Internet as Media Literacy, Information and Self-Identity of the "Kampung Cyber" Yogyakarta

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Abstract

"Kampung *Cyber*" is one of the pioneers of internet village in Indonesia. Almost 70% of household's citizens which institutions are connected by the Internet are an effective medium for information literacy "Kampung *Cyber*", particularly in tourism area, and for the economy and education.

"Kampung *Cyber*" (Cyber neighborhood) located right in the tourist area of Taman Sari Yogyakarta. The citizen used Internet to share information about potential tourism via social networking. In the economic sector, the villagers are to use the internet to market handicraft products, many domestic and foreign travelers who visited and doing research after seeing information about the existence of "Kampung *Cyber's*" through the Internet. They are student also use the Internet to search for and obtain information to increase their knowledge. Interestingly despite being connected by among advance the villagers technology but still maintain harmony and culture "guyub"

"Guyub" and harmonious owned by villagers in sharing information using the Internet is a major factor of success from this Cyber neighborhood, when applying the concept of Internet-based village. Harmony and culture "guyub" they are rarely owned by other regions in Indonesia were to applying the concept of regional air based on internet. Despite being failed to occur in the area they are began to apply the same concept. Success makes "Kampung *Cyber*" have identity as a unique internet-based tourism in Indonesia.

Keywords: Cyber, Guyub, Internet, Information Literacy, Media, Yogyakarta

Introduction

"Kampung *Cyber*" (Cyber neighborhood) is an internet-based pioneer area in Indonesia. Located in the tourist area of Yogyakarta precisely in Taman Sari RT 36 RW 09 Patehan, District Kraton Yogyakarta. Named for "Kampung *Cyber*" because almost 70% of its citizens are connected by the internet. This village was founded in 2009, originated from Kokok idea as

The Head of neighborhood (RW). He actively publicizes the activities organized by the villagers through personal social networks, and this idea emerged in 2008, then realized the following year by Mr. Hery, who served as the Head of neighborhood (RT)

Mr. Hery develop these ideas in order RT 36 able to compete and grow in the field of tourism with the surrounding neighborhood that have more previously known by the people as neighborhood tourism, such as the neighborhood of batik at Taman Sari. The realization that ideas gets supports from his community neighborhood and with the ability Pak Herry have in the field of information technology. In a simple training to the citizens RT 36, with the help of of University of Atma Jaya Yogyakarta providing free computer laboratory for used as training to using computers and then how to connect to internet.

Internet connection is centralized in one place, namely "Pos Kamling" were position in right the middle neighborhood, so that strategic and affordable connecting to all citizens of RT 36. "Pos Kamling" In this post there are some computers that are connected to the internet and can be used free of charge by the public. Initially, a resident of RT 36 collecting dues together to pay for an internet connection Rp. 80.000, - per monthly. At first time when Originally Posted "Pos Kamling" connections only reached 7 homes only, but when "Kampung Cyber" are known, many in the form of an auxiliary device connection and a computer, so now they are about 28 houses are already connected to the Internet.

At first time the villagers objected and be less concerned, let alone have to pay a fee every month internet package, but after feeling the positive benefits of the installation of the internet, they are very enthusiastic support of the program's success of "Kampung Cyber". Success made several other areas interested to apply the same concept in her area.

According to the source of the RT namely Pak Harry, there are some areas that do research or case study to see and know firsthand how everyday life Kampung *Cyber*, such as from Balikpapan, Semarang, Bandung and some other areas. And now with some areas only limited discourse to apply the same thing, but no action realisasion a; exist some are already implemented, but to sustainable.

In the other hand in applying about internet based area also realized at Makassar, with named "Desa *Cyber"*, but until now, Their official website (http://desacyber.wordpress.com/2011/05/) not continue with the good, proven yet there are updates report the success and sustainability of its programs. Persistence "Kampung *Cyber* " in utilizing the Internet as a medium of information literacy and identity as areas of proven internet-based on some of their websites always provide updated information and going to *continue* with *it,* almost all the activities they publish as on their official blog (http://rt36taman.multiply.com/?&show_interstitial=1&u _=) and social networking *facebook* (*https://www.facebook.com/ertetigaenam*). Literacy information indirectly impact on the tourism sector, the economy and education of its citizens. Uniqueness characteristic of this neighborhood are not only by other regions, is a factor why they can survive.

Research problems

The basically "Kampung *Cyber*"(Cyber neighborhood) is simple place where its citizens are still upholding cultural values inherited from their ancestors, though they already know the information about advance internet technology. Internet for them is as information media literacy and effective, very useful for the daily life, from the explanation arises the question "How can a resident of RT 36 by using the Internet as a medium of information literacy and

identity "Kampung *Cyber"* Yogyakarta and factor what makes RT 36 succeeded in developing regions Internet-based, whereas in other regions encountered many failures to implement the concept of nature?"

Discussion

The Internet is one of effective information literacy media used by anyone. Internet provide a lot of convenience in the field of information and communication. Internet as the main characteristic "Kampung *Cyber"* proving that the internet media literacy is information that can give a positive value in some areas.

Bustami in Hana (2011: 20) says that the Internet is a huge library with a lot of detailed information in it. Definition can interpret that all the required information about any can be obtained via the Internet. Internet Connectivity becomes a medium effective for learning the use of the information, whether the information nature of tourism, economy and education.

Although physically interconnect the Internet is a computer, but in general the Internet should be seen as a resource of information. Internet content is information, which is a *database* or a huge multimedia library and complete. Internet was regarded as another form (Maya) because almost all aspects of life in the real world on the Internet such as business, entertainment, sports, politics and so forth. (Sidaharta in Hana, 2011:19)

Indirectly citizens have used the Internet as a medium of information literacy. *"Information literacy is knowing when and why you need information, where to find it, and how to evaluate, use and communicate it an ethical manner "(Chartered Institute an Information Professionals* in Hana, 2011:29). Definition can be concluded that information

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literacy is an ability or skill to use, evaluate and communicate information properly then it can be useful for others.

Utilizing the Internet as a medium of information literacy were also conducted by the villagers, namely by upload art activities and potential owned through social networks, such as *Facebook* and the official blog, with the aim that the information they can upload and published so beneficial to the public. This method is effective when published information responded well, a lot of tourists interested in visiting the "Kampung *Cyber"* seeing information from the internet. Addition to the field of tourism also proved effective in the field of economy and education. Following information literacy conducted by the villagers; namely;

1. Information literacy in the field of tourism

It is inevitable that online publications make the "Kampung *Cyber"* widespread in Indonesia or abroad. Various online media print and broadcast his preaching. Certainly in terms of tourism this gives a positive impact. past before this concept is applied, RT 36 only ordinary neighborhood, together with the surrounding villages, there is no uniqueness can be used to make a special identity, but when application after studying computer and will connect to the internet, so that they have the basic skills to operate both of them, then skill used to take advantage of internet facilities, namely by actively providing information about the potential of the people and the activities are carried out through social network they make, and it is continuously updated. Appeal is to be one of the factors of the tourists or researchers to come visit and see the uniqueness of the "Kampung *Cyber"* . Now "Kampung *cyber"* be one of the attractions that have a regional identity based on Yogyakarta.

2. Information literacy in the economy

Before the concept of Internet-based neighborhood developed, some residents RT 36 has livelihood as artisans. Crafts produced in the form of batik, painting, weaving, sculpture and various other crafts, they subsisted there is the sale of handicrafts. Following concept of Internet-based area growing, the economy started to increase, they begin to recognize online shop then slowly learning how to market online craft products. Literacy is very effective, proven premises and publications through online media, public began to recognize and know the craft made by a resident of RT 36 and the surrounding area without having to come directly. Generally to boasts a material way the economy in terms of people, some of them claim more money when get interesting result handicraft products online shop buyers. Media online use to seek and obtain creative ideas to be developed further into more attractive handicrafts. Uniquely visible absence of competition, they teach each other and share information the with other citizens, both resident of RT 36 and other citizens as a way to craft upload results published and sold in online shop.

3. Information literacy in education

The students of "Kampung *Cyber* " diverse, consisting of elementary school, junior high, high school, each level of education have differences in the way how to be literate. junior and senior high school students prefer wear Internet together, they admitted her cool over the internet are used with their peers, they can make joked while sharing information, they gathered in the house turns to the other one, too, they sometimes gather in "Post Kamling", because in the "Pos Kamling" there are multiple computers to be used together. Unfortunately, the search for information using search engines, they do not know how to find information properly to use as a source of scientific information.

They think that's all of his information obtained on the internet is a good source of information and relevant for use references as with the material they are learning. Positive but they are actively seeking new knowledge that their skills in internet for gaming has increased. Soekartawi in Hana (2011:21) that the benefits of the Internet in education that students can learn to review instructional materials at any time and any place and the changing role of students from passive to active. Uniqkley "Kampung *Cyber*" have a unique literacy in using computers, each computer that is placed on the public space so premises and easily monitored by anyone. According to Mr. Harry, it is in addition to the *filter* for students also meant that any time other family members can use a computer.

Internet connected computer to be one identity for "Kampung *Cyber*". Identity punctuated with unique images in each corner of Yogyakarta neighborhood, there are some pictures be in the form of solicitation visited his *Cyber* neighborhood, there are also images associated with the internet, such as images website, social networking, *gadget* and colorful writing is very interesting. The greatest are they can survive to date (2009-2012) amid the failure of other areas that apply the same concept, one factor that can make failure is not people-oriented, community characteristics over a secondary factor, says Kurten in Edward (2006), that the development will be able to develop self-reliance community if development is oriented to the needs of the community (people centered development). Basically, the success of cyber neighborhood closely relates to citizens an active role in developing the concept of an Internet-based area. Concluded that society is a major factor in supporting the success of any program wishing developed. So any program that will be developed should be oriented to the local community, not just force but it will be the will.

Soekanto in Dyana (2012:39) states that local citizen is an area of social life that is characterized by a degree given relationships. Owned social relationships citizen "Kampung *Cyber* " is a relationship "guyub". "Guyub" is a culture original owned by Indonesia, which is the copy culture get along and work together to produce something cool destination. "Gotong Royong" is voluntarily working together among the neighbors (Legimin, 2011). "Gotong Royong" a native Indonesian term meaning working together to achieve a desirable outcome (Legimin, 2011).

Culture "guyub" the resident of RT 36 in utilizing the Internet as a medium of information literacy is a key factor of their income sustainability to building cyber neighborhood. They shared information without jealousy and suspicion on the neighbors, they help each other when there is a need. Proven to help each other when they publish craft products of all citizens and residents RT 36 other villages although not resulting from the work of his own hands, so they can share about any difficulties encountered together. Togetherness that makes them has each other, so wished for good condition among fellow citizens in developing internet-based village.

Conclusion

Internet as Media Literacy, Information and Self-Identity of the "Kampung Cyber" Yogyakarta and proven effective in helping citizens in the fields of tourism, economy and education. Literacy information on doing harmony and a sense of community, but of the two it has a huge impact for his daily life. Literacy information is the ability to search, obtain and evaluate, and utilize the information to be returned and the information can be used by others. One way the villagers in utilizing the Internet as a medium of information literacy is to publish

their potential online media, so that the information can be enjoyable and beneficial to others. Primary factor in developing the concept of Internet-based area is owned by the unique characteristics of the local community. Proven culture "guyub" from a resident of RT 36 is one key to the success of *"Kampung Cyber"*

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