable Development Principles

⑧ Analyze Enterprise Risk Management Implementation: Empirical Study on Financial Performance and Market Reaction in Indonesia

⑧ Analysis of Cryptocurrency in Islamic Perspective and Its Existence in Indonesia

⑧ Open Mindset of Village Society for New Age Technologies

⑧ Jokowi Government Communication Strategy Volume II Facing Public Distrust

Open Mindset of Village Society for NewAge Technologies

Lidia Djuhardi

Communication Science, Persada Indonesia Y.A.I University, Indonesia

Email: lidia.lilaya@yahoo.com

Abstract. New Age Technology, specially usage new teknologi digital is not just a part of lifestyle people in the city but also has infiltrated village people, even in Temajuk village, a village bordering Malaysia, which is not only isolated but still considered to be underdeveloped. This study aimed to find out the motives of villagers' to use a new technologies and how their meanings. The methodology of this study is using qualitative-descriptive with interpretive paradigm through case study. The subject of this study is the villager who lived in Temajuk Village, located in the very end of Borneo Island that directly borders with Malaysia. The subject is selected purposively, based on the context and the need of research. Researchers [author] will explore some informants, specially Temajuk people, namely parents and teachers who are associated with usage new technology in their village and regarding to their children who are addicted to digital media, especially those sophisticated mobile phone "smartphone". The data collection was conducted through interview, observation, literary review and documentation. The results of this study found are the informans motive using the smartphone and others technology in their life, as a television, computer because of histories life and the new technologies considered something new and want to change their life getting better, then the new Technolgies their meaning as a new knowledge , prestige and acces opener to make their life become a non-left behind society. The conclusion of this research found the society of Temajuk Village are very open their mindset about the new age technology and obviously enthusiasm. Furthermore, the existence of new technologies it seems "thirsty" or releasing from "prison" the remoteness of the access that is currently attached to Temajuk villagers as a underdeveloped society.

Keywords: New Technology; Underdeveloped Area; Open Mindset; Society of Temajuk Village

1. Introduction

Today, in a new age teknologi, sophisticated digital media not only color the lives of people in the city but also has infiltrated rural people, even in Temajuk village, a village bordering Malaysia, which is not only isolated but still considered to be underdeveloped. This study entitled "Open Mindset Of New Age Technologies For Village Society", is a case study about village society in Temajuk Village, Indonesia-Malaysia border area, where is still underdeveloped area, however the society very anthusiasn on new technology.

Temajuk village are located in a remote area, thus this point becomes an attraction as one of the main aspects in development conducted by the government towards rural left-behind and remote area.

Regarding this condition, it is astonishing when contemplating how enthusiasm of society towards the existence of this new technology. The condition can be seen towards their daily behaviour in dealing with smartphones, the internet, that seems to be “stroke of luck”, their euphoria can be seen certainly.

Currently, almost all the villagers own a gadget, even some of them own the newest smartphone, that according to them is as expensive as the price of a bike, regardless the fact that their signal in the village is not completely used. The existence of other new technologies like online game, etc. It seems “thirsty” or releasing from “prison” the remoteness of the access that is currently attached to Temajuk villagers. This phenomenon is very interesting as well as raises a variety of concerns, which researchers summarize in the research objectives, which is to find how the people as a part of underdeveloped society accepted new technology in their life.

The research questions are what the motives village society uses new technologies, even though their village area don't have a good signal and how their meaning about new technologies in their life. Regarding to research context, the researchers use authenticity as a technique of data validity, by providing an opportunity for informants to tell stories according to their motives and their meanings about new technology .

2. Literature Review

Phenomenology is a theory and approach at time. As one of the essential approach and has been established in communication study [12]. While Alfred Shutz's Phenomenology that tends to emphasize its study to social aspect, stated that meaning is a set of understanding that emerges from the mutual condition and culture in society, or the meaning that is understood collectively in every individuals in a society, that is called "Intersubjectivity" Alfred Schutz's phenomenology theory regarding motive likewise, in which “ In Order To” and "Because" motives, namely motive that emerges due to the past and and the motive of the future.

Regarding to the motive and meaning of Temajuk village by using new technology, the researcher explores the motive and meaning, in which these two aspects are explored and interpreted by the people through the circumstances of their people, environment, and culture.

3. Methodology

In this study, researchers used a qualitative approach, with a case study method, due to the characteristic of the case which was found by the researcher and the depth of the analysis. Case study as stated is empirical inquiry that investigates phonemons in real life context, that the scopes between the phenomenon and context might not seem decisive and where the multi sources are utilized. Through this method, the researcher attempts to comprehend a problem or phenomenon that is currently happening in Temajuk village, in which, the depth of the data might be collected from various sources, including document, interview and observation directly to Temajuk Village. The subject of the study is parents, teachers and even people in general from various jobs in the village, in which multi source is the characteristic of the case study. However the key informant is selected purposely based on the criteria of the research requirements that is determined by the researcher.

4. Result and Discussion

4.1 Result [data analysis]

Based on the data that has been collected , researchers analysis the findings related to the research. Here's the explanation.

4.1.1. Motives

As described in the introduction, how enthusiasm of Temajuk society towards the existence of the new technology, even though their village area don't have a good signal.

The responses from the informant are categorized as follows:

4.1.1.1. History [living in insufficient of money in the past]

Few responses from the informant telling their motives enthusiastically about technology due to their history that they previously an area that lived in sufficient condition because of the development of limitation access, as what have been stated by the informant with initial K,

“..wajar be biak ye tegile2 ngan hp , gem, maklumlah ndak suah, jangankan biak mudak, kamek tok yang dah ujurpun suke, magang jak dah suke, ye dink sejarah urang kamek tok kan serbe kekurangan, ape yang urang kotak ade , kamek sian, ...”

[“.It’s just normal for all the adolescent here to like Handphone [smartphone], playing game, because they didn't have it before, even all of us (the old people) like it, that was our history in the past that lived in insufficient condition, what urban people have, we don’t, due to this condition.”]

4.1.1.2. New [new devices]

Every new device that has been using in Temajuk village, is considered as a new thing, in which villager there are highly interested to the new things, especially new communication devices,

such as phone [smartphone] “, as what have been mentioned by the informant with initial B,

“...Suke lalu ngan masoknye segale peralatan tehnologi baru di kamek tok, pokok ong apem nang baru yelah nang care “

[“.. I was so happy since there was some technology devices, it was new at first for us, whatever new thing, we like it”]

4.1.1.3. Creating a better life quality

For many people in Temajuk village, the presence of new technology is a blessing that could change their lives’ quality, as mentioned by H, teacher at the village,

“ Adenye tehnologi baru di tempat kame tantulah sesuatu yang patut disukorek, karne alat-alat baru tok dapat mbarek ape yang selamak itok kame ndak dapat, jadi intinye kame ingin adenye perubahan idup labeh baik ke depan”

[“The presence of new technology in our village as something that we are really grateful for, because these new devices give us many benefits in which we don’t have before, the point is with the presence of new technology our lives will be better in the future “]

Those three categories about the motives of the informant in using or accepting new categories in their village if it is connected with the concept of Schutz motive, thus the motives that were stated subjectively by the informant are two Schutz motive “ in order to” and “because of”, namely motive in the past, motive for the expectation in the future.

4.1.2. Meaning

Based on the research questions that are related with new technology, thus the data taken from the interview of the informant, the researcher categorized them into few types, as follows,

4.1.2.1. Source of knowledge

It seems to become a deal when all the informants said that the presence of new technology as

knowledge, especially giving more knowledge as stated by Mrs. S, housewife that concerns with their children' education,

“saye skeluarge sangat suke nggunekan alat-alat yang ade tehnologi barunye, barrang lebih mudah, kekye jadi nambah tarus ilmu kite, ank-anak sayepun saye anjorkan tarus belajar gu nekan alat-alat kintok ye..”

[“ I and my family are happy with the using of new technology, because it is easier we can get more knowledge, I ask also my children to keep on learning using new technology ..”]

4.1.2.2. Prestige

One word that is never thought by the researcher is about the responses of few informants, that the presence of new technology in the village can raise their self esteem or prestige. As mentioned by one of the informants with Y initial, that admitted himself as fisherman,

“ ..Kamek tok kintok rase dah ndaon agek supan, rase dah ade gengsi, tok di karne masoknye tehnologi ke tempat kamek tok, macam hape saye tok, rase begengsi be kite, mun mbawa hape, ape gem un bise mainkannye, hebat raseeng, ..”

[..We are currently no longer shy, seem that there is prestige, since the presence technology that we can use, even though it is not always fine, such as this phone, if we take it everywhere, especially if we can operate it, it feels great ...]

4.1.2.3. Overcoming isolation

The presence of new technology, for all the people of Temajuk village to put them out of isolation so far. This is obvious, because the access used to be hard, and it became easier since the presence of new technology, especially Handphones. The statement of overcoming isolation was stated by some parties, one of them Mr. K,

“Yelah dengan masoknye tehnologi baru tok, kamek dah ndaan agek dianggap tetinggal, aksespun dah terbuka, kame bise ngubonge keluarge yang jaoh, biarpun nunggu sinyal idup, ndak ape, yang panting dah ndaan agek tetingga macam dolok serbe ndak bise ngape-ngape..”

[“through this new technology, we are no longer seen isolated, an access has been opened, because we can communicate with our family that live far, even though we must wait for the signal, it's not problem for us, We are no longer living isolated that's what's important..”]

Based on these three categories found by the researcher in the field, subjective meaning is found by the informant that becomes the part of the people of Temajuk villager, that seems so far living in isolation due to the remoteness of its area. However, the meaning of this subjective meaning explains what the people feel since the presence of new technology in their village. As stated that the meaning is related with how the actor decides the aspect of what is important from their social life.

4.2. Discussion

The results of data analysis found that the categories of findings related to the question of motives and meaning, that Schutz phenomenology theory about motive and meaning is strongly related with the findings, such as the meaning that was explained by every informant, even though the sentence is different, but it has few similarities of understanding objectively, due to living together in the same area and culture. Objective meaning, stated that the meaning that exists and lives in the framework of the whole culture that is understood collectively.[2]

Thus the motive of every informant that explained what made them became encouraged and delighted using modern technology [new technology], that there was a reason in the past and also in the future. This is also related with the motive that is distinguished from Schutz “in order to” [for the future] and “because” [the past]. That the motive refers to the reason for someone doing something.[2] In this matter, the researcher argued that motive is a reason for an individual to do something, whether they did for the past or will do this for the future.

5. Conclusion

Based on the research or the results of this research conclusion that, open mindset of the people of Temajuk village that is considered as isolation due to the area of condition that is far from the access to the city, stating that, the motive of the past that they considered as insufficient condition [history], making them interested to try new things, especially with the presence of new technology that they are considered as the entry access of isolation and remoteness, even though their condition is still lack of signals.

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