

Technology Assessment as a Form of Inclusive Communication Approach to Access Information from Village Web in Central Java Indonesia

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THE AWARENESS AND ACCESSIBILITY OF VILLAGE OFFICIAL WEBSITE ON MARGINALIZED VILLAGERS IN CENTRAL JAVA INDONESIA

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ABSTRACT

The emergence of village official website as a new village community empowering media brings its own consequence and impact. Village government as a part of empowering actor is obliged to open awareness and accessibility of information for villagers through village official website. In fact, there are some limitations causing particular villagers to be marginalized. By applying qualitative method, through the in-depth interview with the marginalized villagers, and focus group discussion with the village apparatus, the villagers and empowerment actors. This research seeks to analyze the awareness and accessibility of information for marginalized villagers in Susukan Village, Sumbang Subdistrict, Banyumas District, Central Java. Research findings showed that awareness and accessibility of information for marginalized villagers in Susukan Village is still considerably limited because of low educational and high resistance level regarding internet. Thus, appropriate approach and well-designed information in village official website are highly recommended in order that villagers can optimally access and utilize village official website for supporting their daily socio-economic activities. Furthermore, this research is expected to be a material evaluation of the government in implementing village information system policies and give more attention to marginalized villagers regarding their ability to access information from village official website.

Keywords: village official website, awareness, accessibility, marginalized, villagers

INTRODUCTION

The role and function of information and communication technology is considered very strategic in national and local development. Various government agencies including village office are currently practicing the development of information technology through information system management. According to Mustofa & Mustofa (2018), Village Information System is an information system used to support information service aimed at rural communities based on accountability, efficiency, transparency and communicative.

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. Adi, Joni & Janawir (2017) said that Villages in Indonesia need to have a complete database and an information system that is easily used to serve the needs of data for their development and support public services.

The existence of a Village Information System (*Sistem Informasi Desa/SID*), for example in the form of a village web, requires the community to understand that holistic or comprehensive information can be obtained relatively easily by using only one media. Salim (2013) said that the right communication channels could improve community participation on government programs. However, not all rural communities with a marginal majority can access and follow the development of information technology. One proof that the use of new technology, especially the internet, is still not optimal is the number of villages with SID in the form of village webs, 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.

Susukan Village of Sumbang, Banyumas, Central Java is among the pioneering villages which has been developing SID for supporting the villagers' daily life. As a typical village in rural area, poverty, lack of access to resources, low human capacity and lack of socio-economic infrastructures are among the problems of Susukan Village. On the other hand, SID has been introduced and developed which has been being directed for providing appropriate information to support and facilitate the improvement of socio-economic activities of rural people. Considering the aforementioned background, this study aims to analyze how the marginal community's accessibility to the required information made available at the village official website, as well as how the marginal community utilizes information from village official website in Susukan Village, Sumbang, Banyumas, Central Java.

LITERATURE REVIEW

The use of information technology has a positive effect on several aspects of life. One study shows that the use of information technology in the education system has a positive effect on

students' behavior in seeking information (Eftekhar, Ziaei & Moghaddam, 2019). To some extent, common people are still confused when distinguishing between data and information. Data can be defined as raw material of information, while information is data that has been processed into a meaningful form for the recipient and useful in making current or future decision (Davis, 2002). Thus, information depends on the acquired data base. if there is mistake in reading data then it the information received will also be wrong. Information is the result of data processing, but not all results of such processing can be defined as information (Darmawan, 2012).

Early arrangement or management of information was also done manually until finally computer is used; this is often called the information system. According to Babu and Singh (2003), information systems refer to computer-based systems designed to support organizational operations, management and decision functions.

Similar idea on information has been also delivered by Davis (2002) who said that information system uses computer hardware and software, procedures, decision management models and decisions of a "database". The progress of information system makes the management of an organization to be more focused and systematic, including information management system in village administration through the development of Village Information System (*Sistem Informasi Desa/SID*) in rural Indonesia since 2009.

Many studies have found that information system and new media, especially internet, is very promising for promoting and improving rural live and agricultural development in Indonesia. A current study in rural Yogyakarta by Subejo, et.al. (2017) concluded that new media (internet) has played an important role in supporting rural life especially in facilitating farming production and operation in rural area.

The development of information system for rural people has been introduced through various mechanisms, commonly in the form of more specific issue or on narrow sectoral aspect. An integrated information system covering various information required for supporting rural life is crucial to be developed. SID in rural Indonesia is designed as a new type of integrated information system for supporting rural development.

The history and definition of SID are stated in the UNDP Indonesia Information Systems guidebook written by Nasir, et.al. (2013). Previously known as SIDESA, SID has both narrow and broad meanings. In a narrow meaning, SID is intended as an application to help village government in documenting data belonging to the village in order to facilitate its search process. While in a broad meaning, SID is defined as a series or system (either mechanism, procedure to utilization) that aims to manage the existing resources in the community (Ranggoaini, et.al., 2012)

SID is built with computer and is web-based, allowing information to be accessed by every villager. Meanwhile SID license is developed using a free and open-source operating system which means it can be used, copied, distributed, studied, modified or enhanced by anyone

and anywhere according to field needs. This system has been developed since 2005, and in 2009 it began to be applied to improve village performance (Nasir, et.al., 2013).

Village information system commonly contains village data, village development data, village area, and other information related to rural development. This information is published as accessible public data or information (Argon, 2016). This research discusses village information system, particularly with regard to village official website.

Initially, village official website was designed to be one of the media empowerments for village communities, including marginalized people. A number of villagers characterized as marginalized people are commonly lack of information access to support socio-economic activities. Through the development of SID it is expected that most of the villagers, including marginalized people in the village, can access the required information for improving their lives. One group of communicants in the context of development communication is marginalized. Marginalized societies can be defined as individuals who, because of marriage, migration, education or anything else that causes movement from one group to another, are unable to adapt, or have adapted but are not accepted by another group (Park in Aisindi, 2014). The grouping of people into marginal groups varies widely. According to the United Nations (2009), marginalized groups include: women, youth, elderly, disabled people, indigenous peoples, immigrants, ethnic or religious minorities, and people living with HIV. In addition, the poor can also be categorized as marginal groups. Handler and Hasenfield (2007) defined poverty in two approaches, namely economic approach and social approach. Economic approach views poverty as inability to fulfill basic needs, while social approach defines poverty as a limitation to develop capacity.

According to a report of National Planning Agency (*Badan Perencanaan Nasional/Bappenas*) (2008), disadvantaged and marginalized groups typically experience difficulties in using and utilizing ICTs, just as they experience difficulty in obtaining and utilizing other potential resources. The result of research conducted by Nugroho, Nugraha et.al. (2012) suggests that disability groups are less viable groups for accessing through the media, while women and children are marginalized groups that are more often exploited by stakeholders in the media.

Here, among the marginalized group, the youth group are prospecting to lead the development in the village through creating content in SID using ICT. According to Samsuddin et.al (2018), empowerment for rural youth in Malaysia can contribute to the social and economic of rural development. In order to do so, some creative way is needed to enhance and empower the youth by utilizing ICT.

METHODOLOGY

This research used qualitative method approach, a research method with natural object developed as it is and is not manipulated by the researcher, and the presence of researcher

does not affect the dynamics of the object (Sugiyono, 2016). Research was performed in Susukan Village, Sumbang Subdistrict, Banyumas District, Central Java. Informants used as data sources in the study include officers from Banyumas communications service, village apparatus and marginal community members of Susukan Village. Techniques of data collection were direct interview (50 respondents), participant observation, and focus group discussion. Further, the resulted field data were tested for its validity by using data triangulation technique.

RESULT AND DISCUSSION

General Condition of Research Sites

In this research, Susukan becomes the selected research location and is one of the villages in Sumbang Subdistrict, Banyumas District. Geographically, Susukan is a fairly strategic. To the north, Susukan Village is adjacent to Cendana Village, Kutasari Subdistrict, Purbalingga District. The borders on the southern side are Silado Village and Karangturi Subdistrict, western side are Ciberem Village and Sumbang Subdistrict, and eastern side are Mipiran Village and Limbangan Subdistrict, Purbalingga District. Area of Susukan Village covers 2095.2 km² and height 191 meter from sea level.

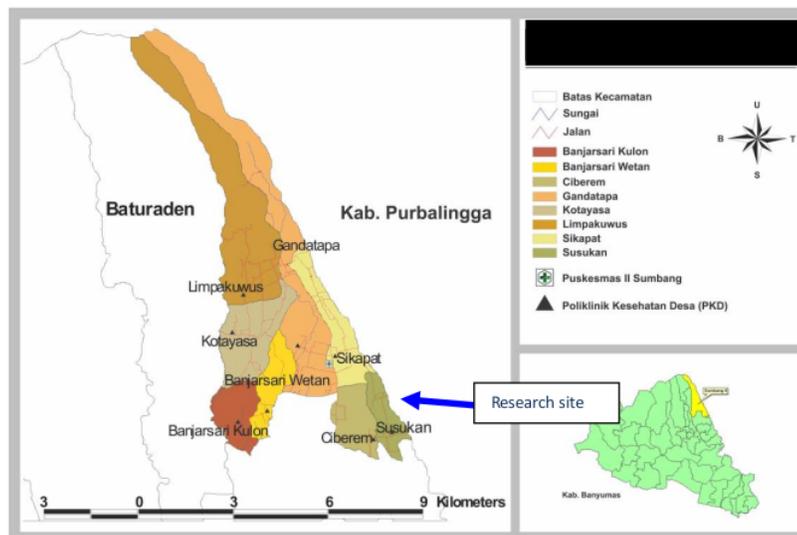


Figure 1. Map of Research Site (Susukan Village)

Source: puskesmas2sumbang.banyumaskab.go.id

The land in Susukan Village area is mostly used for simple irrigation farming area of 114 hectares, while the rest is for buildings, gardens and swimming pool. Therefore, the villagers are mostly farm laborers and peasants. In addition to rice farming, another important agricultural product is corn.

SID of Susukan Village (2018) documented that the total number of households in the village is 1,457 units, which make up a population of 4,536 people. Based on gender, the village population consists of 2,312 male and 2,224 female. Population density in the village is 22 people per hectare.

The distance the villagers need to take to reach downtown district is 15 km, and 4 km to the district office. Distance is not a problem with the presence of private and public vehicles (public transportation).

Banyumas Statistical Data (2016) shows that the people of Susukan Village at the productive age (marked by their ability to drive private vehicles) make up to 2,281 people. Meanwhile, the number of private vehicles owned by people there consists of 198 motorcycles and 12 cars. The transportation access of village is not a problematic issue. Proximity should be a convenience in the dissemination of information, although the reality shows otherwise. Many factors cause important information to be unable to be accessed by the public, especially marginalized community members.

Marginalized Villagers

Administratively, Susukan Village is divided into: 3 hamlets (*dusun*); 5 sub hamlets (*grumbul*); 21 neighborhood associations (*Rukun Tetangga/RT*) and 6 neighborhood councils (*Rukun Warga/RW*). Profile of administrative area of Susukan Village can be seen in Table 1.

Data of BPS in Banyumas District (2016) on population composition in Susukan indicates that the number of female population is larger than the male one (1,815 female and 1,742 male). During the process of random collection of research data, respondents who are the easiest one to be encountered by the researcher are women who work in the domestic domain and the factory. Most of the female respondents faced constraint in accessing information through the web because of several factors, one of them is not having the tools or technology – mobile phone or computer – to access the internet. In addition, some respondents who have mobile phones or smartphones are also reluctant to access due to some fear and their husbands' prohibition which causes them to feel unbeneficial.

Table 1: Distribution of People Based on Hamlet and Subhamlet

Name of Hamlet	Name of sub-hamlet	Neighborhood council (RW)	Neighborhood association (RT)
Hamlet 1	Susukan	1	3
		5	4
Hamlet 2	Karangjati	4	4
		2	2
Hamlet 3	Lembuayu	3	3
		6	5

Source: SID Susukan Village (2018)

These findings cause women to fall into the category of marginalized groups of villagers, defined as those with no or limited access to information through the village official website. Initial data from 50 respondents interviewed showed that most of them cannot access the internet, even some others are intentionally unwilling to access the internet for various reasons. Data on research results related to ownership of mobile phones and knowledge of the internet and web villages is presented in Figure 2.

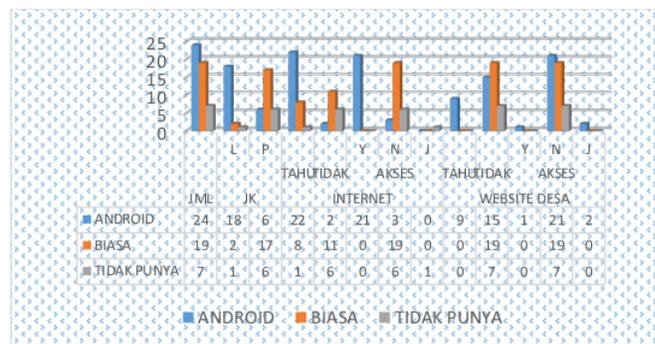


Figure 2: Type of Mobile Phones Owned by the Community

Figure 2 shows that the limited access of women to the internet, because they do not have Android mobile phone. The degree of incomprehension of the society, especially women, regarding village official website and internet is due to the lack of supporting facilities. The majority of women only have ordinary mobile phones (which can only be used for making phonecalls and texting) and many others do not have mobile phones or smartphones. Knowledge or information about internet hazards is also another factor for women to be reluctant to access the internet. Everything related to the internet is automatically rejected because of horror. Fear of using the internet is also due to a prohibition from her husband or

children to access the internet. One respondent responded with a horrified expression when the question posed was the reason for not accessing the internet. For some people in Susukan Village, especially women, unbalanced information separates them from the outside world that offers a variety of information.

Village Official Website Initiation

The history of the initiation of Susukan Village website was originated from the initiative of one of the political elites who has close connection to Sumbang Subdistrict. Political elites who have access to educational institutions assigned internship student to teach and socialize the subject of subdomains to villages in Sumbang Subdistrict. This activity focused on teaching village government apparatuses who were being prepared to be admin/manager of village official website. The event run from 2016 - 2018 and there was also a cooperation with Ministry of Communication and Information of the Republic of Indonesia (*Kementrian Komunikasi dan Informasi/Kominfo*) to create a domain of villages in the Sumbang Subdistrict including Susukan Village. Appreciation for the event led to the making sumbangkec.go.id domain in 2016.

The spirit for developing the village website is also in line with the program of Ministry of Village Affair which invites villages across Indonesia to create subdomains. One of the activities that have been done is the socialization of regulation on empowerment actor in Central Java. The key point of the activity is that each village should create a subdomain containing village information. The event took place in 2015/2016 at Horison Hotel, Purwokerto, Banyumas, Central Java.

Village information system is an issue in need of resolution. Scope of SID is still being questioned even by Kominfo. The long history of subdomain creation process finally led to a time in 2012 when villages in Banyumas District already have village official websites. The effort to socialize/encourage villagers to use village official website is remarkable. There are people who do not understand IT but are eager to have village official website; this triggers new teaching strategies. Telematics team of Dishubkominfo (Office of Transportation, Communication, and Informatics) conducts training through Facebook as well as makes and distributes CD containing video tutorials. Every socialization will be held in all community or village government. Question and answer session is also held after the training through Facebook Messenger.

In the final conclusion, sumbangkec.go.id was made through communication but the management was never transferable, thus Kominfo plays a big role in making it from the beginning until present moment. The answer that covers all villages and subdistricts in Banyumas is the telematics team (programmer and others).

Since the socialization on the making of village official website, almost 50% of villages have used subdomains. The list by Kominfo in 2016 has recorded 150 villages with

domains. One of the responsibilities of Kominfo regarding village official website is to train the web manager of the village, and particularly for Sumbang Subdistrict, to create a synergy with Stikom Yos Sudarso (a telecommunication college) to perform socialization activities. Complaints on running the system will be addressed directly, but so far there have been no report of complaint from the villages.

Village Official Website Characteristics

The main content of Susukan Village web can be classified into 7 aspects namely: (1) *Profil* (Profile), (2) *Lembaga Desa* (Village Institutions), (3) *Berita* (News), (4) *Potensi* (Potentials), (5) *Kegiatan* (Activities), (6) *Menu Publik* (Public Menu), and (7) *Galeri* (Gallery). Detailed description of the menus is displayed in table 3.

Susukan Village official website tends to be less dynamic or not up to date. Almost all of the activities on the web is uploaded in 2017, and some of the latest ones in 2018 is related to the creation of village parks and swimming pools.

Table 2: Information on Susukan Village Official Website

	Display menu	Description	Current Status
1	<i>Profil</i>	It contains the <i>Visi dan Misi</i> (Vision and Mission), <i>Sejarah Desa</i> (Village History), <i>Monografi Desa</i> (Village Monograph), <i>Tokoh dan Sejarah</i> (leaders/village head from time to time).	not updated
2	<i>Lembaga Desa</i>	Contents are related to the organizational structure of village government, institutions under village government.	not updated.
3	<i>Berita</i>	It contains narrative reports and photos of activities undertaken by the community or village apparatus.	Last update was in 2017
4	<i>Potensi</i>	Contents are about the existing tourist locations in the Susukan Village include village parks, swimming pools and natural attractions.	Last update was in 2017
5	<i>Kegiatan</i>	No login information yet	not updated
6	<i>Menu Publik</i>	No login information yet	not updated
7	<i>Galeri</i>	It contains photos of activities performed by the community or village apparatus.	Last update was in 2017

Source: Research data (2018)

Susukan Village Website started to run in October 2016. Thanks to the students of Stikom Yos Sudarso in their fieldwork program, initial village website has been created. The system experienced a trouble in November 2016 and there was no improvement from the center, thus the administrators of Susukan Village website could not update new data and information. Improvement effort is limited, the admin tends to let the trouble happens because he is not an IT expert. The village official website was reactivated after the arrival of a student from Stikom Yos Sudarso in February 2017. The most recent view of Susukan Village website can be seen in Figure 6.

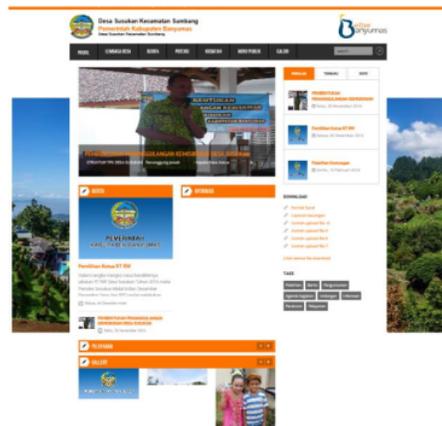


Figure 6: The newest home page of Susukan website
Source: www.susukan.sumbangkec.banyumaskab.go.id

The page remains until now under the design layout of the website owned by Kominfo of Banyuwangi District. It can be seen that Susukan Village official website has the following menus: *Profil*, *Lembaga Desa*, *Berita*, *Potensi*, *Kegiatan*, *Menu Publik*, and *Galeri*. Under each menu, there are several submenus that will lead to more detailed information. In the *Profil* menu, people are able to find *Visi dan Misi*, *Sejarah Desa*, *Monograf Desa*, *Wilayah Desa*, and *Tokoh dan Sejarah*. *Visi dan Misi* of the village needs to be known collectively, in order to accelerate reaching the achievement. In this menu, the information is sufficient because it is a permanent information, while *Monograf Desa* need to be regularly updated. Special attention needs to be paid to *Sejarah Desa* submenu, because it does not display any information.

The *Lembaga Desa* menu contains the organizations in village government, Information on village institutions does not need change due to a five year term of tenure. Even so, the admin of village official website must update immediately if there is a change in the name of the position. This is to make it easier for the visitors of the website who will visit the village government office and meet village apparatus.

The information in the submenus are not complete yet because there are still so many empty submenus. When a visitor clicks *Karangtaruna*, he/she will find an empty page; no description, element, and organizational structure of Karangtaruna is displayed. In the field itself, the agents have been assigned but the website admin is not included in the village official website. The same problem also happened to PPKBD.

Potensi menu contains information about tourism, particularly about village park, swimming pool, and tour of nature. The display was interesting with the picture taken from the right angle. The completeness of information needs to be improved, because even the information about the location of the tour is not available yet. New offers in the form of textless images related to admission prices, operational schedules, facilities, and monthly visitor data need to be posted to attract readers.

The next menu is *Kegiatan*, which contains photos of the training of village official website and tools for delivering important and emergency information signal to villagers (locally called as *kentongan*, a short sound-producing device from bamboo). During this research, the activity of *kentongan* is not performed yet.

Menu Publik contains submenus such as APBDES (Village Budget), Download, *Peraturan* (Regulation), *Pelayanan* (Service), *Hubungi Kami* (Contact Us), *Agenda Kegiatan* (Event Agenda), *Informasi* (Information), *Keluhan* (Complaint), and *Pengumuman* (Announcement). Download is related to administrative affairs, which are very beneficial for the community because it includes various important information. Other submenus are similar to each other in the form of images without any informative narration. Submenus of public menu is not effective due to the lack of detailed information, as seen in Figure 7.

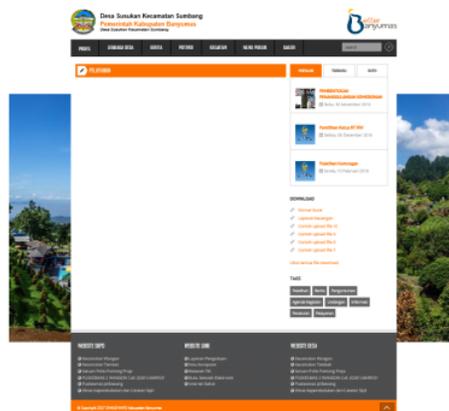


Figure 7: Display of Submenu Public
 Source: susukan.sumbangkec.banyumas.go.id

Menus such as *Berita*, *Menu Publik*, dan *Galeri* do not contain the latest information, either. The village has already made a long-term plan consisting of endless activities, but they are not updated in the website. In village official website management, the most important thing is the development of admin or manager skills. The quality of the admin or manager will culminate in an up-to-date content and an interesting web layout design.

In general, display of the menus in Susukan Village website page is still considerably limited. Most of them do not provide detailed information to the public. It can be concluded from the results of observations and interviews that the concept of information as stated by Davis (2002) – information is processed data useful for recipients of information – has not been satisfyingly realized in Susukan Village. The incompleteness of information on the website can also be the reason behind the villagers' ignorance.

Readers are motivated due to the closeness of information with themselves. This spirit is still growing with the will of Karang Taruna to learn journalism and to be village journalists to write things associated with Susukan Village. In the meantime, the writing is posted on <http://www.susukan.online>, a page pioneered by the board of village-owned business entity institution (BUMDes).

Awareness and Accessibility of Information by Marginal Villagers

Broadly speaking, the awareness, access to and utilization of village official website by marginal villagers in Susukan Village are considered as not optimal. Access to information in the website can be said to be very limited. This is due to the absence of technological means to access the website. Problems found after FGDs and interviews with respondents stated that in addition to the lack of facilities, no information in the website that is needed by the villagers. The government's budget and organizational structure, for example, are not important information that that the villagers need to know. The absence of closeness to the information presented results in community apathy.

The villagers tend to want information related to security, food prices, health, development, community empowerment, and business opportunities, but they are not displayed on the village official website. When the information is not available, then the community cannot use the village official website as a means to be empowered.

Marginalized community characterized by physical disability also have not received special attentions, thus information absorption does not run optimally. The community also includes people who are reluctant to access information, for example village apparatus. With ease of accessibility, the admin of village official website should be the front line to access and inform the contents of village official website to the colleagues, but the facts on the field show the otherwise.

In the end, when access is not running properly, the utilization process does not run optimally, either. Community conditions will not be optimum without the ease in of obtaining information.

DISCUSSION

The purchasing power for facilities/devices of communication – smartphone – can be linked to the job as the source of purchase transaction. Statistics of BPS in Banyumas District (2016) shows that the residents of Susukan Village aged 15 years and over have various types of job. The top five types of job of Susukan villagers are in the fields of agriculture (1,141), industry (653), construction (212), services (171) and trading (145). It can be seen that agriculture becomes the job for the majority of Susukan Village community. This is one reason why smartphones are not a priority of ownership for marginalized society. Related to the job of 50 respondents in this study, the results are somewhat different from the work of the majority of Susukan community. This is because some of the respondents who were randomly interviewed were women. The diagram of respondents' job distribution is presented in Figure 3.

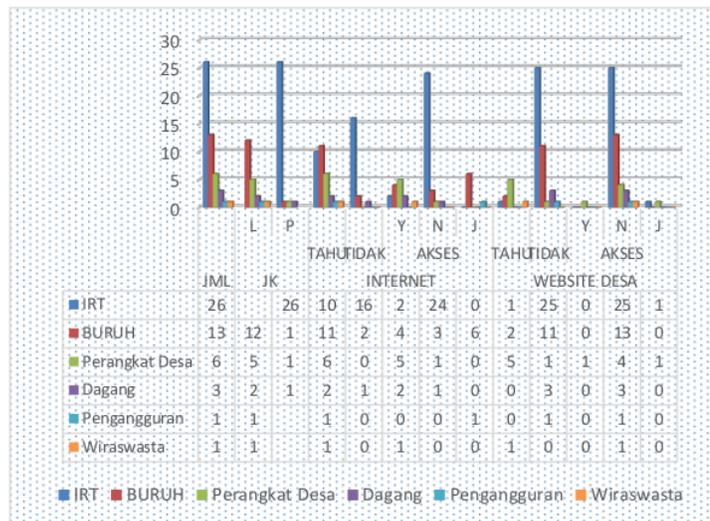


Figure 3. Distribution of Respondents' Job

Based on the data from Figure 3 it can be seen that the majority of respondents' job in this study are laborers and housewives. Further, women are rated higher in terms of internet access incapacity and incomprehension of village official website in every type of job. Other field findings show that women are not only working as housewives, but also have seasonal jobs. In every rice planting season, women of above 35 years old become planters in the fields. In addition to being farm laborers, some women in Susukan Village work as *idep* (eyelashes) laborers in the neighboring area.

The position of research site that is close to Purbalingga District, famous for being the supplier of false eyelashes to foreign countries, encourages some people of Susukan Village to spend their daily time by stringing eyelashes. Age is not a limitation; workers from young to old age can be found with the same daily target. Another side job of the people of Susukan Village is selling snacks for children in a shop. During the interview with respondents, it was easy to find residents in stalls selling vegetables, where the women exchanged stories about many things. This code becomes a great potential in the process of disseminating information. But unfortunately, information about village official website/SID does not reach the ears of the respondents.

Some village people are unwilling to learn about internet, including village official website. The same thing is also found in the interviews with other respondents in different sub-hamlet (*grumbul*). Perception of the dangers of the Internet is the reason some people, in this case women, in Susukan Village to refuse to learn the internet.

Although some respondents are unwilling or reluctant to learn the internet, but some people in the age range of 25-30 years old (housewives) tend to be different. Respondents in this age range tend to show willingness to learn the internet in order to monitor child growth. The constraints for them in learning the internet are conventional mobile phones that are still commonly used and the inexperience of operating search engine. The interview reveals that there is a desire to attend training or socialization about internet when the village government organizes it. The community (young mothers) hopes to receive information related to the internet ranging from the benefit, access method, to online business method in order to increase income.

In term of the villagers age, there was no significant difference in the community understanding of village official website (Figure 4). Many men and women are still unaware of the existence of village official website. Their understanding of the internet is still low.

Community members' incomprehension in accessing and utilizing village official website is caused by several factors, other than the lack of means for accessing and income limitation to purchase such means of access. Another important factor is educational literacy. Field facts show that the level of education is still remarkably low in terms of gender and proportion perspectives. Educational level among women is commonly lower than men and the number of women in lower educational level is greater compared to men.

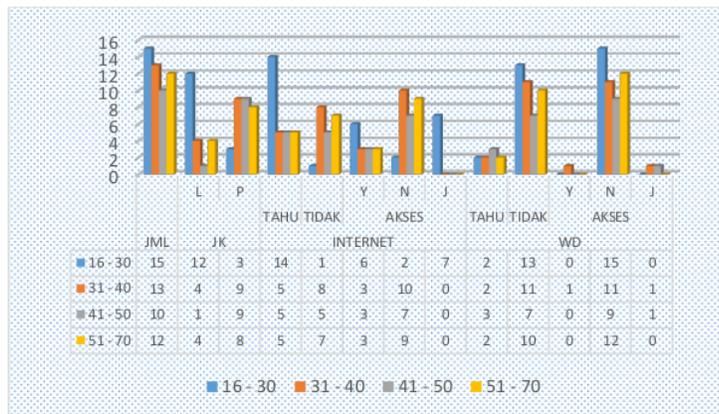


Figure 4: Age of Respondents

The number of formal and informal education institutions around the village of Susukan should be utilized properly. In Sumbang Subdistrict there are 24 kindergarten schools, 37 primary schools, 4 elementary religious based school, 6 junior high schools, 2 religion-based junior high schools, and 3 vocational schools. Other schools outside the subdistrict that are much closer to Susukan Village, are also not included in the data mentioned earlier. But unfortunately, the motivation to learn is still low both from in themselves and from the family. Children drop out of school are found in every hamlet or subhamlet. The unwillingness to pursue education because of the concept that the final point of all levels of education is to work for money. Therefore, the choice to work is taken as early as possible.

The school information system regarding School Equivalency Program (*Kejar Paket A, B, C*) is always informed according to the Village Section of Welfare, Misan (56 years old), but work makes young men in the village refuse to continue school. One of the respondents, Adit (16 years old), is a school dropout, but he did not want to attend Junior High School Equivalency program despite having no activity at home other than being hired as temporary construction workers. On the other hand, Deni (21 years old) and Sista (24 years old) are willing to attend High School Equivalency program. Deni's school program states that not many people in Susukan Village are willing to join Junior High School (*Kejar Paket B*) or High School Equivalency Program (*Kejar Paket C*). Everyday Deni works as a construction worker and runs an online shop for clothes. Deni and Sista are one of Susukan Villagers who are aware of the internet but do not know yet about the presence of village official website.

Sista got married at young age after graduating from school. The same thing was also done by Dwi (23yo). It is still a common thing for women who were graduates of elementary school or junior high school to get married at young age. In addition to their own spirit and motivation, the concept of women as supporters of household life (*konco wingking*, meaning literally as companion whose place is in the back part of the house) is still strongly prevalent among the villagers. From one village to another, young women with toddlers have become

a common sight. Women who go to college are still very few, especially those who stay in the village.

It is linear with the results of field data that the distribution of educational level in Susukan Village is still low. The interview results are illustrated in Figure 5.

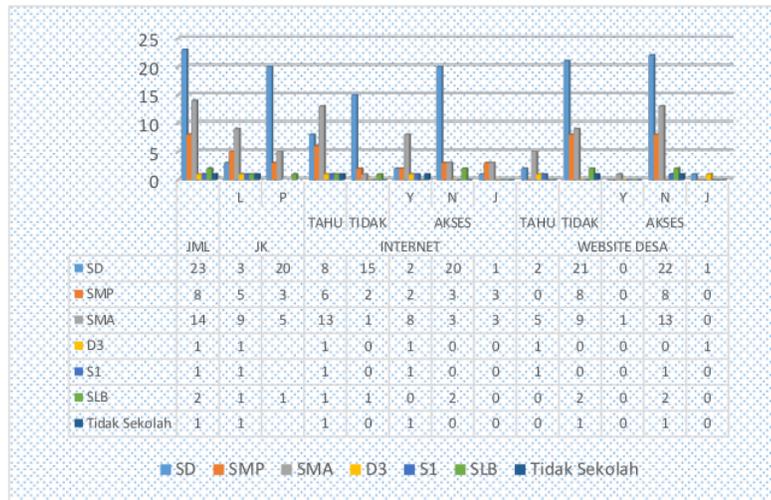


Figure 5: Respondents Category Based on Educational Level
 Source: Research Data (2018)

CONCLUSION

Considering the socio-economic characteristics of villagers and related aspects which include age, type of mobile phone, job, educational level, and comprehension of internet, SID development and village official website; the marginal community in Susukan Village can be divided into 3 groups. First, the group that is unwilling or disinclined to know about the internet. The second group consists of people who are willing to learn the internet in spite of access limitation, and the third group consists of people who still hesitate to access the internet.

The majority of the first group are laborers who do not consider the presence of mobile phones as a means of communication as an important matter, coupled with low level of education. They feel satisfied with what happens around them and as long as everything is okay, there will be no need to be open to the outside world, hence no intention of learning about the internet.

The second group consists of a number of respondents who have a minimum of high school education, slight experience with internet information, effort to learn with a variety of motives ranging from opening an online business, accompanying child growth, to finding information about hobbies such as soccer and cooking. The motive leads some people to try to have a communication tool in the form of a smartphone.

The third group consists of villagers with low educational level and reluctance to access the internet. They had an initial thought that the internet was very dangerous and has negative impacts that must be avoided. It took a little longer to persuade this group to realize the usefulness of internet and village official website.

The three mentioned marginal groups still have very limited awareness, access and utilization of information through village official website. Recurring problems whenever new technology is presented in rural communities are unprepared human resources and underdeveloped supporting infrastructures. It is important for all relevant stakeholders to address these problems, in order that the presence of technology, especially new media, can be one step towards the empowerment of village communities, by appropriate preparation of human capacity building and infrastructure improvement (hardware, software, telecommunication network, electricity network, devices, etc.).

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