Digital Divide in Political Communication to Society in Eastern Indonesia (Descriptive Analysis of the Loura Tribe in Sumba, East Nusa Tenggara)

Diovita Hernika Pramadhani¹
Ummi Salamah²

¹Communication Department, Universitas Indonesia; diovita_hp@gmail.com
²Communication Department, Universitas Indonesia; ummisalamah15@ui.ac.id

Abstract
Based on a book review article by Ganewati Wuryandari (2016) on development issues in NTT that describe the reality of development as simply touching the macro aspects and ignoring the lower layers. As a result, there are inequalities of development, social inequality, economic imbalances, and poverty created between regions, between urban and rural areas. There are also a number of problems that complicate society such as poverty, limited infrastructure and transportation infrastructure, hunger, health, and low human resources and slow economic growth rate. However, in terms of technology related to equity by the government, equity has penetrated to East Indonesia including East Nusa Tenggara. In addition to the technological aspect, the researcher sees from the political approach, the political approach in Eastern Indonesia which consists mainly of various ethnicities, putting the personal side in reaching the people's voice. The use of social media, or digital technology is not very effective when used to win votes in an election. The community will give their sympathy by looking at the background of the same tribe and how candidate candidates interact with the community in the hamlet. The use of digital media in political campaigns in East Nusa Tenggara may have little impact on areas that have used technology as a primary source of information seekers or primary sources. Judging also on how the level of Education in the region. Based on the translation of the phenomenon, researchers want to describe how the integration of the two sectors, to run in harmony. Researchers use qualitative research methods with data collection techniques using literature review, and unstructured interviews. Furthermore, the researchers analyzed the existing data by using descriptive analysis. And based on the results of unstructured interviews researchers set
the object of research on Loura tribe in Southwest Sumba, East Nusa Tenggara.

Keywords: Divide, Political Communication, Theory of Technology Determination

**Introduction**

In the history of political communications, there are three generations whose emergence coincides with the creation of an innovation of information and communication technology, namely: Generation of Political Rhetoric where political communication is directed by art of speech, Generation of mass media (print media, radio and television) where the mass media plays an important role "who controls the mass media will most likely be elected on the political stage", Generation of New Media or hypermedia known as the generation of the internet with emerging platforms such as social media, websites, blogs and others (Fayakhun Andriadi, 2016: 73). Examples of Political Communications or political campaigns that use hypermedia means is done by the Indonesian Solidarity Party (social media). This is the backdrop of research because NTT, at various sources still adopts a rhetorical campaign so that people only act passively to receive campaigns of political candidates.

Local Leader Election in each Region in Indonesia differs in the delivery of communication and political approach. If it focuses on Java, technology becomes a breakthrough in delivering political communications. Candidates use social media (one form of technological development) to conduct political campaigns to gain the voice of the people. Viewed from the positive side, this digital campaign will be easier to deliver a message to the community that currently has affordable network and technology. However, this digital approach is not necessarily able to achieve engagement with the community.

While focusing on ethnically diverse areas such as Nusa Tenggara, then the political approach is still done personally by visiting the area directly, and the public does not judge candidates by sourced from digital media. However, sourced from the campaign directly when the candidate comes to their place.
Many e-voting issues will be applied in Indonesia, one of which is the news that e-voting was first applied to the election of bupati in jembrana, Bali, and proved the effectiveness of its implementation. This suggests that the advancement of technology should, of course, also have an impact on developments in other sectors, even in the political sphere. However, it can be monitored that the technology in Indonesia has not spread evenly. The existence of Industrial Revolution 4.0, demands the government to speed up the system of even distribution of the internet to all regions in Indonesia without exception. Based on an article in the official website of the Ministry of Communications and Informatics, the government is currently conducting a palapa ring project, which has undergone submarine cabling to support internet needs in eastern Indonesia.

Based on the latest data from the Indonesian Internet Service Providers Association (APJII), the internet distribution in Eastern Indonesia, particularly Bali & Nusa Tenggara is only 5.63%, far in comparison to the percentage in Western Indonesia.

The Political Approach in Eastern Indonesia is primarily composed of various ethnicities, promoting the personal side in achieving the voice of the people. The use of social media, or digital technology is not very effective when used to win votes in an election. The community will give their sympathy by looking at the background of the same tribe and how candidates interact with the community in the hamlet.

The use of digital media in political campaigns in East Nusa Tenggara may have little impact on areas that have used technology as a primary source of information seekers or primary sources. Judging also on how the level of Education in the region.

In an online news site, candidates who will advance in the Governor Election of East Nusa Tenggara one of them is Robert Soter Marut (RSM), socialization is done by going around to a number of areas in NTT. RSM relies on direct encounters with communities and continues to spread banners. Judging from its political strategy in communicating to the community, RSM still adopt conventional system. Put up banners, and visit directly meet the community. This is still routinely done by candidates for candidates in East Nusa Tenggara. Then how the technology will be developed in an effort to approach the
community of NTT as it is currently a very important concern in West Indonesia. Candidates for candidates for election of regional head even candidates for presidential election also take advantage of technology, especially social media to convey the message of political campaign.

This imbalance, whether viewed in terms of internet distribution, technological adaptation and media and technological literacy between western Indonesia and eastern Indonesia should be of particular concern to people who have already understood the benefits of technology to care more about those who are new to adapt to use of technology.

Previously researchers will explain why choose East Nusa Tenggara as the object of research. Based on a book review article by Ganewati Wuryandari (2016) on development issues in NTT that describe the reality of development as simply touching the macro aspects and ignoring the lower layers. As a result, there are inequalities in development, social inequalities, economic imbalances, and poverty created between regions, between urban and rural areas. Furthermore, in NTT, there are a number of problems that engage communities such as poverty, limited infrastructure and transport infrastructure, health and human resources and slow economic growth. It also said that there was one form of conflict that occurred decades ago in some districts on the soil of Timor Island called "cold conflict" which was shown by public apathy towards the government. The complexity of the problem shows that when technology and internet enter into this East Nusa Tenggara Region especially in remote area, technology will not necessarily run normally. There will be other obstacles to problems such as the lack of education in human resources. These constraints or barriers can be overcome by media literacy and technology.

The existence of digital inequality in NTT area. This discrepancy, whether viewed in terms of Internet equity, technology adaptation and media and technology literacy between western and eastern Indonesia should be of particular concern to people who have already understood the benefits of technology to be more concerned about those who are new to adapt to the use of technology.

Media literacy and technology is needed to accompany this project, considering that its use should be done wisely. In this research, technology becomes the main subject whether the political approach using technology and personally or conventionally able to walk in harmony, with technology used as a tool to control and oversee the long-term sustainability of communication?

**Literature Review**

**Digital Divide**

This concept can be explained by the following parable:

“[Some individuals] have the most powerful computers, the best service and the fastest Internet service, and a lot of content and training that suits their lives. . . A
group of other people have no access to the best computers, services and services, or the fastest or most convenient Internet service. The difference between these two groups is... For Digital."

That is, Digital Divide is a digital inequality that is an area consisting of several regions, there is a phenomenon, one of the regions has been advancing digital technology and areas that are still used as the Category of Underdevelops Regions. (Neil Selwyn, 2004)

In the history of political communications, there are three generations whose emergence coincides with the creation of an innovation of information and communication technology, namely: Generation of Political Rhetoric where political communication is directed by art of speech, Generation of mass media (print media, radio and television) where the mass media plays an important role "who controls the mass media will most likely be elected on the political stage", Generation of New Media or hypermedia known as the generation of the internet with emerging platforms such as social media, websites, blogs and others (Fayakhun Andriadi, 2016: 73). Examples of Political Communications or political campaigns that use hypermedia means is done by the Indonesian Solidarity Party (social media). This is the backdrop of research because NTT, at various sources still adopts a rhetorical campaign so that people only act passively to receive campaigns of political candidates.

*Political Communication*

This research is based on the political communication process of candidates for the election of regional heads with communities in areas not yet reached by technology. Communication is very important because communication is basically the process of delivering information, ideas, emotions, skills and others using symbols of words, pictures, numbers, graphics and so on (Berelson and Steiner, 1964 in Subiakto, 2012). An important focus of communication is the presence of an element of message delivery, which quotes in a sentence written by Shacter (1961) that "communication is a mechanism for exercising power". This definition of Shacter places communication as an element of social control or to influence behavior, beliefs, and attitudes toward others. There is also another definition of communication in accordance with this research is that proposed by Dean Barnlund is

still in the Book Political Communication, Media and Democracy by Henry Subiakto and Rachmah Ida namely:

"Communication describes the evolution of meaning; meaning is something invented, assigned, rather than something received. Thus communication is not a reaction to something, but a transaction in which man invents and attributes to his consciousness"
Where the point is that communication is a transaction process in which there is an exchange of meaning to realize what the purpose of the party in this case is a candidate candidate. Still in the same book, Nimmo summarizes the definition of politics in his book Political Communication and Public Opinion in America, which is a collective activity that governs behavior under conditions of social conflict. So complex is the definition of political communication, so that researchers try to integrate definitions relevant to the purpose of this study.

There is a political scientist Mark Roelofs declaring that "Politic is Talk" or rather political activity is talking, but politics is not just talk, nor is all talk is political, but the nature of political experience and its basic condition is the activity of human communication. Communication plays an important role in the political process, so it is not uncommon for rulers to control or monitor "communications" so that they will still have the support to power. The term Political communications itself was first put forward by Euleau, Eldersveld, and Janowitz in 1956. Political communication is positioned as one of the most important functions among other functions in the political system.

Basically, politics is power. Communication is a process to convey a meaning between the communicator to the communicant in this case the candidate to the public. So political communication is simply a process of message transactions to convey a meaning of power. In the delivery of political communication is also required the existence of strategies that can support that this message will be received correctly by the public. Political communication can not be equated in its application. Because of many factors that must be taken into consideration, such as geographical factors, demographics, and so forth. In the process of political communication in addition to many factors that must be considered necessary also the media that can deliver the message effectively. Like the development of technology that ultimately creates social media as a network that encourages a change in political campaign strategy.

Theory of Technology Determination

Quoting from the Indonesian communication journal written by Ilya Revianti Sunarwinadi entitled "Adaptation and Technology of Power", it is mentioned that technology adaptation is the use of media within the reach of users, for the purposes of conveying a particular message to negotiate its position in the community.

Determination Theory The technology was first introduced by Mc Luhan in 1962 through his writings The Guttenberg Galaxy: The Making of Typographic Man. Where in his book Mc Luhan divides communication into 4 periodization namely: Tribal Age, Literate Age, Print Age, and Electronic Age. This development as a form that the longer, humans managed to create innovations to facilitate human activities. One of them is the development of technology. Basically, technology was created to simplify the process of
human communication. And how humans are able to optimize technology as a source of information search.

Media and Technology Literacy

The concept of media literacy evolves with the development of media technology, in which the concept of media literacy refers only to the ability to access media and respond to media messages critically to enhance individual control over the media used (Baran & Dennis in Tamburaka, 2013). The European Commission (2009) also defines media literacy as the ability to access, analyze and evaluate the meaning of images, sounds, messages we encounter in everyday life and is an important part of contemporary culture, and to communicate well to existing media Personal. This literature is very important so that people are ready to face the development of technology and media. Literation becomes the main key for human beings are able to wisely in understanding the positive aspects of the benefits of internet and technology so as to make the intelligent and wise community in sorting and selecting information.

Research Methodology

In this conceptual paper the researcher uses qualitative research methods, with the technique of collecting literature study data and unstructured interviews. Library study here researchers collect various sources of data to support the information that will be used by researchers to analyze the existing phenomenon. The sources of data come from previous research journals, books, and online news pages that contain relevant cases according to the topics of the researcher’s choice.

Research using library research ideally coincides with field research. However, library research can also be done to further support research in the field. Library research is not just reading or recording literature, but also a series of activities related to the integration of data sources and processing of research materials. There are four main features in the literature study in the book Mestika Zed, Research Methods Library:

1. Researchers face to face with text and data numbers, not face to face with the field
2. Main literature data is ready to use
3. Literature data is generally secondary data that is not derived from first-hand in the field
4. The condition of the library data is not limited by space and time.

Furthermore, this type of research is descriptive research. Where this research only describes the situation or event. This study did not seek or explain the relationship, did not test the hypothesis or make predictions. Some authors expand descriptive research to all historical and experimental research.

Descriptive research aims to: 1. Gathering actual information in detail describes existing symptoms, 2. Identifying problems or checking the conditions and practices
applicable. 3. Make a comparison or evaluation. 4. Determine what others are doing in the face of the same problem and learn from their experience to decide future plans and decisions.

According to Seltiz Wrightsman and Cook descriptive research is usually referred to as Insightstimulating research. Later researchers go to the field without being burdened and directed by theory. Researchers are free to observe objects and find new ideas and insights while in the field. His research continues to be reformulated and redirected when new information is discovered. So the hypotheses then emerge only when the research. The qualification of this descriptive research is that the researcher must have receptive character (must always seek not test), then must have integrative strength, that is power to combine the received information into one unity of interpretation. So in conclusion, this descriptive not only describe (analytical) but also combine (synthetic). Not only do the classification but also the organization.

Stages undertaken by the researchers is, do unstructured interviews on informants who for one month underwent the program "Social Expedition" in Loura tribe, Sumba, East Nusa Tenggara. This interview was conducted to support the researcher's initial assumption that there is a tribe in Sumba, NTT that has not yet adapted the technology optimally in relation to the local elections process. Then, research continued by using data collection methods in the form of books, news from online pages, and previous research journals. The use of this research methodology is due to study the phenomenon using concepts and theories relevant to the main concept of this research is Political Communication and technology, which has passed the selection stage of documents and sources in determining the data. This literature study also derives from previous studies on how technology is closely related to the process of political campaigns in communities in remote areas.

This literature review is also intended to appear the boundaries in analyzing political phenomena in Sumba, East Nusa Tenggara. These limits will facilitate researchers in finding out the results of the main focus of the study. In order for the results obtained in accordance with research objectives and can answer the formulation of problems that have been elaborated.

**Results and Discussion**

This research stems from the researcher's interest in an underseacable network expansion project called palapa ring in all regions in Indonesia. This project is to support the robotic-based industry revolution 4.0 program and the Internet of Thing. The project is currently located in the Eastern Indonesia region of Papua, Maluku and Bali, Nusa Tenggara. Furthermore, researchers try to relate on how one of the supporting factors of this technology is able to support the political campaign process, especially the election of regional heads. The researchers then focused on areas in Sumba, East Nusa Tenggara especially in the Loura tribal areas, where based on unstructured interviews,
information was obtained that basically the internet had entered into the area. The technology has also been used in one of the private Vocational High Schools in the area.

In NTT, local mass media that used maximizes for campaign are billboards, banners, and other conventional media. The Loura tribe people have not received digital literacy to optimize technology as a means of seeking information about political candidates to further increase political participation in NTT. Moreover there is a digital inequality in the area. The following is a percentage diagram of the news in the mass media about local leader election.

Figure 1. A percentage diagram of the news in the mass media about local leader election

![Percentage Diagram](source: irgsc.com)

However, in fact there are still many Loura tribe people who do not understand the usefulness of the sophistication of the technology itself. In fact, in the election process of regional heads, the community does not use social media or other technology to know or find out more about the candidates' information. They are still using conventional methods of every process of local elections. They prefer prospective candidates to visit without wanting to know from other sources.

In this study, as has been described in the literature review, the concepts that researchers have chosen are political communication, technological adaptation / political determination theory, the use of digital media in political campaigns and media and technology literacy. In the study, the researcher uses the initial concept of political communication because in the process of political approach the main factor to be considered is how this form of political communication will be delivered to the public that aims to get the voice of the community for the sake of winning in the election of regional head. As explained earlier, that political communication is a mechanism to gain power. Thus, candidates will work in various ways and strategies to approach and communicate politics to the people of Loura tribe.
Table 1. Berlo SMCR Communication Models

<table>
<thead>
<tr>
<th>No</th>
<th>Source</th>
<th>Message</th>
<th>Channel</th>
<th>Receiver</th>
</tr>
</thead>
<tbody>
<tr>
<td>1.</td>
<td>The Capability of Political Candidates (Communicators) in rhetoric.</td>
<td>Conveying the vision and mission of political candidates</td>
<td>Directly personal approach to the Society in each regions</td>
<td>People are passive by receiving message from political Candidates</td>
</tr>
<tr>
<td>2.</td>
<td>Campaigns are conducted as a means of delivering Ideas</td>
<td>Delivering the programs to be undertaken as an appointment if elected as governor</td>
<td>Billboards and banners</td>
<td>People do not actively optimizing the technology to seek an information about the candidates</td>
</tr>
<tr>
<td>3.</td>
<td>The campaign is done by gathering at the custom house which is used as a place of deliberation</td>
<td>The meeting has been held as an effort to listen to the aspirations of the society</td>
<td>Local Mass Media (Print media)</td>
<td></td>
</tr>
</tbody>
</table>

Political Communication as described above, in essence is to convey various messages and meanings. People in the region prefer to accept candidates personally in a conventional way, but candidates who are said to have more Education level should be able to innovate their approach strategy by utilizing technology. The existence of the theory of technological determination should be used as a basis that technology is held to facilitate the communication process. Candidates not only submit their program campaigns but by offering programs that are definitely capable of advancing these remote areas. Given the theory, candidates and teams should have media and technology literacy programs to introduce their communities to technological advancements in relation to political activities.

**Conclusions**

Researchers concluded that basically political communications in areas with low media and technological literacy can certainly run in sync. Integration in various factors will work in harmony but can not rely on only one subject addressing the problem with such complex factors.
That is, each of us, such as government, community, academicians, practitioners, activists and others, has an important role in responsible for advancing media and technology literacy in Indonesia. Not only the government is responsible for the equitable distribution of technology to be accepted in remote areas in Indonesia. Many non-profit communities have established a program to improve literacy in reading, educating young children, but it needs to be improved and even become an important focus for "media literacy" programs.

The government and related agencies have tried to technically develop and equate the internet and technology to all regions in Indonesia. The existence of this distribution would have a special purpose one of them to facilitate the various activities of society in eastern Indonesia in particular. However, for what technology and the Internet is spread if the community is not grown desire to be able to utilize the facility intelligently. Indonesia as a developing country can be said to be slow in its development to adopt every technological development when it is associated with politics. Like the e-voting program which utilizes technology in the regional head election program where several major countries have adapted the program and proven effective in its use.

The harmony between infrastructure in this case technology, the use of technology as a means of campaign and how people are able to use and utilize this technology in essence is our duty. Together as Indonesian citizens who want to "pursue" the success of developed countries. Different ethnic societies may be in a comfort zone where their lives will continue despite the traditional state of affairs, but for what governmental equity is held if the ultimate goal is not to bring Indonesia forward in more sectors and fields. Humans will not live forever in the unfamiliarity of the outside world, humans are required to see what happens through technology.

In conclusion, the government, related institutions, academies, practitioners, the public must be equally aware of their duty in advancing Indonesia. Starting from the increase of media and technology literacy. In order for programs that have run the government run optimally. In this case, the candidate candidate as one of the elements of government that will be in charge of the area may continue to execute his political communication strategy by running a personal campaign or fielding, but the candidate and the winning team must also focus on how to keep the community in remote areas aware and aware of the usefulness of technology as a source of information related to political campaigns. In the future there will be developments such as the implementation of e-voting in Indonesia, people in remote areas are ready to accept these developments. This study, therefore, is not to see the effectiveness of the use of technology in political campaigns, but to analyze how the personal approach of candidates with technological development as a facility for people in the Loura tribe can work in harmony and technology can be used as a tool to control and monitor the ongoing communication long-term politics.
References

https://teknologi.id/insight/4611/
http://www.floresa.co/2017/08/07/robert-marut-optimalkan-pendekatan-ke-partai-politik/


