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Smartize and Humanize People in the Village for Every Pandemic

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Abstract.
The use of the internet in the village has risen to the smart-village concept in which the communication pattern between members of the village community uses the internet effectively and efficiently. The use of internet-based social media is also increasing in both frequency and intensity. However, the traditional pattern of village communities, which are more personal and flexible, creates a gap with applying smart villages that are impersonal, mechanical, and precise. Therefore, it is interesting to examine the application of smart villages that are to the conditions of the village community; in this case, the application of smart villages that are more realistic to the needs of the community, namely humanized smart villages or humanized-smart villages. This study uses a case study approach by comparing two villages that represent villages close to urban areas and those relatively far from urban areas. The results of this study show that the use and utilization of the internet will naturally create marginal or non-eligible community groups. Therefore, in the concept of a humanized smart village, a model can be formulated that allows these marginalized communities to be intensely involved in using the internet and social media. The model is characterized by inclusive, deconstructive, mediation, and institutionalization. In this concept, humanized or humane is indicated by fulfilling the rights of community groups who can't use and utilize the internet and social media to become systematically involved.

Keywords: humanized smart villages, inclusive, deconstructive, mediation, institutionalization

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1. Introduction

In the last two decades, advances in computer technology and information technology have been so high that the use of computers and the internet has become so massive throughout the world, even in rural areas. The use of the internet in the world has experienced significant development, both in breadth and intensity. Data for 2020 shows the number of internet users worldwide (wearesocial. com)[1]. Similarly, Indonesia's internet users have also increased sharply in the last five years (wearesocial.com, 2020)[2].

Internet usage in Indonesia has also reached remote villages with the expansion of network providers or providers. People's internet use, of course, concentrates in urban areas because of the provider's priority, but villages also enjoy it as long as it is affordable by the provider. Based on the internet, social media has emerged as an alternative for rural communities to communicate. However, because using the internet or social media requires a primary level of knowledge and ownership of equipment, what happens in the village is the limitation of most people in using it (Sukarso and Dasuki, 2020)[3]. In general, rural communities with mediocre income criteria and in the age group of more than 45 years tend to refrain from using the internet or social media.

The old age group mentioned above does not use the internet or social media because their knowledge about it or social media is still very limited to the point of not knowing at all. However, the use of the internet or social media also has different characteristics from the characteristics of rural communities in general. The features of the internet or social media, or information technology are mainly mechanical, fast, timely, rigid, and impersonal. At the same time, the characteristics of rural communities are generally organic, relatively slow, flexible, and personal (*gemeinschaft*). Thus, there is a gap between the features of information technology and the characteristics of rural communities in general.

Meanwhile, government programs on smart villages are programs that seek to introduce the use of information technology to the lives of rural communities. The use of information technology (social media) for the life and livelihood of rural communities is an effort to change the characteristics of rural communities to match the features of information technology itself. Many regions in Indonesia have started introducing smart village programs, including Banyumas. Even this district has collaborated with Telkom High School to develop this smart village concept (serayunews.com, 2021)[4]. The results of the study on the use of social media in the village include (a) The social media most widely used by rural communities, especially WhatsApp, Youtube, and Instagram. Communication among citizens mainly uses WhatsApp, while the most dominant Youtube application is used for information and entertainment (songs and online games). (b) It turns out that the age group 15 to 30 uses social media the most, while those 45 years and over rarely use it, mainly because they do not master social media know-how. (c) The use of social media by the community to communicate with local governments is mostly WhatsApp groups initiated by village officials. Groups built from community initiatives to connect with village governments have yet to be found. And (d) Communication between the community and the village government related to the APBDes formulation process is minimal, so only a few points appear in the

communication, such as plans for the physical construction of certain public facilities. While the whole budget framework is not a subject of discussion in the WhatsApp group (Sukarso and Dasuki, 2020).[5]

Community participation, identified by Arnstein (1969)[6], consists of eight types as a ladder of citizen participation, namely from the lowest level (manipulation) to the highest level (citizen control). Arnstein's concept shows variations in "participation" from the pseudo to the strong. At its most substantial level, community participation means that people are in control, not just involved. Several studies, such as deliberative democracy (Knap, H. 2017)[7] or intensive and persuasive dialogue from various parties (Cambridge, 2013)[8], especially in the budget policy process. Thus, strong participation will refer to the deliberation process in policy formulation.

Meanwhile, various analytical processes are known in the public analysis policy literature. Dunn (2000)[9] identifies that the policy analysis process includes problem formulation, Forecasting; Recommendation; Monitoring/monitoring; Assessment/evaluation. Meanwhile, Hogwood and Gunn (1984)[10] identify the policy analysis process from the process point of view as follows: the decision to decide (issue search or agenda setting); the decision to determine it (screening problem); limit problems; forecasting; setting goals and priorities; analyze (alternative) options; implementation, monitoring and supervision of policies; reviewer and reviewer; maintain, continue or terminate the policy. Patton and Sawicki (1986)[11] identify the fundamental processes of policy analysis as follows: Verify, Define, and Detail the Problem; Establish Evaluation Criteria; Identification of Alternative Policies; Evaluating Alternative Policies; View and Choose among Alternative Policies; Monitor Policy Results. Meanwhile, Weimer and Vining (1999)[12] identify that the policy analysis process consists of meta-analysis, client orientation, rational models, problem analysis, solution analysis, communicating research, and meta-analysis.

From the various versions of the analysis process, it is possible to formulate an analytical policy framework, including problem formulation, alternative formulation, alternative selection, formulation of design implementation and evaluation of policies, and policy papers as policy recommendations. Social Media. Social media is a means to communicate with public members using the internet. In detail, experts' definition of social media is quite varied as follows (pakarkomunikasi.com, 2020)[13]. Taprial and Kanwar (2012) Social media is media used by individuals to be social or dare to be social by sharing content, news, photos, and others with others; Lewis (2010) Social media is a label for digital technology that supports people to connect, interact, produce, and share message content; Hopkins (2008) Social media is a term that includes not only various

New Media platforms but also includes systems such as FriendFeed, Facebook, and others which are generally considered to be social networks. The idea is that various media platforms have a social component and as a medium of public communication; Howard and Parks (2012) Social media is media that consists of three parts, namely: Information infrastructure and tools used to produce and distribute media content, Media content in the form of personal messages, news, ideas, and cultural products in the form of digital, Then those who produce and consume media content in digital format are individuals, organizations, and industries; Russo, Watkins, Kelly, and Chan (2008) Social media is an instrument that facilitates bold communication, networking, and/or collaboration; Brogan (2010) Social media is a new set of communication and collaboration tools that enable various types of interactions that were previously unavailable to the layman; Kotler and Keller (2016) Social media is a medium used by consumers to share text, images, sound, and video information both with other people and companies and vice versa; Cross (2013) Social media is a term that describes a variety of technologies used to bind people in collaboration, exchange information, and interact through web-based messages. Because the internet is constantly developing, the various technologies and features available to users continuously change. This makes social media more hypernym than a specific reference to multiple uses or designs. Carr and Hayes (2015) said Social media is an Internet-based media that allows users to interact and present themselves directly or simultaneously.

The study of smart villages is adapted from the crime of smart cities that began to appear three decades ago, ... "The Concept of "Smart City" first appeared in the 1990s. Then, the focus was on the impact of new Information and Communication Technologies on modern infrastructures within cities (Samih, 2019: 3) [14]. The smart city concept has three main factors: technology, institutional, and human. In the human factor, there is social capital in it. This social capital refers to the existing institutions in the community concerned that can be utilized for the use of existing information technology. While Tetteh et al. (2020)[15] examined the comparison between climate-savvy and non-smart villages, it turns out that the smart ones are quicker to adopt strategies to deal with the seasons. In other words, technology will increase strategic capabilities for adaptation to various signs of climate change. Slightly different from other studies, Li et al. (2020)[16] tried to identify the use of Information and communications technology (ICT) in rural areas. It turns out that there are differences in the intelligence of the use of ICT in various groups, which can create injustice. Daniel Esashika (2020: 9)[17] reviewed studies on smart cities and found five characteristics of smart cities, namely:

(a) advanced ICT Technology, (b) sustainability, (c) innovative and high-skilled society, (d) high-tech governance and citizen participation, and (e) knowledge-based economy.

Based on this background, the smart-village study is more on the application of technology for rural communities and the potential for social injustice in social media. Indeed, there is a study on modeling the use of social media and agents (Zhang, 2020)[18], but the definition of an agent differs from what is meant in the study that will be explained in this paper. Therefore, it is interesting to study further the smart village model, which is more realistic with the characteristics of the village community. Similarly, the study conducted by Bartelt et al. (2020)[19] regarding smart cities with an ital social perspective, this study describes the use of technology at the city level (Denver) and suggests proactively exploring existing social capital. From various studies on smart villages and smart cities, this is the first time anyone has tried to formulate a smart village model that uses rural social capital. Therefore, the research problem that can be acquired is how the smart village model is more suitable for rural communities. In other words, what is the smart village model that is more humane for rural communities (humanized-smart-village)?

2. Method

This research uses a case study approach in Karanggintung Village and Kotayasa Village, Sumbang District, Banyumas Regency. The selection of these two locations was based on a relatively small number of residents and an area representing a large village with a relatively small one. Similarly, the distance between the district government center and the subdistrict means near and the other represents relatively far. The focus of this research is the prospect of using a humanized smart village in the village with sub-aspects: (a) the use of the internet or social media in rural communities; (b) the perception (knowledge/understanding) of the village community about the internet and social media; (c) people's attitudes towards the use of the internet and social media for their life and livelihood, from three perspectives: village officials, communities, and business actors; and (d) Humanized Smart Village Model. The primary data source of this research is the village community, consisting of village officials (informants), the general public (respondents), and business actors in the village (respondents). Informants were selected purposively, while respondents were selected proportionally by simple random sampling (because there is a sampling frame available in the form of a list of the population). Data were collected through in-depth interviews

(informants) and questionnaires (for respondents). The data were analyzed descriptively, both quantitatively and qualitatively.

3. Results and Discussion

3.1. Description of Research Focus

3.1.1. Use of the internet or village community social media

The ownership of communication tools related to the internet (smartphones and computers) is relatively the same in both villages; most of them have access to the internet). However, only some of them use the internet in their daily life. The most common use of social media is WA, while email is rarely done in Kotayasa, much less than in Karanggintung. This may be related to the occupation of the respondents, who work as civil servants and private employees have more access to e-mail while workers and farmers have less access to the internet. The highest use of social media is WA, youtube, and the web in the two villages, while others are relatively balanced in the two villages. But the highest is the use of WA; it can be said that the respondents who have the WA application use it almost daily.

3.1.2. Perception (knowledge/understanding) of the village community about the internet and media

About half of the respondents said it was challenging to use social media; they had signal problems. Credit and technical knowledge of the use of social media. Perceptions of the costs of using social media. The identification results show that almost half of the respondents said it is not cheap to use social media, mainly because the cost of credit and hardware (hp) must be appropriate. However, most respondents (about 60%) said that the internet/social media is valuable, and only about 15% said that the internet/social media could be more helpful. This shows the potential for even higher internet/social media usage.

From three perspectives, the community's attitude towards using the internet and social media for life and livelihood: village officials, communities, and business actors. Willingness to use social media for daily communication with family and neighbors. The willingness of respondents to use social media for everyday life is high (about 60%). This shows that people are enthusiastic about using the internet/social media.

Willingness to use social media for business. The identification results also show the enthusiasm of respondents to use social media/internet for business (about 70%). This indicates that the most significant internet use potential is for those with an entrepreneurial spirit.

Willingness to use social media for communication with the government. The willingness of respondents to use the internet/social media to interact with the government is high (around 75 to 80%); this shows the potential for government services through the internet/social media.

Willingness to always use social media. The willingness of respondents to always use social media in daily life is high (about 80%). This shows the community's potential to be social-media-minded in everyday life, including the possibility of using social media for various things.

3.2. Discussion

3.2.1. Social media users by age group, education, and livelihood

The study results show that the income group of employees dominates the use of social media, and the age group is relatively evenly distributed from 6 to 60 years old. The young age group (6 to 25 years) is dominated by their status as students, from elementary school to university. This shows the potential for higher utilization of social media in the future and the everyday use of social media for the employment status of casual workers.

3.2.2. Utilization of social media for education, business, communication with others, communication with government

Almost the same result as the social media users above, the respondents' use of social media tends to be for school/study, business, and everyday communication purposes. In contrast, communication with the government is still relatively low. This is interesting because contact with the government is not considered necessary for people's lives. Whereas the intensity of communication with the government is quite important, besides being informative about various regulations, it also shows the potential for citizen participation in the government process (governance).

3.2.3. Prospects of Environmental Utilization with the Use of Social Media

From the data on the use of social media in the community, social media tends to be relatively limited to young people and those with education or employment status. In contrast, workers and those with low education still need to improve. This shows that the prospect of increasing the use of social media is more aimed at these community groups. For the type of utilization, social media can be directed at existing business potentials and communication with the government, villages, sub-districts, and districts.

3.2.4. Prospects of Using Social Media and the Internet in Village Communities

Age group and internet usage. From the data above, the dominance of social media is in the young age group, both those who are still in school and those who are no longer in school. Therefore, the older age group can improve access and literacy to the use of social media. This increase in access can be done by changing perceptions or some socialization about what and how social media is.

Livelihoods and internet use. Community groups who work as farm laborers or freelancers do not use social media less, mainly because they do not have access to and knowledge of social media. Therefore, this community group could increase the use and utilization of social media. The intensity of the utilization of social media for life is believed to help improve their existence in people's lives.

Education and internet use. The dominance of the educated age group over other age groups in using social media can show that education is related to using social media more efficiently and systematically. Thus, groups that fall into the criteria for less educated have the opportunity to increase the use and utilization of social media for daily life.

3.2.5. Humane Smart Village Model

Involvement of all residents in the use of social media (inclusive). The principle of inclusiveness in the use and utilization of social media for the community fulfills the moral aspect because this social media has the potential to acknowledge the existence of citizens, including the fulfillment of their rights and obligations. By being inclusive, the potential for neglecting the presence of citizens who need access to social media can be

avoided. From the results of the discussion above, the potential for increasing access for villagers can be focused on the old age group, non-employee/employee/retired occupations, and groups with less formal education. Groups of entrepreneurs/traders have relatively used social media for their business; the potential to improve is the literacy of various social media regulations.

Mediation and Literacy of internet use for ill-literate people. Increasing the internet or social media use for groups of people who have not used it so far requires mediation and literacy instruments around them. Because the characters do not understand and do not have access, the agent is needed according to these characters. These mediation and literacy instruments are attached to their daily lives, so they do not require relatively large sacrifices to gain access and literacy.

Institutionalization of the Internet/social media in society. The institutionalization or institutionalization of the internet or social media in society starts from the introduction and understanding of the community about what and how social media is. After the experience, various activities can be carried out that utilize social media so that people are inclusively accustomed to using it. If people are used to it, they will consider social media part of their lives, and the institutionalization process has been achieved.

Humanized Smart Village Model Scheme. The following scheme is a scheme for the communication patterns of the parties that can be identified in this study, with the following details.

(1) Eligible community is a society with the prerequisites to use the internet and social media. The requirements include financial literacy and motivation to use and utilize the internet and social media daily.

(2) Non-eligible community, caring people who do not have the prerequisites for using and utilizing the internet and social media, including not having the finances to “buy,” are not literate with the internet or social media and do not have the motivation to use and utilize the internet and social media.

(3) Village Government is all village officials and community representatives eligible to use and utilize the internet and social media.

(4) Agent or catalyst is a family member of each family in the village who is ”responsible” for using the internet and social media.

(5) 6 types of communication make humanized communication patterns:

Village Government Communication with Eligible Communities. This communication contains (a) government activities, (b) collaborative use of the internet and social media, and (c) commitment to helping people who still need to be eligible.

Communication of Eligible Communities with Non-Eligible Communities. This communication contains (a) invitations to use and utilize the internet and social media, (b) building tolerance for the use and utilization of the internet and social media, and (c) sharing literacy about the internet and social media.

Village Government Communication with Non-Eligible Communities. This communication contains: (a) an invitation to use and utilize the internet and social media; (b) identify the assistance needed to use and utilize the internet and social media; (c) village commitment to facilitate.

Village Government Communication with Agents/Catalysts. This communication contains (a) village government activities to be passed on to their families; (b) identify assistance for Non- Eligible communities.

Eligible Community Communication with Agents/Catalysts. This communication contains (a) Identification of assistance for Non-Eligible communities, (b) village government activities, and (c) technology and application updates on the internet and social media.

Non-Eligible Community Communication with Agents/Catalysts. This communication contains (a) village government activities, (b) identification of assistance for non-eligible communities, and (c) an invitation to use and utilize the internet and social media.

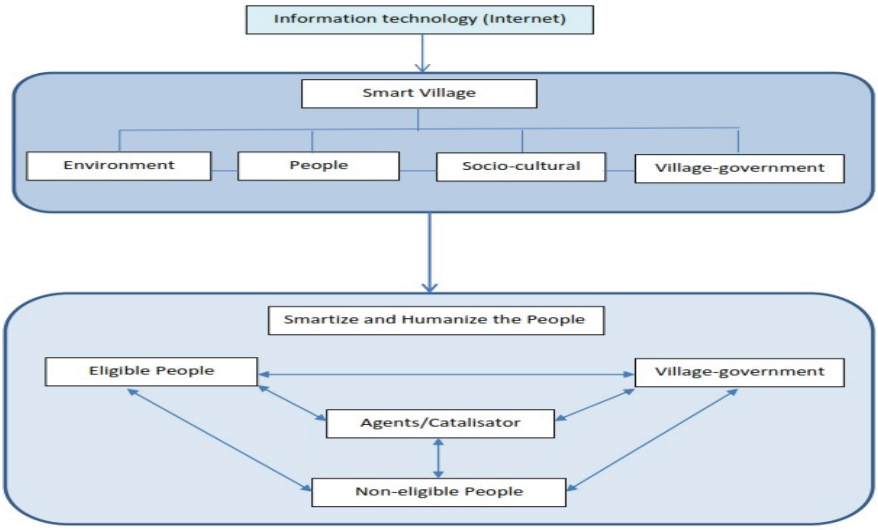

Figure 1: Smartize and Humanize Model. Source: Sukarso, et.al. 2021 [20].

4. Conclusion

4.1. Use of Social Media in the Village

From the results of the discussion, it can be concluded that the internet or social media use in the community needs to be more comprehensive; there are still relatively many community members who need to learn about and use it. Lack of access to and understanding of the internet or social media is the dominant factor determining the everyday use of the internet and social media.

4.2. Prospects of Using Social Media in the Village

From the discussion, it can also be concluded that the prospect of increasing the use of social media for the community, especially for groups of people who have not understood and do not use it in daily life. The characteristics of this group include relatively old age, non-entrepreneur/trader/employee/retiree occupation. This group could increase the use of the internet or social media in their daily life by forming a mediation instrument to increase their access and understanding of using the internet/social media.

4.3. The Empowering Model

From the above discussion and conclusions, the empowering model can be formulated as follows:

4.3.1. Inclusive, that all citizens have the right to exist through the use and utilization of the internet or social media;

4.3.2. Deconstructive, changing people's understanding of the internet or social media from the introduction of positive and negative values from the internet or social media.

4.3.3. Mediation, increasing the use and utilization of the internet or social media using existing local wisdom (agents of change from their respective family members, and neighborhood groups (neighborhood and village).

4.3.4. Institutionalization, continuous efforts to introduce and familiarize the use of the internet or social media so that people will consider the internet or social media to be an inseparable part of their lives.

This model can only be realized with the total commitment of the village government concerned.

Conflict of Interest

The manuscript has no conflict of interest

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