



COMMUNICATION FOR SOCIAL CHANGE, SPORT, ENVIRONMENT AND POLITIC

Edited By
Rahma Santhi Zinaida

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The Dynamic of Social Changes in The Mobility of Urban Community Through Mediautilizing for Communication

(A Study of Communication in the Users of Online Ojek “Grab”)

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Abstract

This research aimed to find out about the dynamic of social changes of urban communities in utilizing media for communication among the users and provider of Online Ojek“Grab”. The high and dense mobility of people in Jakarta certainly required a fast and efficient transportation mode to reach their destinations or workplaces. Utilize the service from Online Ojek “Grab” was a way that can be taken. This research implemented qualitative method whose informants consisted of office workers, students, and housewives. The results showed that the mobility of urban communities through the use of media for communication caused a social changes: (1) Change of attitudes in accepting the rules of transportation faresunilaterally by the company; (2) Change of interaction from face to face into online-based applications; and (3) Reduce anxiety as users can monitor the activity of drivers during the trip.

Key words: Social Changes, Media-utilize Communication, Online Ojek “Grab”

INTRODUCTION

Lately, humans are more often communicate through the Internet, because it facilitated interaction and communication without limit, with the ease of millions people from all over the world interact using

the internet, it certainly can easily help the development of the human itself.

Indonesian society was a thriving society. This is due to the existence of various influences, one of them is internet network with the existence of communication technology. Each individual can easily complete various activities and it caused by the influence of communication technology, for example in the use of online *ojek*. In the communication technology there is a communication media that is able to disseminate information. Based on the concept, communication media was used to produce, reproduce, distribute or disseminate and convey information. Communication media has a very important role in the life of society. Telecommunication technology was the most sought to deliver or transmit information because telecommunication technology was growing, faster, precise, accurate, easy, inexpensive, effective and efficient.

That also happened in Jakarta, many individuals who take advantage of communication technology, for example in the use of online *ojek* "Grab". These online *ojek* are able to provide convenience to its users who have high mobility, from the housewives, students, to employers and employees. They take advantage from the use of online *ojek* "Grab" as it is considered able to provide convenience to reach their destination. This phenomenon was certainly a modernization experienced by every individual, because this was different from the past when each individual should go to the *ojek* station to use the service and reach their destination, they also should pass a various stages such as price negotiation. However, using online *ojek*, people directly get the price in their account and it was adjusted to the distance traveled.

LITERATURE REVIEW

Social Change

The occurrence of rapid social change may be due to new discoveries, which allowed the accumulation of material culture (Soekanto, 1990: 342). Social change is any irreplaceable change of the social system as a whole (Sztompka, 2010: 3).

Social change can be caused from various sources such as population growth which will cause ecological changes and it can lead to the change in the relationships between social groups (Soemardjan,

1986: 303). Social change can be referred as the all-round concept focused on the change of social phenomena in human life from the individual level to the world level (Lauer, 1993: 5)

Researchers used Modernization Theory. Modernization is a form of traditional society transformation into modern or more advanced society. The modernization theory focuses on the way of premodern society becomes modern society through the process of economic growth and changes in social, political and cultural structures (Smellser in Sztompka, 2005: 149-150). Society was not seen as a single thing that stands alone, but as a whole of the system in the society, for example the society around Bung Karno's grave who always perform activities to fulfill their life necessities of life. Researchers used the modernization theory because the outlines of changes that occur were influenced by some factors that came from within society such as changes in socio-economic conditions and the development of science and technology. The factors which came from the outside of society, usually the things that happened outside of human plans such as natural disaster. According to Suwarsono and Alvin (1994: 21) modernization has the following key features:

1. Modernization is a gradual process. The society that were originally in a primitive and simple order leading to and ending in an advanced and complex order;
2. Modernization is also known as a homogenizing process. Modernization will form a various societies with similar structures.

Communication Technology

Everett M. Rogers (1986: 2) who seen that communication technology was a hardware in an organizational structure that contained social values that allowing individuals to collect, process and exchange information with other individuals. Rogers' definition showed that communication technology has several characteristics. First, communication technology dealt with hardware or tools. Second, communication technology emerged within a certain economic, social and political structure. Third, communication technology brought certain values of the above structure. Fourth, communication technology dealt with hardware in the field of communication. As a device, it is further said by Rogers (1986: 4) that communications technology will condition its users to demassify control of messages, adapt to the technical standards for the use of communications

technology and enhance interaction with other individuals without recognizing distance barriers.

Unlike Rogers who seen hardware-based communication technology, McOmber (in Abrar, 2003: 7) linked communication technology with culture through multiple perspectives. First, communication technology is considered as a determinant factor in society, independent and also created changing in society. Secondly, communication technology as an enormous mass-produced product of industrialization. Third, communication technology gave birth to a new tool but not everyone can understand it well where the power of mutual influence between the communication technology itself with the social forces that exist in society can not be predicted precisely.

New Media

Internet is a form of new media. Internet was considered as the most important information tool to be developed in the future. Internet has the ability to encode, store, manipulate and receive messages (Ruben, 1998: 110). Internet was a media with all its characteristics. Internet has technology, usage, service scope, content and its own images. The Internet was not owned, controlled or managed by a single agency but a network of computers connected intentionally and operated under a mutually agreed protocol. A number of organizations, especially providers and telecommunications agencies play a role in internet operations (McQuail, 2009: 28-29).

The term new media was still causing a debate among scientists. Initial impression that emerged from the concept of new media was often interpreted simply as an interactive medium that used the basic device of the computer. The notion of new media which further provide wider coverage as revealed by Croteau (1997: 12) that new media arising from technological innovations in the field of media include cable television, satellites, optical fiber technology and computers. Through the technology like this, users can interactively make choices and provide responses to various media products.

The understanding of new media in this study borrowed the approach used by Sonia Livingston, that the term "new" was better understood as what is new to the society, that is in a social and cultural context, not by a simple understanding as only a tool or artifact that more related to the technology context itself (Livingston in Terry Flew,

2005: 2). It means that the definition of new media can be limited as an ideas, feelings, and experiences that people acquired through their involvement in new, different and more challenging mediums and ways of communicating (Peter Ride & Andrew Dewdney, 2006: 4).

Ward (1995: 279) gave a detailed classifications of new media through new media which related to news and do not look too varied from the traditional media groups. Meanwhile, McQuail (2000: 127) made the classifications of new media into four categories. First, the media of interpersonal communication, consist of telephone, mobile, and e-mail. Secondly, interactive media play such as computer, video game, and internet game. Third, the information search media in the form of portal or search engine. Fourth, collective participation media such as the use of internet to share and exchange information, opinions, experiences and interconnect through computers where the use was not only as the tool but also cause affection and emotional. Despite of the recent classification of new media, the significance of the new media presence in the community itself was unquestionably asserted by McQuail (2002: 302) that the emergence of new media that lead to the concept of the information society as a society which "dependent upon complex electronic information and communication networks and which allocate a major portion of their resources to information and communication activities".

While Pavlik (1998: 2-4) seen the presence of new media connected with its technical function which included several things. First, production referred to the collection and processing of information that included computers, electronic photography, optical scanners, remotes that no longer collected and processed information but also solved problems more quickly and efficiently. Secondly, distribution referred to the transmission or transfer of electronic information. Thirdly, display referred to a variety of technologies to display information to the end-user, an audience that becomes an information consumer. Fourth, storage referred to media that used information storage in electronic format. Ward (1995: 279) said that the new media was impressive without mediation because it can be used directly without going through a complex media organization like an old or traditional media organization. As stated more clearly by McQuail (2000: 119) where most of these new media allowed interactive two-way communication and also allowed the collection and delivery of information, so that the implications may vary.

Ganley (in Ward, 1995: 284) said that new media allowed individuals to play a more active role as citizens and consumers as new media increased access from ordinary citizens to become more politically informed that enabled the promotion of democracy. Nevertheless, it must be seen that new media also do not rule out the existence of knowledge gaps between people who have information and those who have no information.

New media or online media is defined as a product of mediated communication technology that existed along with digital computers (Creeber and Martin, 2009). Another definition of online media is the media in which it consisted of a mixture of various elements. It means, there is a convergence of media on it, where some media were made into one (Lievrouw, 2011). New media is a medium that used the internet, online media-based technology, flexible character, potentially interactive and also work both privately and publicly (Mondry, 2008: 13).

New media is a digitalization in which a concept of understanding of the development of the age of technology and science, from all the manual character became automatic and from all complex character to be concise. Digital is a complex and flexible method that makes it a staple in human life. Digital is also always associated with the media. During the year of 2000, the internet has entered a phase called web 2.0 where everything became more interactive and also an area for everyone, not only a few parties. Today, everyone can instantly take a role and put anything into the internet. The development of web 2.0 as a platform has changed the nature of interactivity on the web and opened the universe for media users. While the metaphor of web page 1.0 is only allow to download information in line and therefore, it has no differences from the consumption of broadcast media, web 2.0 applications allowed users to become autonomous producers. Blogs, Youtube, Wikipedia, e-Bay, Flickr, Second Life and other online social networking sites allowed their users to have broadcast experience. The importance of Web 2.0 is a broadcast medium generating a context of instant social relationships, nationally or internationally, there are several ways in which individuals gain valuable interaction to make real global connections. The fact that users today can work with broadcast media materials as a way of developing ideas in the public sphere (Littlejohn, 2009: 686).

RESEARCH METHOD

Type of Research

This research used qualitative approach with case study method. According to Miles and Huberman (1992: 1-2) qualitative data is very interesting. Qualitative data is the source of a broad and well-defined description, and contained an explanation of the processes occurring within the local scope. Through qualitative data, we can follow and understand the flow of events chronologically, assess cause and effect within the sphere of the minds of the local people and obtain numerous and useful explanations. Moreover, qualitative data is more likely to lead researchers to gain previous unexpected findings and to form new theoretical frameworks, the data helped researchers to go beyond prejudices and early frameworks.

Data Collection Technique

Techniques of collecting data in this qualitative research divided into two, as follows:

1. In-depth Interview

An open and flexible interview in an informal and intimate setting (Nasution 1992: 69-81). The purpose of the interview is confirmed by Guba and Lincoln (in Moleong, 2007: 186), namely to construct, reconstruct, project and verify the object of research.

2. Direct Observation

Observation is performed not only to record an event, but also to do everything or as much as possible things that are suspected to have relation (Nasution, 1992: 58).

Data Analysis Technique

Data analysis according to Miles and Huberman (1992: 1-2) consisted of three simultaneous activity flow, namely: data reduction, data display, and conclusion drawing or verification. The explanation of data analysis according to Miles and Huberman:

1. Data Reduction

Data reduction is defined as the selection process, focusing on simplification, abstraction and transformation of "rough" data arising from written notes during the field. Data reduction ran continuously during qualitative-oriented projects. As long as the data collection

taken place there is a subsequent reduction stage (creating a summary, encoding, tracing the theme, creating clusters, creating partitions and creating memos). The data reduction or transformation process taken place after the field research, until the final report is compiled. Data reduction is a form of analysis that sharpening, classifying, directing, discarding the unnecessary and organizing the data in such a way that the final conclusion can be drawn and verified.

2. Data Display

The second important flow in the research is the presentation of data. Miles and Huberman restrict a “representation” as a set of arranged information that allowed for conclusion and action-taking. The presentation of data can be performed in the form of tables, graphs, matrices, networks and charts. Everything is designed to combine the information arranged in a form that is easy to reach, so an analyst can see what is going on, and determine whether to draw the right conclusions or continue to perform the analysis according to the suggestion which is presupposed by the presentation as something that may be useful.

3. Conclusion Drawing or Verification

The third important analysis activity is conclusion drawing and verification. From the beginning of data collection, researchers began the search of the objects meaning and taking notes of order, patterns, explanations, causal paths, and propositions. The competent researcher will deal with the conclusion loosely, remain open and skeptical, but the conclusions are provided, initially less clear, then increasing in more detail and firmly rooted. The “final” conclusion may not appear until the data collection ended, depend on the size of field notes collection, coding, storage, and searching method used, but the conclusions have been formulated from the beginning. Conclusions are merely an activity of complete configuration. Conclusions were also verified during the research. In short, the meanings emerged from the data must be tested for its truth, its compatibility, as its validation.

DISCUSSION

Social changes tend to be a natural phenomenon that arises from the interaction of human life in society. Social changes will keep on going and continue to occur because of change in elements

that maintain the balance of society, such as change in the elements of interaction through communication.

Currently, people were very easy to communicate with anyone either with known or unknown individuals or never meet at all. Through the development of communication technology, in minutes and even seconds, people can communicate through the media in which there is internet network. Individual who interact with each other, will be able to exchange messages and understand the desired intentions and goals. Ease of communication can certainly be experienced by anyone and it is a form of social change. Social change can be referred as the all-round concept focused on the change of social phenomena in human life from the individual level to the world level (Lauer, 1993: 5)

In the era of modern society as it is today, many people who used communication technology in various activities, from housewives, students and individuals who work in the office or in various other places that have high mobility. In Jakarta, the mobility of the society was so high, so it required the role of communication technology that able to assist them in completing various jobs. Associated with the role of communication, through the help of the Internet, individuals can communicate with online *ojek* service providers such as Grab. Such behavior was certainly part of modern society.

Modernization is a form of traditional society transformation into modern or more advanced society. The modernization theory focuses on the way of premodern society becomes modern society through the process of economic growth and changes in social, political and cultural structures (Smellser in Sztompka, 2005: 149-150). Society was not seen as a single thing that stands alone, but as a whole of the system in the society that can help each other, for example the use of online *ojek* "Grab" in Jakarta. Individuals who have high activity required an online *ojek* to reach their destination. The use of online *ojek* "Grab" was certainly caused a lot of things that happened then: (1) Change of attitudes in accepting the rules of transportation fares unilaterally by the company; (2) Change of interaction from face to face into online-based applications; and (3) Reduce anxiety as users can monitor the activity of drivers during the trip.

CONCLUSION

Based on the existing results of the research, the conclusion showed that the mobility of urban community through mediated communication