LOCAL COMMUNITY PARTICIPATION IN THE VILLAGE WEBSITE DEVELOPMENT IN GIANYAR BALI

Sumekar Tanjung
Department of Communications, Islamic University of Indonesia, Yogyakarta, Indonesia
sumekar.tanjung@uii.ac.id

Abstract

This study aims to describe the forms of local community's participation in the village website development. Village plays the strategic role in the national development plan. The program that supports this development plan is the Integrated Broadband Village Program by the Ministry of Communications and Informatics through the provision of the desa.id. In 2016, domain users increased by 84% compared to 2015. The Ministry of Communications and Informatics organized the ICT Village Festival by awarding DESTIKA Award to appreciate the villages that play an active role in managing the website. One of the winners of DESTIKA Award is Pejeng Village in Gianyar Bali. The approach used in this study is a qualitative approach that uses the unit of analysis informant with data collecting technique through observation and interview to the Pejeng community in Gianyar Bali, and literature study. The results showed that: first, the form of community participation in the preparatory stage presence and the contribution in the form of the ideas. Second, the preliminary stage on energy, fund, and materials. Third, the maintenance phase of community participation in the form of capability and strength.

Community participation in the village website development is expected to promote economic potential with increasing community productivity while maintaining local wisdom.

Keywords

Community, Indonesia, Integrated Broadband Village, Participation, Website

1. Introduction

The population of Indonesia is spread over 511 districts, 7,074 sub districts, and 82,190 villages (Village Potential Statistic, 2014). Most Indonesians live in rural areas so that the rural development is one of the development priority. The development and empowerment of rural communities in Indonesia are facing with complex challenges that require adaptive and community-based transformative approaches to be able to answer every development reality based on the localities of the rural community.

Meanwhile, in line with the expansion of the middle class, the economic growth of a country, and the democratization process, Indonesian internet users have increased over the past two decades since its early phase of development in the 1990's. However, the increase is not accompanied by the equalization of internet users in Indonesia geographically. The result of research by Indonesian Internet Service Providers Association shows that Indonesian internet penetration is dominated by population in Java Island as much as 86,3 million people or 65% of 132,7 million internet users in Indonesia (Indonesia Internet Service Provider Association, 2016). With the calculation through internet user variables as much as 132,7 million people from 256,2 million total population, it can be seen that there are 48,2% of Indonesian population who do not use the internet. In a report by Permana, in 2013, 83.4% of Indonesian users are living in urban areas (2015). This reflects the inequality of internet penetration in Indonesia as a whole. This data indirectly illustrates the uneven distribution of Internet infrastructure in Indonesia and the availability of the same internet connection service in every region in Indonesia. In fact, having reliable internet access in every region including rural areas has also been identified as a key factor for development.

In order to encourage the use of broadband, the world both global and regional (ASEAN) set various targets, among others, encourage the availability, reach of services, and affordability

of prices. The Broadband Commission stipulates that all countries should already have a broadband development plan by 2015. In the same year, the service of broadband is targeted to reach 40% of the households with a maximum service price of 5% of monthly income. One strategy that accelerates penetration of broadband is to make broadband as the part of universal access and in the Universal Service Obligation.

For the sake of achieving Indonesia Broadband, ICT support as an enabler and empowerment involves all stakeholders to improve the ecosystem of creativity and innovation of ICT for economic resilience and nation competitiveness through Integrated Broadband Village Program (DBT) by bringing the creation of Smart Villages in villages located in the outermost areas. As well as border areas which is equipped with network facilities or internet access, end-user devices, apps that suit the characteristics of the local population, and the community empowerment.

DBT is a program of communal access and equipment provider that has been built since 2015 for 50 villages and will continue to be developed in the coming years. Potential villages and rural development should be in accordance with the problems faced, potentials, and aspirations and priorities of rural communities. It emphasizes how a village can be sustained with community participation through increased access and use, economic improvements, village institutional development, and socio-cultural development of the region. The integrated broadband village development consists of three stages, the first phase targeting 50 villages, the second phase targeting 500 villages, and the third stage with 500 villages planned to be achieved until 2018.

Domain Name Management Indonesia as a top-level domain name registry Indonesia, reported that originally in the beginning in 2015 only about 1,336 domain desa.id. But the following year, there was a surge as much as 84% or there are 2,458 villages using this domain (Hidayat, 2017). This increase is an encouraging report. Therefore, The Ministry of Communications and Informatics with Village Movement Building, Village Empowerment Agency and Region Initiative, ICT Volunteer, Gedhe Foundation, and PANDI appreciate the participation of village community desa.id domain users through the implementation of the ICT Village Festival (DESTIKA). The festival that has been held since 2013 is giving awards to 22 villages of desa.id user villages spread all over Indonesia, including Pejeng Village in Gianyar

Regency, Bali Province. In addition to acquiring DESTIKA Award in 2015, the village is also used as a center for the conservation zones and cultural heritage by the government of Gianyar regency.

2. Research Issues

Based on the background of the problem, this research aims to explain the forms of community participation in Pejeng Gianyar Bali in the village website development.

3. Literature Review

ICT evolves through a process of innovation communicated over a certain channel over a period of time to the community (Rogers, 1995). Ultimately technology is shaping the local communities into the global village communities, a transparent world of information development (McLuhan, 1989). The world is dubbed as the big village, which is a large village, where people known and greet each other (Bungin, 2006). The development of information and communication technology is the source of the formation of the climate that becomes the foundation for the growth of human resource creativity which in turn can be a source of growth and economic competitiveness. Therefore, community participation is required.

Community participation is the right and obligation of citizens to contribute to the achievement of group goals. So that they are given the opportunity to participate in development by contributing their initiative and creativity. The contribution can be delivered in community group meetings, formal and informal, and established communication between the government and the community and the community members. Community, from the interactional field theoretical perspective, can be characterized as "a place-oriented process of interrelated actions through which residents of a local population express a shared sense of identity while engaging in the common concerns of life" (Theodori, 2005). An interactional approach to the study of community focuses on social interaction as the inherent and indispensable ingredient of community. Social interaction delineates an area as shared territory, contributes to the wholeness of local life, gives structure, and direction to collective actions, and provides the source of mutual identity (Wilkinson, 1991). Community, from this perspective, emerges in places and is

place-oriented, but the place itself, per se, is not the community, the locality serves as the territorial setting in which human interaction transpires (Theodori, 2008).

The importance of community participation is the central focus and ultimate goal of development. Participation, in general, is the role or involvement of individuals individually or in groups in an activity. Conyers and Hills (1984) asserts that the approach to community participation is the direct involvement of the community in the development process. In obtaining optimal results is needed an approach that synergizes the potential of society (Mikkelsen, 2005). As a goal, participation generates empowerment, everyone has the right to express opinions in decision-making concerning their lives. In the alternative forms, participation is interpreted as a means to achieve efficiency in the management of activities as a tool for implementing the policy. Participation is an important concept in development and because of its wide application, it means different things to different people (Barasa & Jelagat, 2013)

World Bank (1996) defines participation as a process through which stakeholders influence and shares control over development initiatives and decisions and resources which affect them. Therefore, based on these participations, one can realize that both definitions see participation as the important instrument of empowering people in the development process. In a simple way, participation gives power to the people. However, for the participants to be meaningful the action must be willing to participate in development activities, education and awareness are essential in influence community participation.

Therefore, community participation is an active process by which beneficiaries or groups influence the direction and execution of a development project with a view to enhancing their well-being in terms of income, personal growth and self-reliance. Community members must own and control the process by making decisions as to its progress and design activities that will subsequently enable them achieve the desired goal. What gives real meaning to popular participation is the collective effort by the people concerned to pool their resources to attain their objectives. In this regard, participation is viewed as an active process in which the participants take initiatives and actions that are stimulated by their own thinking and by deliberations over which they exert effective control (Barasa & Jelagat, 2013).

Based on the system and mechanism of participation, Cohen and Uphoff (1997) distinguished participation in four types. First, participation in decision making. Second,

participation in implementation. Third, participation in benefits. Fourth, participation in the evaluation. In more detail, participation in development means taking part or role in development, whether in the form of a statement following the activity, giving input in the form of thought, energy, time, expertise, capital, funds or materials, and also to take advantage of and enjoy the results. The ability of ICTs as an integrative tool for channeling, disseminating and consolidating communities aspirations, coordinating and mobilizing proved very powerful on delivering social change, even social revolution.

3. Methodology

This research uses the qualitative method and describes the forms of community participation in Pejeng Village on supporting the development of village website. All information is recorded to show the consistency of informants. The main data sources in this study are the words and actions of primary sources, the rest is additional data from secondary sources. Data collection techniques for obtaining primary data sources related to this study included observation to the site utilization site of the village to observe the utilization and management and to interview informants (administrators). The data were collected from informants who have capacity in the relevant field to the problems studied, that are the administrators of Pejeng Village website. The observation was done by reviewing, asking, and discussing directly with the village website administrator.
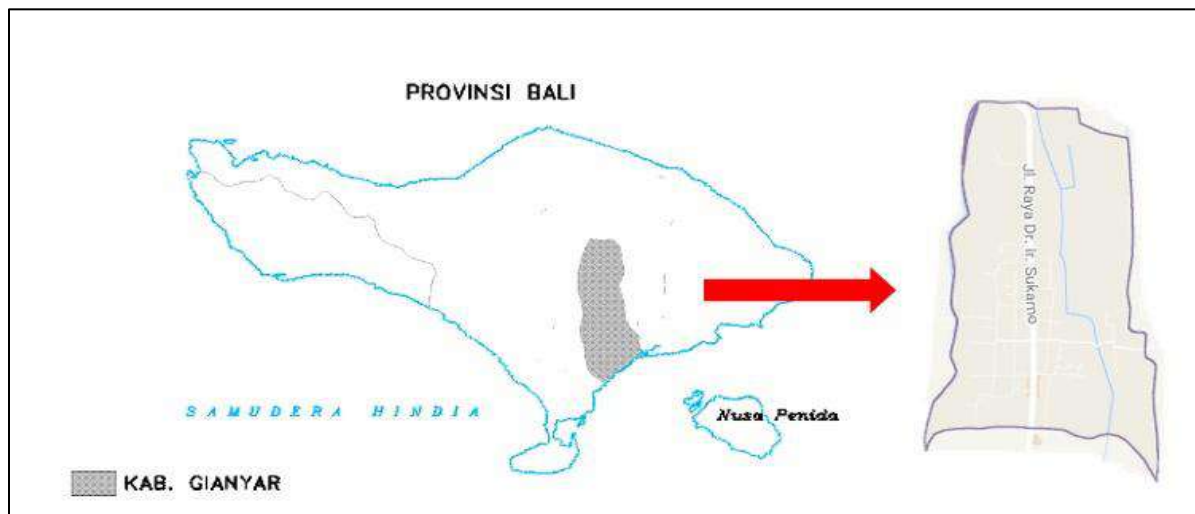
Figure 1: *Pejeng Village in Gianyar Regency, Bali Province*
(Source: Author Documentation)

The location of the study is determined purposively, meaning deliberately chosen by certain considerations, that is, in addition to obtaining DESTIKA Award in 2015, this village is also used as a center of conservation zone and cultural heritage by Gianyar Regency Government. In October 2015, Pejeng Village began to plan village development by initiating a mapping of potential biodiversity and biodiversity resources. Through this mapping citizens have valid data to foster the younger generation of Pejeng Village, thus understanding the potential of villages they will develop as a source of economic, social, and cultural strengthening. This is reinforced by the results of interviews with the village chief Pejeng Cok Gde Agung Kusuma Yuda, that as a follow-up of the Biodiverseni, the village has developed village youth groups such as photography groups, information technology groups, and organic farming groups. All group activities are prioritized for youth as young generation. All the wealth of information is open and accessible to the public in digital form either on the village website pejeng.desa.id and Pejengku Application that can be downloaded for free (personal communication, May 28, 2017).

This in accordance with the mission of Pejeng Village, that is, improving the quality of human resources to keep pace the development of advanced technology, leverage the potential of existing villages, as well as exploring the hidden potential for the public interest. On that basis, the researcher chose Pejeng Village which has a spatial planning through Biodiverseni which

prioritizes on the progress of the community. Thus Pejeng Village worthy to serve as a research location.

This research takes two months research period from April to May 2017 in Pejeng Village, Gianyar, Bali. The research process includes several stages starting from observation and interview to two village website administrators namely Komang Mahardika and Dewa Suamba. The selection of the two informants considers their important role in the management of the Pejeng Village website.

The data obtained were analyzed based on collective data related to the utilization, management, and other forms of community participation, for the validity of the research results. The data collected by the process of reduction, namely the selection of data relevant to the purpose of research, display data, conclusions and verification. All information and data must be checked to indicate the presence or absence of consistency.

4. Results and Discussions

4.1 The Four Types of Community Participation in The Village Website

4.1.1 Community Participation in Village Website Planning

The development planning process, according to the Legislation No. 25 of 2004 on National Development Planning System, planning is a process to determine the right future action through the order of choice, taking into account the existing resources. Community participation in planning the development can be seen from the liveliness of the community who attended the meeting and contributed the thought.

As quoted Sumardi and Evers (1982), participation is the role of a person or group of people in the development process either in the form of statements or in the form of activities by giving input thoughts, energy, time, expertise, capital and or material, and also take the advantage of the development results. The role of community participation in this deliberation has been optimal even though only the youth who played an active role due to the business of the people.

"In the beginning, I often write the events that occurred in Pejeng Village through the Warta Pejeng blog in 2013. The goals that the various activities and potentials of Pejeng Village can be known to the wider community. And then we are colaboration with the Lite

*Institute to create a village website. This received a positive response from Pejeng Village Head Tjokorda Agung Kusuma Yudha Pemayun. Furthermore, I gathered village youth who have interests and talents in the field of writing and photography. Initially, there are about 10-15 youth interested in studying journalism and photography. Lite Institute in collaboration with the Sloka Institute then mobilized the team to teach the youth to be village reporters through the citizen journalism program," (*personal communication, April 28, 2017*).*

4.1.2 Community Participation in Village Website Management

Community participation in the implementation of the village website is done with the real form of participation in the form of energy. Communities jointly manage the village website in the form of contributions of time and energy. Communities share information or events that occur in Pejeng, the community is willing to provide 24 hours to receive information, compose, and present in the form of news and uploaded to the website to be disseminated to other citizens. The second participation is participation in the form of self-funded funding. Because only a few people understand the management of the village website, the community provides voluntary funding to ensure that all forms of village management activities or needs are met.

"After the youth received training for approximately three months, at the same time Pejeng launched the village website namely www.pejeng.desa.id. The content is filled by the youth who previously received training on citizen journalism. The community also have the same mission to developing Pejeng. They established community on Facebook, namely Pejeng Care Community. They are actively informing village activities despite being limited to social media. The youth who have interest on photography, then make a community of photography Galang Sanje. They rise up the Karang Taruna Warmadewa which was vacuum for the long time and began to hold various activities," (personal communication, April 28, 2017).

4.1.3 Community Participation in Village Website Benefit

Based on the findings in the field, from the information obtained that in the management of village websites has provided benefits for the community. It is evident from the study findings that benefits (financial and non-material) are key factors that make communities to participate in development (Waweru, 2015). For example, people who were initially minimal information,

now become aware of all events that occur in the village. The spirit of mutual cooperation or sharing in an increasing society also strengthens the spirit of kinship. Technology does not necessarily need to replace something. Technology should be an addition (Raju, 2015).

This spirit has been triggered the community to jointly build a creative village Pejeng, information literate, and independent. In addition, many NGOs are collaborating with Pejeng Village in organizing Citizenship Anti-Corruption Journalism organized by KPK, Writing Camp by Bali Giri Suta, Sorghum Transplanting by Bali Lite Institute, and making Biodiverseni in cooperation with SAM Fund Art and Ecology, and Rujak Center For Urban Studies.

> *"This cooperation is increasing the competence of citizens in terms of journalism and agriculture, especially youth of Pejeng Village. In the near future, Pejeng Village will relaunch the village web with the same name, but different format. People can see all the data through the village website, without having to visit the village head office,"*(personal communication, April 28, 2017).

4.1.4   Community Participation in Village Website Evaluation

The meeting called by the leader of the village website. The meeting comprises of all members of the village website. The leader stated that they call for meeting two times in a month. They meet in the village hall or in one of the houses. The purpose of the meeting is to discuss the problems, challenges, and opportunities of the village website. The local people given the chance to ask questions and clarification on any issue related to the village website. The community participates in the administration and management not only through decision-making processes but also in monitoring and implementation of the village website development. Komang Mahardika says,

> "*The community participates in the preparation of the project budget, control and monitoring the progress of the village website development activities such a content and resources or capabilities. The community also monitoring the feedback of user of the village website,*" (personal communication, April 28, 2017)

In the community-initiated activities, local people participated actively and were directly involved in the development process of initiating an activity such as in mobilizing, attending meetings, exchanging ideas, deciding, and lastly organizing themselves (Samah and Aref, 2009). Therefore, the community has great roles in ensuring that the village website

implements the agreed decisions as they are planned. The community makes follow up on what they decided.

4.2 The Support Factors in Community Participation

The findings discovered various reasons that make people support the village website development. First, the presence of pioneering leaders-the handily villagers, willing to spend time, energy, and thoughts to pioneer and develop village websites. In addition to having the spirit of volunteerism or high social spirit, they generally have a strong business sense and tough in pioneering this social entrepreneurship. Second, the internal factor of the village that supports the citizens to be creative to solve their own problems. In this case, Pejeng Village has the potential of natural resources to be developed into joint economic enterprises, such as irrigation system, tourism object, and social culture, it becomes the trigger for the people to popularize Pejeng Village through the website. Third, support from village head, NGOs, and others committed to assisting villages. The Pejeng Village website stands and develops because of getting special attention and assistance from NGOs. Universities can also help in improving village management capacity. Private sector support through CSR programs can also boost the capacity of village website.

4.3 The Barrier Factors in Community Participation

The barrier factor in this community participation is the over reporting of development successes. Successes related to development initiatives are quantified, documented and communicated to a greater extent than failures. There is, therefore, a lack and understanding of lessons learned, and their communication. In theoretical discussions, development experts will readily agree that failures are an important part of the learning process. Yet, when considering their own projects, development experts at all levels in the process have an interest in presenting a picture of success. Success is rewarded, whereas failure, however potentially informative, is not. The result of that is that the knowledge of the nature of the failure, the very information which could allow intervention policy to improve, is lost (Dudley, 1993; Friedman, 1993; Rahman, 1993).

5. Conclusions

The findings discovered that the community participation creates the sense of ownership of the development process to the community itself. The situation of involving people in decision making makes the village website to be in the hands of the community. The informants agree that their participation in the development of the village website made them believe that they are responsible for their website development because the website belongs to them as part of Pejeng community. The community participates in supporting the development of their website as it creates a sense of community. The participation of those who are involved in the production and distribution of content is one of the major changes brought about by the internet and digital technologies. People's interconnectedness through digital platform networks infuse these digital media with meaning (Barichello, Eugenia, & Carvalho, 2013).

6. Limitation and Future Recommendations

Due to time constraints, this study has not explained the level of community participation in quantitative terms yet. Further research needs to be done on the services model of village website governance in order to be effectively utilized by the community. Before the DBT program is implemented, a preliminary review should be undertaken. This is the basis for the preparation of the plan so it does not seem to pursue the target or quantity and need of attention from management and education institutions. According to Babayemi (2017), there is need for effective communication of research findings or results to the community. The way a particular result is communicated determines how it will be decoded by the receiver. Research is a scholarly attempt to solve an identified or a defined problem over time and for a specific purpose. Without an effective communication, the essence of discussion and the active purpose of a dialogue are forfeited. Utilizing ICT as a communication tool can help revitalize even a community with relatively low level of communication among local people (Takada, Yoshihisa, Yoshiharu Fujita, & Tomio Saku, 2012).

7. Acknowledgement

References

Babayemi, John Olakunle, & Uduak James Utibe. (2017). Communicating Research Findings in Basic Science and Technology for Technologycal Development. *Matter: International Journal of Science and Technology*, *3* (1), 1-15.

Barasa, F &, T. Jelagat. (2013). Community Participation in Project Planning, Management and Implementation: Building the Foundation for Sustainable Development. *International Journal of Current Research, 5* (02), 398-40.

Bungin, Burhan. (2006). Sosiologi Komunikasi: Teori, Paradigma, dan Diskursus Teknologi Komunikasi di Masyarakat. Jakarta: Kencana Prenada Media Group.

Eugenia, Mariano da Rocha Barichello, & Luciana Menezes Carvalho. (2013). Understanding the digital social media from McLuhan's idea of medium-ambience. *Ano*, *1,* 235-246.

Cohen, J.M. and N.T. Uphoff. (1997). Rural Development Participation: Concepts Measures for Project Design Implementation and Evaluation. New York: Cornell University.

Conyers, Diana and P. Hills. (1984). An Introduction of Development Planning in The Third World. New York: John Wiley and Sons https://doi.org/10.3828/twpr.6.4.h8n4854g1p147424

Dudley, E. (1993). The Critical Villager: Beyond Community Participation. London: Routledge https://doi.org/10.4324/9780203311707

Friedman, S. (1993). The Elusive "Community": The Dynamics of Negotiated Development. Cape Town: Centre for Policy Studies.

Hidayat, Mochamad Wahyu. (2017, January 30). Sepanjang 2015 Pertumbuhan Domain .ID Capai 24 Persen. *Liputan 6.* Retrieved from

http://tekno.liputan6.com/read/2407002/sepanjang-2015-pertumbuhan-domain-id-capai-24-persen

Indonesia Internet Service Provider Association. (2016). *Infografis Penetrasi dan Perilaku Pengguna Internet Indonesia.* Retrieved from http://apjii.or.id/content/read/39/264/Survei-Internet-APJII-2016.

Permana, Ivan C. (2015). *ITU Asia Pacific Regional Forum on Reshaping Policy and Regulatory Landscape For Accelerating Broadband Access* [PDF document]. Retrieved from https://www.itu.int/en/ITU-D/Regional-Presence/AsiaPacific/Documents/Events/2015/

McLuhan, Marshall, & Bruce R. Powers. (1989). The Global Village: Transformations In World Life and Media In The 21st Century. New York: Oxford University Press.

Mikkelsen, Britha. (2005). Methods for Development Work and Research: A New Guide for Practitioners. New Delhi: Sage Publications.

Rahman, M.A. (1993). People's Self Development. London: Zed.

Raju, Valliappan. (2015). Role of Information Technology in Education Sector: Scrutinizing Its Merits and Developments. *Matter: International Journal of Science and Technology, 2* (1)*,* 12-20.

Rogers, Everett M. (1995). Diffusion of Innovations. New York: The Free Press.

Samah, Asnarulkhadi Abu, & Fariborz Aref. (2009). People's Participation in Community Development: A Case Study in A Planned Village Settlement in Malaysia. *World Rural Observation, 1* (2), 45-54.

Statistics Indonesia. (2014). Village Potential Statistics of Indonesia. Jakarta: BPS-Statistics Indonesia.

Sumardi, Mulyanto and Hans-Dieters Evers. (1982). Poverty and Basic Needs. Jakarta: Rajawali.

Takada, Yoshihisa, Yoshiharu Fujita, & Tomio Saku. (2012). Impact of ICT on Community Revitalizing Activity. *Keio Communication Review, 34*, 5-18.

Theodori, G. L. (2005). Community and Community Development in Resource-based Areas: Operational Definitions Rooted in An Interactional Perspective. *Society and Natural Resources, 18*, 661-669. https://doi.org/10.1080/08941920590959640

Theodori, Gene L. (2008). Constraints to the Development of Community. *Community Development: Journal of The Community Development Society, 39* (2), 91-110. https://doi.org/10.1080/15575330809489733

Wilkinson. (1991). The Community In Rural America. New York: Greenwood Press.

World Bank. (1996). The World Bank Participation Sourcebook. Washington: The World Bank.