

Cyber-Culture Towards Information Technology Awareness in Indonesia

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Abstract - Recent technology involving human as the central point of a prototypical agent has created an interdependence social life condition between them that might be emerging a cultural bias. In Indonesia, people tend to use every technology off-handedly, and this condition impacts to the integrated-culture in a peristaltic way for every human aspect. Cyber-culture popped out as the synthetics form of an old-fashioned culture followed before. It then becomes the most applicable terminology dealing with culture that is interfered by technology. The terminology of information technology has been widely implemented almost in whole activities of modern people. It becomes the main tools for doing job, living and interacting. The ability of using and understanding information technology also becomes a sign of awareness of technology. Then the use of this information technology turns to be the new culture that people lived on it. Culture that requires people to update everything they are integrated in for their daily routine. The paper presents about culture condition related to information technology awareness in Indonesia.

Keywords-culture, information technology, cyber-culture

I. INTRODUCTION

Information technology has brought human into a newborn homunculus come from virtual descent, where people live in a million-bit-information-integrated-space. All humanity requirements have recently integrated in processing the data, from sending mail, messaging and capturing images. As the data obtained from Internet Service Association in Indonesia, the users that are recorded along 2014 increased up to 6% from the years before. The amount of internet users reached about 88.1 million in 2014. This increasing amount dealt with the smartphone market development in Indonesia. People tend to access internet by their smartphone with very compact accessibility and also mobile, that makes information technology easier to be accessed ubiquitously. The development of information technology by media of internet has reached the initiated era in Indonesia. It needed only few years to be developed as we could see today. By those facts, people tend to be aware of technology and bring it to be the part of all activities in their daily life.

By those changes, it may be possible to generate a new diverse culture as well. Cultural bias or attachment of new culture towards a novelty will make older culture disappear. The word culture leads to the behaviors and also someone belief, whether she/he settles in community or when she/she stands alone. Culture bias refers to cultural differences that people receive from different place where they usually live. A term "*Popular Culture*" or people more familiar with "*Pop Culture*", where this term is like getting access and support from the use of this high-tech device, so that in its spread so quickly and hit and get the response of most people. Popular culture is always confronted with many

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definitions that give rise to diverse interpretations. Culture also undergoes a change, this is generally influenced by internal and external factors. The process of cultural change can occur through evolution and revolution. In the cultural changes mentioned above it is not uncommon for cultural bias, which is a state of society that experiences a gap between material culture and non-material culture. For example, this can be seen with the distance between ideal culture and real culture. A protracted cultural gap can cause various social problems or social vulnerabilities, deviant behavior, the emergence of subculture in the community. [2]

Anthropologists have been concerning on both artifacts and behaviors. It creates some terminologies of the word *culture*. Culture is the man-made part of the environment. It is defined as the environmental connection of human creations. These dimensions are combined in formulation: "Culture is a well-organized unity divided into two fundamental aspects—a body of artifacts and a system of customs."^[4] Then, it brings to be more specific terminology of culture which focuses on cyber-things. This culture is stated by Nicholas Negroponte by his term *Being Digital (1998)* where he implies it by the term of *cyber-culture* which is kind of alternate culture at this post-modern age. Concerning to this facts, the information technology is not only offering an information vending machine moved by bit sequences, but also it becomes primary requirements. Virtual room has changed conscious reality that made people as if they could live equally in both rooms in one time. Its sequences have really contributed to the perspective of their own mind that time and place could be shortened by using information technology. Therefore, information technology is identified as alternative product of culture that brings different perspective and new behavior (Saudi, 2018).

Indonesia has experienced two phases of change, and now is in the third phase of change, both culturally and linguistically. Starting from the first phase, which is the phase of change that is influenced by agriculture, then it has changed into an industrial culture and what is now being experienced is an information technology culture. This cyber culture has covered the whole which then creates post-space awareness which creates virtual space. It then creates virtual economy, virtual education and even virtual recreation. Economic transactions are no longer carried out face-to-face, but by exchanging digit numbers on an internet screen. Even today, you can take lectures from abroad through virtual internet media easily. Thus, only by the rows of information in bits through a computer network can we travel psychologically and intellectually in infinite space.

With technology, of course, it can cause a process of social and cultural change such as changes in population, new discoveries, community opposition, rebellion and reform in the process of modernization of technology. Some real impacts of the existence and development of information and communication technology include: First. Creating colonialism. Gaps will always exist on earth and so will gaps in the flow of information available. The emergence of communication technology causes the flow of information from developed countries to developing countries is out of balance. This imbalance causes certain countries to consume more information from developed countries. Thus allowing the emergence of colonialism. Not a tactic of imperialism in the conquest of other countries through the acquisition of land and territory, but in the form of colonialism through the flow of information and communication.

II. LITERATURE REVIEW

Communication technology is the application of the principles of scientific communication to produce a material item for the effectiveness and efficiency of the communication process. Communication technology can also be seen as the

application of scientific principles of communication through the creation of materials (technical tools) in order to improve the quality and quantity of the role of communication elements such as sources, messages, media, targets, impacts in accordance with the context of communication.

It relates to the perspective of communication science, communication technology is a macro system which includes telecommunications technology, electronic technology, and IT. ^[3]

Globalization is a global order created by the advancement of information and communication technology, so that the cultural elements of a community group can be recognized and accepted by other community groups. There is an exchange of cultural elements because this globalization has a big impact on society. Globalization is a symptom of the formation of an organization and communication system that follows the same system of values and rules between people throughout the world because of the progress of transportation and communication so as to facilitate interaction between citizens of the world. With advances in technology and communication that can change everything for the better and more focused. Through this globalization process, the most obvious change is the development in the field of information and communication technology (ICT).^[1] Of course, the rapid changes in the field of ICT also bring a lot of cultural changes for the community, because by using this media we can do a lot and more sources of knowledge that we can access. Although of course accompanied by a variety of negative influences included in it. It is also connected to the critique of technology and its critical uses, that is, the deeper penetration of technological processes that help us be aware of the worlds.

The idea of the emergence of this new society occurs because the phenomenon is believed to have strong social implications. Cultural experts explain that this society will lead to a more participatory, decentralized, and more democratic society.^[7] However, advances in communication technology are not necessarily beneficial in all aspects. Besides the many uses and benefits, there are also many negative impacts. Something that is not appropriate to be seen by children for example without being unstoppable as a result there are many immoral cases and other negative actions due to the impact of accessing the internet.^[6] The development of increasingly new technology provides an influence and a foundation why the need to study intercultural communication. The process of interaction between people mediated by technology and capable of reaching layers of society in any part of the world is becoming more open. The internet as one of the impacts of the development of new technology basically can not only be a door to find out how the culture that exists in the community in certain areas, but become a device in the expression of culture itself. ^[5]

Machines nowadays surround people in every aspect of live. The word machine does not always relate to robot or sophisticated things, this could lead to simple gadget that people regularly use, as smartphone (cell phone). It is constantly build their social technology that becomes common knowledge among themselves. It could be learnt by even children, since the modern society raise their children in between the necessity of technology. The technology help people to arrange their relationships, to educate their children and even to heal their pain (health). By those facts, it can be said that people nowadays live in cultures of technology, or technological culture. ^[9] In cultures of technology, the expression are obviously centered on technology. Technology is built to be the most valuable element that sets the agenda for all spheres of society. It is stated that culture as "information capable of affecting individuals' behavior that they acquire from other members of their species through teaching, imitation, and other forms of social transmission. ^[8]

III. CAUSE AND EFFECT

A. Cause

Various forms of cultural biases that occur in various fields of community life, are also represented in community groups. Even processes and institutions are seen as playing a major role in socializing and preserving the values and perspectives that underlie the emergence of various inequalities within community groups. These different values are generally not realized, so when a technology is imported or used by traditional humans there are several possible conflicts. Broadly speaking, the phenomenon of cultural biases within groups can be classified in several dimensions, including:

1. *Lack of participation (under-participation)*

In terms of community group participation, all over the world face the same problem. For example, a group is difficult to accept other group members because of limited language and different customs.

2. *Lack of under-representation*

For example the participation of women in education as teachers and leaders also shows a tendency towards progressive disparity. The number of female teachers at the basic education level is generally equal or exceeds the number of male teachers. However, at the level of further education and higher education, the number shows a drastic decline.

3. *Law Enforcement Matter*

In Indonesia, the matter of law enforcement is still weak. Without strict and fair law enforcement, disappointment will grow in society. The desired law enforcement is fair, in the sense of indiscriminate, whether he has money or not, whether rich or poor, whether in power or not, before the law must be treated fairly. If not, disappointment after disappointment of the people will gradually accumulate and only wait for the momentum to explode. There are just a few problems, people become angry easily.

4. *Economic Gaps*

The problem of economic inequality occurs everywhere in various parts of the world. Only difference is the level of the gap. The greater the gap in income of one community member with another, the more potential to rip the stability and security of the region or local area. Economic disparities can definitely cause social jealousy. Moreover, those who are relatively rich do not care about the poor around them. Even this social jealousy is potentially dangerous, because it can ignite at any time into anarchic actions, only because of the sparks of a small problem.

5. *Lack of role-model*

That is, the leader began to have no discourse: what was done was far different from what was said. Leaders take actions that are not commendable, selfish, and out of the rails of authority. People who lose a figure worth emulating are like chicks who lose their mother. Although physically the parent exists, it is no longer appropriate to be a role model. When problems occur, people who lose exemplary figures become confused as to where and where to ask and complain. Because there is nothing worth emulating, they take action as they wish, which is often without consideration.

6. *Provocation*

It comes from the parties concerned makes the seeds of problems that exist to be big. Behind their efforts there must be a hidden purpose, perhaps in relation to politics, such as in order to seize power by destroying the image of those in power or political opponents, and so on. For some people whose condition has been 'unstable' because of being

squeezed by various problems of life, it is not impossible for them to be easily provoked into destructive actions without realizing that they are actually being manipulated.

Changing population means increasing or decreasing population in a society. That can be caused by births and deaths, but it can also be due to population movements, both transmigration and urbanization. Transmigration and urbanization can result in an increase in the population of the intended area, as well as a reduction in the population of the area left behind. As a result, there has been a change in the structure of society, such as the emergence of various professions and social classes. Along with the times, the human need for goods and services is increasingly complex. Therefore, new discoveries are created by humans to help or facilitate the community in meeting their needs. New discoveries that cause changes in society include the process of discovery, invention, and innovation.

1) *Discovery*, which is a discovery of new cultural elements by individuals or groups in a society. The new element can be in the form of new tools or new ideas.

2) *Invention*, which is a form of development of a discovery, so that new discoveries get a form that can be applied or functioned. New discovery becomes an invention if the community has recognized, accepted, and applied this new discovery in real life in society.

3) *Innovation* or renewal process, which is a long process that includes the discovery of new elements and the course of new elements from being accepted, studied and finally used by most members of the community.

B. Effect

Technological developments inevitably also affect culture. Culture and industry poured in among others through the virtual market. A positive effect that can also be felt with the presence is an increase in speed, accuracy, and convenience that provide time, energy and cost efficiency. For example, what is easily seen around us is that sending letters only requires a short amount of time, due to the presence of electronic mail (e-mail), the accuracy of calculation results can be improved by numerical computation, the management of large amounts of data can also be done easily, namely by a database (database), since the internet is so easily accessible, some cultural industry players entrust industrial processes such as production, promotion, distribution, and transactions through this virtual channel. If there is a primary relationship, a mutual influence will occur. Besides being influenced, a society will influence other communities. If cultural contact occurs through means of mass communication such as radio, television, magazines or newspapers. In this case the influence of culture occurs only unilaterally, namely the influence of the people who control the means of mass communication.

When two societies that experience cultural contact have the same level of culture, sometimes what happens is precisely cultural animosity, which is a situation where two societies, although they have different cultures and live side by side, mutually deny one another's cultural influences. Usually occurs between two communities who in the past have physical or non-physical conflicts.

If two cultures meet, one of them has a higher level, then what happens is a process of imitation (imitation) of the cultural elements of society that have been advanced by a culture that is still low.

While the negative influence is that information technology has its own charm that can make people forget themselves. Like through games, social networking and pornography. The warmest thing in our memory is of course the kidnapping and rape case committed by a student some time ago which was actually carried out after initially getting acquainted through the online media social media technology Facebook. In sending greetings and more via cellphone or E-

mail, one thing can be felt, now there is no such thing as a feeling of warmth or the feeling of waiting for a letter from a lover or loved one, because even in a few minutes there will definitely be the answer. The shift due to technology is gradually able to erode the sense of warmth and kinship that exists in kinship as well as facilitate communication without a long period of time.

There are several effects emerge from this phenomenon:

1. *Primordial*

It is the understanding or ideas of members of the community who have a tendency to group so that ethnic groups are formed. The grouping is not only the formation of ethnic groups, but also in other fields, for example grouping based on religious ideology and beliefs.

2. *Ethnocentrism*

It means attitudes or views that originate in the community and its own culture, usually accompanied by attitudes and views that underestimate other communities and cultures. Indonesia can progress with the provision of togetherness, because without it what appears is social disintegration. If these attitudes and views are ignored, they will bring about provincialism, namely regionalism and exclusivism, that is, understanding that has a tendency to separate from society.

3. *Stereotype*

This leads to a conception of the nature of a group based on subjective and inaccurate prejudice. Indonesia does have a diversity of ethnic groups and each ethnic group has its own characteristics. It is not right if we exaggerate the difference to form hatred.

4. *Marginalization*

It refers to place a person because of his gender as a party that is not considered important in economic factors, even though his role is very crucial.

IV. CONCLUSION

Culture is a complexity terminology that includes knowledge, beliefs, art, morals, law, customs and other abilities and habits acquired by humans as members of society. Technology as an art (state of art) which contains understanding relating to the production process, involves the way how various sources, land, capital, labor, and skills are combined to realize the goals of production. Conventionally includes mastery of the physical and biological world, but broadly it also includes social technology, especially social technology development (the social technology of development) so that technology is a systematic method to achieve every human goal.

Group cultural bias is favoring one group in social life or public policy. Cultural biases within groups are cultural realities that favor one particular type of group that causes cultural inequality.

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