INTERNET HELPS PEOPLE IN DELIVERING INFORMATION WITHIN THE COMMUNITY IN INDONESIA AS A DEVELOPING COUNTRY

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ABSTRACT

In the past time when ancient kingdoms still exist, Indonesian people have unique methods in communicating and announcing important news of information in community. In the villages and some small cities, people applied these ancient communicating methods. It's affective and cheap on cost.

Until nowadays, those methods still common. One most ancient method is applied for announcing something important that related with the community interest. The village leader goes to religion house such as mosque, church, and temple.

Another way is implemented by knocking bamboo gong. For each sound of bamboo gong represents the vary occurred events such as the sounds for many times knocking is to fire, sounds with a bit long and a few times is to announce a theft case, different sounds are to inform citizens about the volcano eruption, flood, earthquake and other kind of disasters. Currently, when the internet era is emerging, the method to informing something important in the community is also done by internet. Moreover, Indonesia with area of 1,919,440 Kilo-Metres squares with 33 provinces and an island country, is a very big country in terms of range and population. The existence of internet eases the delivering information in the community.

KEY WORDS: *information, ancient method, internet.*

1. INTRODUCTION

People in most of developing countries have a very close kinship to each other and live in traditional values, including in communication way. As one of the developing country, people in Indonesia are also upholding the values of togetherness and kinship in the community.

Indonesian people have unique methods in communicating and announcing important news of information in community. Since the internet and even telephone trend did not occur yet and still until nowadays, especially in villages and some small cities, people applies these ancient communicating methods. Indonesian people find it's affective and useful even it's very traditional and cheap on cost. Indonesian people do these methods as a hereditary tradition.

The first method is very common in all provinces in Indonesia. For announcing something important and very urgent that related with the community interest, one person who is usually a leader of the village or even the smaller community than village, just need to go to the religion house such as mosque, small mosque or surau/musala, church, and temple or pura in the village.

Then, she/he can announce the information through a megaphone, microphone or other sound loader equipment

and all people in the village/community would hear its announcement. Beside house of worship, the same way could also be done in other public places. Like public/village night guardhouse, village hall, or even in traditional market.

Things that could be announced from small mosque or village hall usually related with community could be happiness, meeting schedule or even sadness things. For instance, about a birth of a baby of one family in the village, meeting agenda, Quran recitation or pengajian, and even the death of someone who lived in the village.

Whereas, the village night guard house usually knock the bamboo gong when natural disaster happen. And people have already recognize the meaning of knocking bamboo gong sounds that represent the occurred events. For example, the sounds for many times knocking is to fire, then gong hit sounds with a bit long and a few times is to announce a warning because of the theft, as well as the meaning of sounds to inform citizens about the volcano eruption, flood, earthquake etc.

The second way, people walk around the village to announce the important information and supported with bamboo gong plus megaphone. And later, this way has emerging by the truck or pickup car.

By that background, the mass communication or more specifically the way to convey information to the public that very traditionally made the sense of kinship in Indonesian society became closer.

And along with the rapid development of technology, choice of methods as well as supporting tools in communicating for Indonesian society more diverse. Because of the old ways were still being used while the community also has the other modern equipments so as to speed the process of conveying information. Those modern tools such as telephone, mobile phone, and even e-mail which part of the convenience tool that offered by internet.

As the internet has been available and many people use it, the way to convey information to the public, especially in villages and small towns, still obtain by an announcement from the mosque. And it's still done until today.

Currently, when the internet era is emerging, the method to informing something important in the community is also done by internet. Moreover, Indonesia with area of 1,919,440 Kilo-Metres Square and the 15th largest country in the world is a very big country in terms of range and population. In addition, with 33 provinces that spread in many islands, Indonesia is also the island country.

So, in addition to delivering information, the existence of the internet is very helpful for people among community in Indonesia.

2. THEORETICAL BASICS

Mowlana (n.d.) emphasized, "The central question in the new communication and cultural era is who owns and controls the production and distribution of information, for what purpose and intent, and under what conditions and values" (p.20).

Regarding on source of information, the using of internet in Indonesia can be as backgrounds and additional related information. As Baird (2010) said, "We understood the internet to be not just a source of information, fun and power, but as basic right—a right that is crucial to democracy, diplomacy and open government" (n.p.).

And Calabrese (n.d.) in *The MacBride Report: Its Value to a New Generation* concluded:

> "Today, modern media technologies, particularly the internet and satellite communication, have become

the infrastructure that has made possible a new global market system and a new context for the spread of political, economic and cultural ideas. Emerging with these new powers have come opportunities for the elimination of global poverty and the greater capacity for citizens of the world to bear witness to and fight against violation of human rights, wherever they may happen. But alongside the many positive changes are the perils that must be avoided, not least of which are the uses of these new means of communication by some to violate the dignity and humanity of others through public deception, economic exploitation, political surveillance and repression, and other abuses of power." (p.24).

The existence of the Internet has proven can facilitate people in delivering information in the community in Indonesia which is one of developing countries in Asia. It is not only in getting additional background and supporting data, but also in communicating quickly and inexpensively with the stringers could be done with internet tools such as email and chat and even the internet based social networks sites like Facebook and Twitter.

In addition to facilitate the working of delivering information, the internet also began as a medium to preach about Indonesia as developing country.

Chris Paterson (2006) said in *News Agency Dominance in International on the Internet* that:

"Yahoo was the first to develop a strategic relationship with the Reuters news agency in the mid-1990s to facilitate such sites, and their model was widely copied. The second type of provider were content-producing online media, which tended to combine original content (written by the company's own journalists or commissioned for the company) with news agency content". (p. 4).

Since the internet era has came, the way of getting and giving information Indonesia as a developing country was change.

Andrew Calabrese (n.d.) added in *The MacBride Report: Its Value to a New Generation*:

"The MacBride Report projects a spirit of hopefulness about how a better world is possible, about the continued importance of public institution as means to ensure global justice at local, national and transnational levels, and about the value of global communication as a means to knowledge, understanding and mutual respect." (p. 25).

3. CONCLUSION

1. Indonesia with area of 1,919,440 Kilo-Metres squares that spreads in 33 provinces and as an island country, is a very big country in terms of range and population.

2. People in Indonesia have a very close kinship to each other and live in traditional values, including in communication way.

3. Indonesian people have unique methods in communicating and announcing important news in community. Especially in the villages and some small cities. Indonesian people use the various traditional and cheap method in delivering information as a hereditary tradition.

4. The first method is using megaphone, microphone or other sound loader equipment at religion house such as mosque, small mosque or surau/musala, church, and temple or pura in the village. The same way could also be done in other public places like public/village night guardhouse, village hall, or even in traditional market.

5. The announcing person usually knocks the bamboo gong with various sounds when natural disasters

happen. People have recognize the meaning of knocking bamboo gong sounds that represent the occurred events like the sounds for many times knocking is to fire, then gong hit sounds with a bit long and a few times is to announce a warning because of the theft, as well as the meaning of sounds to inform citizens about the volcano eruption, flood, earthquake.

6. The other method, people walk around the village to announce the important information and supported with bamboo gong plus megaphone. And later, this way has emerging by the truck or pickup car.

7. Currently, when the internet era is emerging, the method to informing something important in the community is also done by internet.

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