

CMC Perspective Study: Community Empowerment Through the Use of Computer-Based Digital Media in the Village Government Public Relations Strategy

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ABSTRACT

Introduction to the issue was CMC is a communications transaction in which the use of two or more computers that are networked internet as well as the forms format is applied via a text-based interaction. Digital media has a unique character to the problems of production, distribution and public communication process. Communication through digital media also concentrated pattern of duplication, satellite systems, digitization of information remotely in the whole process of digital media distribution. Community empowerment is a concept form which has a focus on the human aspects of the individual and the community in its development activities with the aim on improving the human resource potential as a form of concern for the public. The research method using theoretical analysis study. The results of this study are Public Relations strategy has now developed a strategy in computer-based digital media. Produce and contribute to the products and programs that enrich the field of Public Relations in an institution or agency. Along with the progress and development of the era, Public Relations practitioners to adapt to the use of computer-based digital media. Implications of the results is the Village Administration is an executive agency at the level of structured village has duties and functions related to the implementation at the village level. In the Village Government has a management and information services to the public in the field of all-an Public Relations are: 1) to provide and provide information on public services, 2) managing information and documentation, 3) provide facilities and infrastructure for public services to distribute information by utilizing computer-based digital media.

Keywords: *CMC, community empowerment, digital media*

1. INTRODUCTION

With the development of science and technology has brought significant benefits for the progress of human civilization today. Activities and the work previously done by using great physical ability, is now done automated by using the device and the computer equipment. So that today's technological advances very useful and has been widely provide comfort and convenience for human life. Computers are a part in the development of information and communication technology. Processing of information and open up various possibilities that will arise in the life of mankind. Give effect to everyday life, in work, as a game device, and do all sorts of complicated things related to computers. This era of globalization technology mastery becomes the prestige and progress indicator of a country. Technological progress is something that cannot be avoided in this life, because technological progress will go according to the progress of science [6]. Innovations in technology created have provided many facilities and positive benefits in human life as a new way of doing

activities. Technological breakthroughs in the fields of microelectronics, biotechnology, telecommunications, computers, internet and robotics have fundamentally changed the way we develop and transform technology into production sectors that produce goods and services with high technology [2].

That the perspective of empowerment in the concept of "rural community" has two viewpoints, namely; 1) empowerment is understood in the context of putting the public standing position. The position of the object is not a beneficiary community who depend on the provision of external parties, such as the government, but rather in the position of a subject who acts independently. Acting independently does not mean free from the responsibility of the state. Provision of public services to the community certainly is an obligation rather than the tasks assigned by the state. 2) People who self as the participation of the openness of space and capacity to develop the potential, creativity, environmental control and its own resources, and can solve their own problems, and also determine the country's political process [9].

The era of the industrial revolution 4.0 is an advancement of the information society transition towards a digital society. Community activities with a wide range of digital technology. Having relationships between each human by using transactions and interactions, all of which are driven digitally. With the implementation of which has been done

in this time that the e-KTP in which everyone has the electronic ID number, personal identification numbers in the banking sector such as ATM PIN, and charging electric pulse housing class called token it is operated using a digital system. Communication through digital media also concentrated pattern of duplication, satellite systems, digitization of information over long distances, tele text in the whole process of digital media distribution.

According to Mosco that the digitization of information society involves structuration and spatialization that have a meaning that the digitization of information provided an extension of media institutions in the form of corporations are getting bigger and effective [3]. As an extension of computer-based digital media industry have consequences on the vertical and horizontal access. Computer-based digital media and digitization of information society carries the increasingly close relationship, both structurally and socially. Computer-based digital media that are interactive have increasingly interdependent process of interaction between agents with the surrounding social structure.

Information society is a society that makes information as a very valuable economic commodity, connects with other communities in the global communication system, and accesses super highway information [1]. The field of information and communication technologies in terms of the use and utilization of computer-based digital media through community empowerment is a very influential for the achievement of public welfare aspect. Because of the presence of information and communication technology as a conception of computer-based digital media contributed to the development of democratic society. Achieving targets based on the reality that the potential to obtain, process, and utilize information in essence must be owned by a nation as a form of improving the quality and living standards.

Computer Mediated Communication by Marc Smith is any form of communication between individuals, individuals and groups, which interact via a computer in an Internet network. In the case of computer media fusion between mediation and immediate communication. In other forms of computer-mediated communication. Computer Mediated Communication is a communications transaction in which the use of two or more computers that are networked internet as well as their forms of formatting applied through text-based interactions [4]. While Baym identify five different sources for impacts on the CMC; external context in which the use of CMC is set; temporal structure of the group; infrastructure of computer systems; purposes in which CMC is used; and the characteristics of the group and its members [4].

Village Administration is the implementation of government affairs and public interests in the governance system of the Republic of Indonesia (Law No. 6, 2014 article 1, paragraph 2). Village Community Empowerment as stated in Law No. 6 2014 article 1 paragraph 2 is an attempt to develop independence and public welfare by improving the knowledge, attitudes, skills, behaviour, ability, awareness, and utilize resources through the establishment of policies, programs, activities, and assistance in accordance with the essence of the problem and the priority needs of the community Village.

Utilization of Information Technology and the internet within government agencies to support public services is

also called e-government. E-government, defined by the World Bank, refers to the use of Information Technology and the internet by government institutions which further supports the transformation of relations with citizens, business people, and other government institutions, with the aim of providing better public services, improving relations between government and business and industry, and increasing community participation in improving the efficiency of government management [7]. The existence of a large influential new media in the practice of public relations as one of the tools that are useful for the purpose of implementation of Public Relations. Van Dijk (2006) argues that new media is media that contain elements of integration, interactivity, and use digital code. New media terms are often used interchangeably with the term multimedia, interactive media, and digital media.

A country decides to implement e-government because it believes that by involving information technology within the framework of government management will provide a number of benefits including: 1) Increasing the quality of government services to the public; 2) Improve the process of transparency and accountability among government administrators; 3) Reducing transaction costs, communication, and interactions that occur in the government process; 4) Creating a better quality community based community information [5].

Strategic Public Relations has now developed a strategy in computer-based digital media. Therefore, it can produce and contribute to the products and programs that enrich the field of Public Relations in an institution or agency. Along with the progress and development of the era, Public Relations Practitioner adapt to the use of computer-based digital media. Who previously Practitioners of Public Relations in doing activities more conventional which is still using print and broadcast media as the distribution of the message so much cost, labor and time while in the industrial era 4.0 or the digital era, namely the work being done by practitioners Public Relations has experienced transformation towards digital. In this case expressed by Straubhaar and LaRose (2000) that the development of information and communication technology is growing very quickly. Since then, the field of Public Relations independently started to use computer-based digital media both "online" or "offline" for the sake of communicating and conveying information.

2. METHOD

This study was designed using descriptive method of analysis and study of literature with a qualitative approach. Community empowerment program as an object of study, through the use of digital media is done by the village government as a Public Relations strategy. Community empowerment program in communication activities that occur through intermediary computers is a form of integration of technology with human resources, namely 1) the use of an application or a computer program, 2) the use of computers and networks, 3) use of information systems in the public service. In data collection methods in the field are observation, interviews, documentation and literature.

As the location of the village community development in the Klangean Kabupaten Cirebon. Goal is provided by the village community empowerment Klangean Kecamatan Klangean Kabupaten Cirebon. Data collection techniques used is to obtain primary data and secondary data. The data used are primary data and secondary data. The collection of primary data obtained through observation and interviews while collecting secondary data obtained by the engineering documentation and literature. The data is analyzed using descriptive analysis interactively covering data collection, data reduction, data processing, data presentation and obtain conclusions.

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3. RESULTS AND DISCUSSION

Community empowerment through the use of digital media, computer-based performed as a Public Relations strategy by the village government Klangean Kecamatan Klangean Kabupaten Cirebon is a form of support to the Government of West Java Province in solving the problem of inequality digitizing rural communities and urban areas that have been

the problems of West Java in the face of revolution industry 4.0. With the computer-based digital media contained in the Office of the District Rural Klangean Kabupaten Cirebon expected to improve performance related to computer mastery over information flows, public services, introducing potential of the village and socialize with the village development and acceleration of access to information services that can be realized.

Based on an interview sources, namely the Village Klangean Andri Supriyadi, S.Sos, Abdulah Solehuddin and Arief Hidayat all say not maximal use of digital media to support the role of village activities in promoting socialization and development potential of the village. Using digital media was limited to daily operational use only.

In this community empowerment are some of the utilization of digital media as a Public Relations strategy in the village government Klangean Kecamatan Klangean Kabupaten Cirebon. Integrating technology with the performance of the device in perspective Klangean Village computer-mediated communication (CMC) is as follows:

3.1. The Results of Mentoring Regarding Use of the Application

Mentoring activities of community empowerment program to the village in the village of the District Klangean Kabupaten Cirebon to address the problem of performance of the village to use the app or computer program is presented in Table 1.

Table 1 Use of computer applications or computer programs

Analysis unit	Event results
Ms. Word applications	<ul style="list-style-type: none"> - Generally able to edit and format a text document - In Unun able to print and save the Word document - Generally not optimally use the facilities in the layout drawing interface - Generally not maximized use of mathematical symbols insert into a document - Generally able to execute the instruction examination and summation spelling of words in the document
Ms. Excel applications	<ul style="list-style-type: none"> - In general can edit and format the data - In general we can use the formula to calculate - In general have not been up to create a chart based on data in the sheet - Generally able to create titles - In general have not been up to create a chart
Alloys other applications	<ul style="list-style-type: none"> - Generally not maximized in working on various applications within a single project - Generally able to store a file into another file - Generally able to copy from the web and prepare it into a document - In general, the switch is not maximized download various applications

3.2. The Results of Mentoring on the Use of Computers and Networks

Mentoring activities of community empowerment program to the village in the village of the District Klangean Kabupaten Cirebon to improve the quality of work of the

village towards the use of computers and networks that are presented in Table 2.

Table 2 Use of computers and networks

Analysis unit	Event results
Computer Operations	<ul style="list-style-type: none"> - Generally able to log on and log off the computer to a network - Generally able to use Windows - Generally able to manage files using folders and drives - Generally able to use data management operations, such as create, save, open, close the file - Generally able to run the data management operations, such as rename, copy, delete, move files
E-mail	<ul style="list-style-type: none"> - Generally able to open the email application, send and compose a message - In general it can read, reply, send forward, menshare message received - Generally not maximized send the file as an attachment in an email
Information search (search engine)	<ul style="list-style-type: none"> - Generally not maximized access to electronic databases - Generally able to use the internet at www, browser navigation - Generally able to search the electronic document - Generally not maximized using a keyword in the search engine google

3.3. *The Results of Facilitation of the Use of Information Systems in Public Service*

Mentoring activities of community empowerment program to the village in the village of the District Klangean Klangean Cirebon to implement the effectiveness and

transparency of the information positively to the use of information systems in the public service is presented in Table 3.

Table 3 Use of information systems in the public service

Analysis unit	Event results
Promotion	In general it can carry out promotional activities for pottery, village tourist sites, unique culinary and cultural events in the village Klangean through electronic information widely. Such as through the web and blogspot.
Socialization	Generally in disseminating information about the spread of development activities being undertaken by the village government Klangean through electronic information to the community has done well so that people have an extensive knowledge in access to information and the village can easily disseminate information quickly to the public.
Village government services	Generally it can provide the ability to perform work-related activities communicative and informative through the use and utilization of digital media in support of the administrative management of the village community. These capabilities on improving the competence of the village in managing electronic information system with digital mastery and the ability of communities to insight and knowledge to access information electronically administration in the village or outside the territory Klangean village. Like creating a certificate, a letter of licensing, etc.

4. CONCLUSION

Based on the results of community development activities in the village government Klangean Kecamatan Klangean Kabupaten Cirebon that put emphasis to the village to improve the ability to perform Public Relations strategy to use digital media as a tool of facilities and infrastructure of effective work. Therefore, it can be concluded as follows:

- a. In general, the use of computer-based digital media software in the control of government offices already have an increase in its use in addition to applications that can help the job
- b. In the field of computers and networks, the device Klangean village was able to operate a computer and use the internet browser application, email, search engines to look for other important information online
- c. Village officials Klangean in the use of electronic information systems effectively and efficiently by increasing the use of public services can be realized even though there is still a certain lack and limitation in his work.

Furthermore, it needs to be a tangle of intensive cooperation by local governments and the central government for the activities that are technical in particular the use and utilization of computer-based digital media can run with the maximum and smoothly, of course, as expected. Because in this empowerment activities are still carried out less than the maximum, related in terms of financing, expertise, time and energy.

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