Village Official Website and Inclusive

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Village Official Website and Inclusive Communication Approach in Empowerment of Villagers in Susukan Banyumas Central Java, Indonesia

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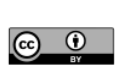
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Abstract. One of the government's efforts to succeed in empowering villages is to provide infrastructure in the form of village official website, this is done at the same time as a response to the transition of the use of electronic to digital media. The problem that arises later is that the new media in the form of the village official website cannot be accessed by the villagers, most of whom do not yet have the tools or media to access information in the official village website. Therefore, an inclusive communication approach is needed so that the information conveyed by the government through the village official website can be accepted by the villagers. Using qualitative research methods, this study aims to see how an inclusive communication approach can be used to help marginalized villagers who do not have direct access to the village official website in Susukan, Sumbang, Banyumas. The research results showed that one form of inclusive communication approach that can be carried out by empowerment actors is to use bulletin boards as an intermediary medium to access information through the village official website.

Keyword: empowerment, village official website, marginal villagers, inclusive communication approach

1. Introduction

The world is in the era of new media with increasingly diverse characteristics of information exposure increasingly diverse and the community or audience has the opportunity to be actively involved in finding information [11]. The emergence of new media is a domino effect of information technology progress which is followed by changes in patterns, methods and communication media in several lines of community life. For example, the process of buying and selling or transactions in the economic field that previously only happened in the real market, is now made easy in almost all transactions and virtual media is used for online trading system. In other fields, for example in social relations, people who used to perform direct communication are now starting to replace it by social media that does not require physical meeting. Likewise, the past method of sending messages requires the time-consuming use of letters, while now it only takes seconds by using e-mail.

Mc Quail (2013) as the father of mass communication also stated firmly about the change in paradigm and communication theory. In the old paradigm, mass communication is characterized by several matters, which include: one-way flow, uniformity of content sent and received, simultaneity of impacts, central control over what is sent and received, central peripheral flows as the dominant model, a fairly strict limit on the capacity of the system to bring public messages, and openness to public views and the availability of all people. Meanwhile, the main characteristics of communication in accordance with the new paradigm are put forward by Posters in Mc Quail (2013)

1

as follows: interactivity and exchange of messages, meanings, and roles; open access; multimediality; lack of central control and supply and choice arrangements; unlimited capacity; low transmission costs; no longer territorial in the base (no fixed location); diversity of control, content and usage; inequality related to the direction, intentions and consequences that might occur.

Changes in the use of media in communication due to the advancement of information technology require humans as makers and connoisseurs of technology to be vigilant and organize as well as possible in everything related to information because the progress of information technology will bring positive and negative effects. The massive information exposure requires management in order that information received and sent can be optimally useful. Therefore, information system is one of the important things to be considered by various parties, both by the private sector and the government.

Viewed from the context of national and regional development, the role and function of communication development through the use of information and communication technology is considered very strategic. Almost all government agencies ranging from the ministry level to the agencies at the village level, are currently active in allowing the development of information technology by making information system management. One of the interesting things to look at is the existence of a village information system, considering that all this time the village is considered as the lowest level of government that can only wait for information from the center. With the existence of a village information system, village government is given an autonomy to manage the flow of information at village level that is related directly and indirectly to the interests of the villagers themselves.

One proof that the use of new technology, especially the internet, is still not optimal is the number of villages with *Sistem Informasi Desa (SID)* or Village Information System in the form of village web, but not all of them are used optimally. The results of searches through sid.web.id revealed that out of 1139 villages in Indonesia with SID, only a portion of the villages that are still actively managing SID. Several villages are very active because they are fully supported by village officials and have managers who are experts of information technology, but there are also villages who continue to run even if the admin or manager has minimal or no basic knowledge in information technology. One example of a village that has SID in the form of a village web with very simple management is Susukan Village, Sumbang District, Banyumas Regency. Susukan village is an interesting location for further investigation, considering the character of this village in one of the lagging subdistricts and Sumbang District, with the majority of its population being farmers and factory workers with an average education of elementary school graduates. Initial data obtained in March 2018 shows that there are 80 percent of the villagers who have never accessed the internet, while currently Susukan Village is making its effort to be Tourism Village. Thus, for the community, especially Village apparatuses, the presence of village web is important to be a priority.

According to Zainudin (46 years old), the village web is only used to upload announcements and village activities, without stating whether or not the community can access or even utilize information from the website. The problem that arises later is the inability of village web to function as a medium for community empowerment. The mechanism of web management is only limited to fulfilling the Village's obligation to upload information without regard to community accessibility, let alone benefits to the community. Based on the results of interview with Susukan Regional Secretary, problems related to village web management occur because of two factors, namely web managers'lack of mastering of information technology, as well as poor management of content which is not consistent with the needs of the village community.

Another similarly important problem in *SID* utilization process is the presence of communities with diverse characteristics, especially marginal communities (who do not have access to the internet or village web), has not been the concern of village government. The results of initial pre-survey in Susukan Village on March 5 and 6, 2018 shows that out of 20 people interviewed randomly, only 5 people had accessed the internet. This means that only 20% of the villagers have ever accessed information through the internet, while the remaining 80% have never been acquainted with internet

as the new media technology. The interviews also show that 20% of the people who had accessed the internet, none of them had ever accessed the Village web. This happened because there was no socialization about the village website that was a maximum effort from the village government.

From the Susukan Village overview we know that many of the villagers don't have the tools needed to access the information given from the village website. To overcome this obstacle, the village web administrator try to use inclusive communication as an approach so that the villagers, especially the marginal can access and utilize the information from the village web for their own benefit. This research aim to analyze how the inclusive communication that used by the village web administrator can be a new milestone to empower the marginal society in Susukan Village.

2. Literature Review

Human communication as defined by some scholars as a transaction, a symbolic process that demanding people to arrange their own environment by (1) build relationship between man; (2) through exchange of information; (3) to strengthen other people attitude and behavior; and also (4) willing to change that attitude and behavior [3]. The definition given by the scholars emphasize that communication itself is a transaction and process. Communication as transaction can be understood as personal process and dynamic, means that the interpretation in which a communicator do both in verbal and non-verbal communication of the communicant will change the audience interpretation against the communicator, and vice versa [12]. While communication as process can be divide into two scope, as primary and secondary in communication process [5]. Communication process primarily is a process of expressing thought, thinking or feeling to somebody by using signs or symbols as media [5]. Signs as primary media in communication process are language, picture, color etc. While communication process in secondary term focused on tools or facility as the second media after signs (as the primary media). During the process, the aim of communication itself often failed because of several factors, i.e sociological, antrophological, semantic and ecological factors [5]. Thus, to be effective, communication process should consider several aspect in communication especially the audience. Audience or the communicant are one of the actor that has important role in determine the success or failure of communication process [3].

Communican or recipients in communication studies can be individuals, groups, and communities. Communicators have the task of knowing who will be the audience before the communication process. Three aspects that need to be known to a communicator regarding the audience, namely sociodemographic, psychological, and behavioral characteristics [3]. In delivering messages to audiences, communicators also need media. The ability of audiences to use the media will also influence the effectiveness of communication. Diverse media ownership would be better than single media [3].

The advance in information and communication technology media will have different impact on the ability to receive information between the disability and the non-disability [4]. A communicant with disability need some alternative media that has been adjusted with their ability. From this phenomena, the communication practitioner for kids with special need develop the inclusive communication as an approach.

Inclusive communication can be understood as an approach in which creates a supportive communication environment and effective for those who has special need by using various tools of communication that available and can be understood for both side so that the information given can be understandable [9]. It can be said that inclusive communication approach came from the effort to build communication with the kids that has special need especially in education. therefore, the term

that comes first was inclusive teaching, where inclusive can be interpreting as create learning space that can be accessed by every students by creating various learning method, challenging and relevant to educational activity [1].

In advance, the inclusive communication approach is not only used for children with special needs, but is widely used for groups of people who have limitations in accessing or marginal people. In some contexts, inclusive communication can be applied to development communication. This is because communication and development are two interconnected things [13]. The term communication in development communication is a communication process that aims to foster motivation and provide opportunities for the community to be involved in building activities by opening channels of communication, so that people can get a better life through the utilization and improvement of their abilities and at the same time placing them as actors active. In the communication process it is necessary to make a community change its approach so that the planned communication process and objectives can be achieved [8].

To analyze community development, we can use four communication perspectives, namely communication as a process, method, program and social movement. These four perspectives require interdisciplinary approaches [7]. Communication development also emphasizes dialogue that is carried out freely, openly, directed, honest and responsible [7]. Problems that arise then are obstacles that hinder dialogue and access to information. One of the obstacles in communication development is the community with diverse characters and backgrounds, this requires a communication approach that is different from one individual or community group to another. For this reason, planning communication is an important thing to do.

States that in communication, the communicator needs a communication action plan to achieve a specific goal. Berger's planning theory predicts and supports the proposition that if individuals face communication failures, their first tendency is to change plans at a more concrete level [1]. This applies also, if the media used by the communicator can't be reached by the communicant, so the communicator must change the communication plan that used by replacing the media according to the communicant's ability.

In this study, one community that can be a communicant in the context of development communication is the poor. One characteristic of the poor is the limited access to resources. The inability to developing its capacity are identified as a sign of poverty when viewed from a social approach [6]. Likewise, the people who do not have the tools to access information, in the digital era can be categorized as marginal and poor because the limited ownership of access can cause them to not be able to develop their capacity.

3. Methods

This research use qualitative method through Focus Group Discussion (FGD) and Participatory Action Research (PAR) to elaborate the method to apply the inclusive communication approach. Focus group discussion focused on unifying the perception as an immerse of reality between the village apparatus and the community on the importance of village web as media to access village information that can benefit both the apparatus and the villagers. While Participatory Action Research focused on how to empower the marginal people in Susukan Village to access information and reap the benefit from the village web because of their lackness.

4. Results and Discussions

4.1. Research Site of Susukan Village

Susukan is one of the villages in the Sumbang District, Banyumas. Susukan Village is located at Latitude 7 ° 21'54.76 "S and Longitude 109 ° 17'23.03" T with an area of 207,520 Ha and an altitude of 206 m above sea level. Susukan Village is divided into: 3 Hamlets *(Kadus)*; 5 subhamlets*(Grumbul)*; 21 neighborhood association *(RukunTetangga/RT)* and 6 Neighborhood Councils *(RukunWarga/RW)*. Five Grumbul in Susukan are Susukan, Karangjati, Dukuhmanis, Lembuayu, and Simangu. Susukan Village area is categorized as the 10th largest area in Sumbang

District. The Susukan area is widely used for rice fields covering 114 ha, besides being used for buildings, gardens and swimming pools. Therefore, the work of rural communities is mostly farm laborers and farmers with the main crops produced are rice and corn. Data from Susukan, Banyumas village profile (*ProfilDesadanKelurahan/Prodeskel*), the biggest livelihood of Susukan Village residents is new entrepreneurs then farmers.

Table 1. The Livelihood Types of Susukan Residents

Types of Livelihood	Male	Female	Total
Entrepreneur	502	87	589
Farmer	329	106	435
Private Company laborers	115	112	227
Farm workers	80	36	116

Source: Susukan Village Profile(2016) edited in 2018

From the data above (table 1), the community with a profession as a farmer both of male and female sex has a high percentage, this is because the land use in the Susukan village area is mostly for agriculture. From the village profile data (table 2), there is a figure of 115 hectare of land area used to grow crops with rained rice fields. The crops planted during the rainy season are rice and when dry, the farmers planted corn.

Table 2. Farming Area Utilization and Type of Rice Farming Areain Susukan Village

Farming Area Category	Area Size (ha)
A. Type of Farming Area	
1. Wet rice land	115,00
2. Dry land	11,00
Total Area	126,00
B. Type of rice farming area	
1. Rainfall rice farming	115,00
Total of rice farming area	115,00

Source: Susukan Village Profile(2016)

Agricultural products, especially rice and corn from Susukan Village, are high. This is inseparable from the role of the government to continue educating people who are members of farmer groups. Various trainings from partners through the village government such as community service students from Jenderal Soedirman University and also from the Banyumas district agriculture service. The training was also followed by supervision and evaluation from related parties. So that the harvest can be maximized and able to meet the needs of the village community even sent out of the village.

In addition to the main crops of rice and corn, the Susukan community is also trying to develop agricultural products in the form of ornamental plants as a source of income. The fertile soil conditions and the fairly high rainfall potential to develop the ornamental plant business. Several types of flowers, bonsai and other ornamental plants are sold at several points in the village area, especially in Susukan Grumbul. Other types of agricultural crops, such as vegetables, are also planted by villagers, but in average only for the benefit of family consumption or sold in neighboring shops. In contrast to the yield of corn, the sale can reach outside the village. The process of buying and selling vegetables is not through the government/particular institution but in general directly from the owner's farmer with the buyer/third party who comes when harvesting.

4.2. Susukan Village Web

According to one of the mandates of the Village Law in 2014 is the provision of a Village Information System /*SID* in each village. Each Regency has an obligation to provide SID related facilities and infrastructure. One form of the village information system is the village website. Banyumas Regency began implementing the mandate of the 2014 Village Law by providing a village

web domain for all villages in Banyumas Regency gradually. The official Susukan village web address from the Banyumas regional government is www.susukan.sumbangkec.banyumaskab.go.id. The village web is managed by the Susukan village government with the village secretary as administrator.

Figure 1. Susukan Village Official Website

The official website of Susukan village in its early presence in 2016 was simply managed. Admin officers (village secretaries) claim to upload information to the village web only a few times a year. The admin officer feels incapable if the information desired by the Susukan Village community must be updated every week. This situation lasts until 2017, until finally in 2018, the Village Chief and the Village apparatus appoint several villagers who have the competence to manage the village web into a village web management team. This team then tasked with managing the village web with the main role as a journalist to update data, information and news that will later be uploaded into the village web.

The Susukan village website contains a profile menu, village institutions, news, potential, activities, public menus and galleries. From each menu there is sub-menu including village vision and mission, village history, village monograph, area. In general, the menu content in the village web has mostly contained information, but information that contains news has not been updated. The problem arises because of the limitations of the admin who serves as the village apparatus. The task as a web administrator is a new thing and become additional task because the SID program is a new program from the local government. Therefore, the village apparatus that served as an admin claimed to prioritize the main tasks as village officials.

By looking at the dilemma of managing the village's web content, an initiative emerged to utilize the Village-Owned Enterprise (BUMDES) web Susukan with the address www.susukan.online which is more active in information management. The active management of the web site can be tracked from the information that is updated every 2 weeks.

4.3. Marginal Society
Since 2016, the women population in Banyumas Regency is majority than men. So, in this study, the easiest and most common respondents were housewives. Based on Talcott's theory of social change, it is explained that individuals are able to make changes if they dare to become "agent of

change" actors. In theory, there is no explanation regarding the sex of the individual. But unfortunately, the concept of "theory of nature" or patriarchal culture is more believed by Javanese society, including women themselves. In fact, surrounding cultures largely forms human attitudes and mindset. Here, the superiority of men has been 10 result of cultural construction, from communal things to personal. Finally, men who have greater access to productive objects are constructed to play a role in the public sector, whereas women whose economic needs are met by men play a role in serving men in the domestic sector. These concepts make women literally in marginal groups.

The meaning of marginal communities in this study is the marginalized people who do not have or are limited in access to information. Especially in this case is accessing SID on the village web via the Internet. It was said that because based on the initial data of the study in March 2018, respondents who were taken using a random method showed that most people could not and did not want to access the Internet for various reasons. The helplessness and unwillingness of the community are findings from a total of 50 respondents including the village apparatus. The findings obtained are as follows:
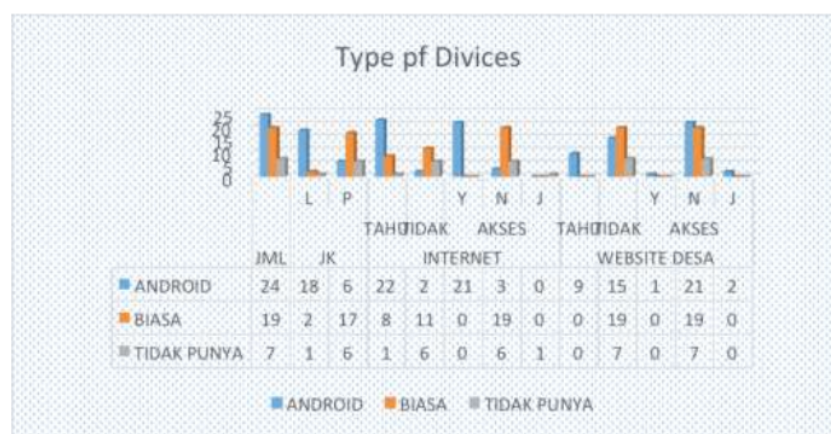

Figure2: Kind of Gadget owned by Villagers
Source: Data Analysis (2018)

Figure 2 indicates that women have less internet access. The magnitude 2 of the number of community whom lack of understanding, especially women, on the web village and internet is due to the absence of supporting facilities. The majority of women only have regular mobile ph 3 es (not Android) and even many don't have cellphones or smartphones. This makes people unable to access information through the internet or village web.

In addition to the lack of tools or facility to access the internet, marginal communities in Susukan village also have characters who are reluctant or afraid to open the internet. This fear is because the information they receive is incorrect. The results of interviews with one of the respondents indicated that they were afraid to access the internet for fear of being subject to the *UU ITE* (Internet and Electronic Transaction Law). They only heard of many cases of people who were convicted for violating the IET Law, and even then information was obtained from their husbands. This shows that internet literacy for the Susukan people are low. And these two things, namely the lack of tools and the attitude of refusing to access the internet are the causes of society being marginalized in accessing information.

4.4. Inclusive Communication Approach and Community Empowerment

In this research, we found that the community did not know of the existence of the village web because accessibility was not fulfilled. The community here is not limited to the population recorded administratively in the Susukan Village, but also the village government apparatus itself as the main human resources. The other findings are because the inclusion system has not been implemented. This is a common thing because it relates to the inability of the village government to understand and run the village web itself.

From the initial information, various community empowerment programs in Susukan Village have often been carried out. Communities with the majority of jobs are farm laborers / farmers, every year they always get socialization about agriculture from the Jenderal Soedirman University students in their student community service program (called as *KuliahKerjaNyata/KKN*). Other empowerment programs that come from social services related to skills training have also never been included. The information obtained from respondents is the training of sewing skills from the social service, but the absence of supervision so that the participants do not develop further the knowledge that has been obtained.

In relation with the village web, students of STMIK Yos Sudarso have carried out the empowerment program every year through the field practical work program (called locally as PKL). But the target of the participants is the village government apparatus in one sub-district. The findings obtained in the interview with the village admin of Desa Susukan village, Fauzan (35 years), that the participants of the socialization tended to be passive in the discussion process when the socialization took place. The conclusion obtained is the process of learning and developing the ability to operate / manage the village web has not run optimally.

With the presence of new media in the form of the Internet, the pattern of communication to achieve understanding in a large community can no longer be linear. The role of the actor in this case the village government also has not been seen actively conducting socialization related to the village web to the community even to colleagues in the village hall office.

The results show that out of 12 village officials, only 4 people knew and 2 of them were the first and second admin. The condition that not all people in Susukan Village are Internet literate, the information delivery strategy must be diverse. One strategy is to use an inclusive communication approach. Using an inclusive communication approach allows the use of non-verbal language in the delivery of information, including: simple language, body language, body gesture, markers used when communicating, images and symbols that support communication, objects that can signify something and interactive approaches. This is suitable for the Susukan Village community who do not understand information technology such as new media, which is the village web.

Given the importance of the village web presence, a consensus needs to be established between the village apparatus and the community. A unified understanding about the importance of village web and the benefits to utilize from the village web such as the ease of obtaining a variety of information both about the village and others so in this research the process to unify the understanding between the village apparatus and the community was carried out through a focus discussion group (FDG) forum. This strategy is in line with the concept of Kinkaid and Rogers in viewing communication. They see communication as a process that has a tendency to move towards a convergence, namely in the form of mutual understanding and to reach understanding tolerance is needed at a higher level [3].

Figure 3. The FGD Process between Village Apparatus and the Community Members
Source: Documented (2018)

The agreement reached in the FGD between village leaders and the community is a shared desire between the community and the village government apparatus to reactivate the village web by optimizing human resources first. The formation of the village web management team synergy between *Karangtaruna* (youth village organization) and village apparatus also took place and was agreed upon. As a follow up, the first training was carried out in the form of journalistic training to the village web management team. Here, the assistance to the village web management team is also continuing. This form of assistance is mutually informed and motivating to continue to create articles so that information in the village web continues to increase and up to date.

Figure 4. Empowering the Youth Organization (Karang Taruna) by giving writing course to create articles for the village web
Source: Documented (2018)

Because the lack of tool to access internet for the marginal people in Susukan Village, one of the challenge to apply the inclusive communication to this community is to create alternative media to derive the content from the village web. The idea came up with the strategy to put bulletin board with some relevant printed articles in several strategic location around the village like the village office, local healthcare, sports arena etc where the marginal people often come there. After several weeks of observation, we found that more people attracted to read the information given in the signboard (Figure 5).

Figure 5.
Villagers read the printed article in the village office wall from village web content
Source: Documented (2018)

5. Conclusion

The village official website in Susukan Village is a new kind of emerging media to inform the local villagers about various information that can benefit to villagers for supporting daily life activities. Unfortunately, there are two problem arise. The first problem is the lack of content in the village web and the second problem is the inability to access the village web in some of the villagers because they lack the tool (devices) to access the website, in which we call them the marginal people.

To overcome this matters, some attempt has been done. The first problem can be solved by empowering the Karangtaruna (local youth organization) to involve in creating the web contents by train them to create articles, after the reached agreement between the village apparatus and the community through several FGD. Before the Karangtaruna involved, they are marginal in the eye of village apparatus so the village web content only post few articles and mostly about government regulation. After the karangtaruna being empowered, now there are hundreds of attractive article in the village web.

The second problem can be solved by placing bulletin board with relevance articles from the village web in several strategic location around the village where the marginal people often come there as an inclusive communication approach. This empowers the marginal people themselves by eagerly read the selected articles from the web that has relevance with their daily activity. Village bulletin might be designed with combination of picture, photo, flowchart, map and so on to improve visualization and making much easier to be understood by marginal local people. Level of local people literacy is also great concern on designing the village bulletin.

Considering the problems and solving problem strategies, it can be concluded that the inclusive communication can be new approach to empower villagers, especially the marginal people in our society to access various needed information for supporting daily life activities for improving rural life quality.

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