ICT LITERACY IN RURAL COMMUNITIES IN THE ERA OF GLOBALIZATION

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1. INTRODUCTION

Globalization is an important issue that emerged in the past few decades, the existence of this era is marked by the increasing advanced development of technology, information and communication. The existence of open access to information and technology transfer from developed countries to developing countries is a feature of the entry of the globalization era in Indonesia (Robby Darwis Nasution, 2016). In this era, a country is required to be more open to foreign information or modernization if it does not want its country to be isolated from the struggle of free trade.

Globalization refers to all social processes that involve the movement of people, commodities (goods), capital, knowledge, thoughts, information, from one country to another. The study of the global village cannot be separated from globalization. The concept of global village in the terminology of globalization studies is often referred to as globality (Appadurai, 2006).

Advances in science and technology today have slowly changed the face of the world from the conventional era towards internet-based development. In this era, changes will certainly change several aspects of life, especially in Indonesia, where social, economic, development and education aspects will adapt to these changes. Globalization also causes the complexity of issues and values to spread and become universal (Battersby and Siracusa 2009, 59). According to Nasution (2015) the entry of a new era is marked by the development of science and technology.

Information and Communications Technology (ICT) or also known as information and communication technology (ICT). ICT or ICT is a broad umbrella term covering all technical equipment for processing and conveying information. ICT includes two aspects, namely information technology and communication technology. Information technology includes everything related to the process, use as a tool, manipulation, and management of information. While communication technology is everything related to the use of tools to process and transfer data from one device to another (Wikipedia, 2019). According to Rifqi Muntaqo (2017) Currently, the development of increasing rapid technology and information has affected all of our lives in various forms of applications. This technological advancement has provided a very broad source of information and communication from what humans already have. The term technology is often used in education as education technology, educational technology, information technology, information and communication technology, technology in education, new technology in education, information skills, information illiteracy, and learning information. Computer skills, communication skills, learning communication, it is clear that this

terminology is often confused and is often associated with the development of word terminology (Liliweri, 2011: 857).

According to research by the Association of Indonesian Internet Service Providers (APJII), and supported by many other sources, it is stated that the largest use of the internet in Indonesia is dominated in the western region, particularly on the island of Java. (Marius and Sapto, 2015). This is in the distribution of access to information and communication being uneven or felt very slow to be reached in suburban areas such as eastern Indonesia. Remote villages are one of the great concerns of the State to run internet network technology programs. Tri Sakti Nawacita Joko Widodo's Working Cabinet contains three things, namely, a village that is sovereign in politics, independent in the economy, and has a personality in culture. (Kurniawan 2015, 13)

In carrying out social development strategies, the maximum can be achieved by utilizing the use of Information and Communication Technology (ICT) which is currently growing. With the proper use of ICT, especially access to the internet, it will be able to become a key in economic growth, social development, as well as empowerment of the disadvantaged and will foster integration between social development and economic growth (Castells, 1999; Chen & Wellman, 2005; Tisdell, 2015).

One example of technological inequality is in Ciakar Village, Purwakarta. Because internet access is still something that has not been fully felt by all levels of society, especially in rural or remote areas. Internet access is still very difficult to reach. People in this village are still lagging behind in accessing the internet and getting the latest information. The signal speed is also very different from the internet connection in the city, the speed in the city can be five times faster than the connection in the countryside. This issue is often still a topic of discussion. Many villagers complain about this situation. Plus for parents who have children who are still in school, of course the use of the internet is needed to increase their children's knowledge and insight. other than that, Minimal internet access also causes rural communities to lack information about existing technology, information and communication developments. They are still indifferent to the situation in our country. In addition to internet access which is difficult to obtain, it turns out that there are many other things that are the cause of the lagging of technology, information and communication in rural areas.

In addition, to avoid development inequality between urban and rural areas, of course it must be done by changing the paradigm of rural development that combines advances in information and communication technology with local wisdom where both will strengthen each other. Information and communication technology will open access to knowledge and cooperation with other regions or from other countries, while local wisdom functions as a feature of the village with other villages or it can be said as a natural feature of a village. With the development of information technology, which is now easily accessible to the public, it is hoped that it can add to the welfare of the community, encourage the economy and can educate all people in Indonesia.

2.   METHOD

This type of research is quantitative descriptive. Descriptive quantitative is a type of research used to analyze data by describing or describing the data that has been collected as it is. Sugiyono (2017:2) said that research methods are basically scientific characteristics to obtain data with certain goals and uses. The method used in the quantitative approach. This quantitative approach is used by researchers to measure the level of success in the effect of parental attention on students' interest in learning. According to (Resseffendi 2010:33) said that descriptive research is research that uses observations, interviews or questionnaires about the current situation, regarding the subject we are researching. Through this descriptive research, the researcher will explain what actually happened about the current situation being studied. This research is focused and conducted in Ciakar Village, Purwakarta. The research subjects will be people who live in rural areas with an age range of 13-40 years. This research was conducted to discuss and find out how the development of *ICT* or ICT in Ciakar village. Data collection techniques in this study were carried out by distributing questionnaires to the community in Ciakar village, Purwakarta.

3. RESULTS AND DISCUSSION

Advances in science and technology today have slowly changed the face of the world from the conventional era towards internet-based development. The changes will certainly change the direction of several aspects of life, especially in Indonesia, where social, economic, and educational aspects will adjust to these changes. The cause of globalization, namely the occurrence of the complexity of issues and values that spread and become universal, is also the effect of the development of Information and Communication Technology (Battersby and Siracusa, 2009). According to Nasution (2015) the entry of a new era is marked by the development of science and technology. The development of Information and Communication Technology involves several fields, such as social, economic, cultural, political, gender, ethnicity, geographic and demographic and technological, which interact with each other in the development process. Every development offers changes, the impact of which on one region to another may be different, because the characteristics of one region are different from other regions (Sitompul, 2009).

The impact of the development of ICT brings many positive and negative effects. The purpose of positive influences includes the exchange of information that is easier and faster, making work easier, and work can be done by one person more effectively and efficiently, people no longer need to buy newspapers to find out information about news, simply by opening the internet, we can already read news through online media, and do not incur costs. In addition to the many positive influences, there are some negative influences caused by some of them, namely humans become lazy. Because we have been spoiled by technology, so we don't have to bother meeting someone, less socialization due to lack of face-to-face or face-to-face processes due to the rapid development of communication tools,

The development of Technology, Communication and Information is growing very rapidly and rapidly in all corners of the world. However, this development raises concerns about increasing inequality. Inequality itself is a condition that exists in society in certain contexts, does not have the ability and skills to gain efficient access to global information. The role of ICT in development has undergone a change in equity policy in Indonesia.

The problem of inequality that occurs in Indonesia continues to accompany the development of technology and information. For third world countries, this problem is quite dangerous for development. Even in developed countries, with people being "literate" to digital technology, barriers to access to ICT still occur. To avoid the comparison of development between urban and rural areas, of course, a paradigm shift in rural development must be carried out that combines advances in information and communication technology with local wisdom where both will certainly strengthen each other. However, in Indonesia the development of ICT is still experiencing unevenness, where development is dominated by urban areas only.

Access to receive information and communication technology in rural areas is still far from evenly distributed. This is due to one thing or another, including the long distance from the city as a center of information and communication technology which has not been possible or has not been able to maximize the distribution of this matter. However, in this era of globalization, it is regrettable if the acceptance of access to information and communication technology is still not evenly distributed, considering that getting access to information and communication is a right as a citizen to get the same thing. The entry of the era of globalization seems to require everyone to be literate with the development of technology, information and communication.

The importance of technology literacy, information and communication must always be applied to all Indonesian people, where our country is very far behind other countries. The ICT gap in the village can be seen from the unequal infrastructure and availability of human resources, information and communication technology, which affects the use of ICT at the village level. As a result of facing various problems related to development and limited infrastructure, the use and utilization of ICT is not made a top priority by the village government. Geographical conditions are a problem faced by the Indonesian people, especially related to this country which is an archipelago. This condition causes access to information has not been able to reach the entire archipelago. In addition, the lack of skills and lack of use of the internet also affects the ICT gap.

There are several examples due to the imbalance of digital information that occurs in Indonesia, including, the new student admission system in several cities already using the system *on line*, to facilitate data entry and maintain transparency, prospective new students in the area must understand the procedure so that they do not make mistakes with the online system. However, in rural areas, the online system still uses a manual system. Another example is about business opportunities or product marketing. The information age makes it easier for people to meet their needs. In addition, the emergence of a community called netizen is an example of the development of technology. This group is an active participating internet users. Through their gadgets or smartphones, they contribute positively to society in the fields of economy, politics, law and culture.

Dari year by year the development of ICT is growing rapidly. Our unpreparedness and unresponsiveness in welcoming technological innovations, especially in the economic field, will be increasing left behind, and fundamental economic problems will become increasing prevalent. It is our common hope that the digital economy in the years to come must be able to address various basic problems that have been quite resolved so far. The type of population in developing countries with a level of education that makes it difficult to define technology also contributes to inequality. In addition, this issue regarding literacy is the use of inappropriate technology. The low level of technological literacy is one of the consequences of the problem of the availability of minimal technology infrastructure. How do people have technological equipment if the supporting infrastructure is limited. The implication is that low technological literacy is more lasting. This low technological literacy, if not bridged properly, will perpetuate inequality. In fact, there will be even greater ICT inequality. The consequences that will arise include a lot of unemployment and poverty is getting more difficult.

Technology literacy, information and communication is very necessary for today's era. Especially in generation 4.0, everyone seems to be required to bring up innovations, become intellectuals and become a smart generation. There are so many advantages that can be obtained when we are literate in technology, information and communication, including being able to make human work lighter and easier so as to maximize productivity, ease of access in finding information, bring many innovations, save costs, and can save time.

There are several efforts that can be made by the government so that rural areas are able to be literate in technology, information and communication. First, the government can build adequate infrastructure and develop evenly. Adequate infrastructure development can open up opportunities for the community to increase the use of technology and mastery. With the development of technology infrastructure, it also ensures that everyone can be connected to a network. Therefore, the opportunity to take advantage of access to the digital economy is increasing open. Second, introduce technology to the public. The public should be given the facility to understand anything about digital technology. For example, for SMEs, the introduction of digital-based marketplaces is very important. Also in the educational environment, Technological literacy is needed because it changes the tendency to use technology not only for social media. Third, the existence of a measuring umbrella as an economic impact. The government should provide clear legal tools for various digital innovations. The aim is to ensure the security and convenience of economic actors in conducting transactions. Therefore, the rapid development of information and communication technology in an effort to streamline services to the community must be carried out at the village level. The existence of ICT in addition to being able to improve services is also useful in data processing which can also be used for development planning, supporting decision making. The purpose of this study is to identify the readiness to implement ICT in terms of human resources,

To find out how ICT literacy is in rural communities, especially in Ciakar village, Purwakarta. So the researcher asked some very relevant questions to be filled honestly by respondents who voluntarily wanted to fill out the prepared questionnaire. The following are some of the statements submitted to the respondents:

No	Statement	S	R	T

1.	The existence of information and communication technology makes it easier for us to access any kind of information, learning and others.	29	1	0
2.	Information and communication technology is developing very rapidly.	21	9	0
3.	Rural area is one aspect that is developing rapidly in technology.	1	6	23
4.	The existence of information and communication technology makes every village a developed area for information.	13	11	6
5.	The application of technology in rural areas is urgently needed.	29	1	0
6.	Information and communication technology will become a very important thing.	26	4	0
7.	One of the information and communication technologies that is growing rapidly today is technology using application media and the internet that can be accessed anytime and anywhere.	19	10	1
8.	Information and communication technology comes with the Globalization Era.	18	10	2
9.	Ciakar Village is a village that has advanced the development of information and communication technology.	1	14	15
10.	The entire Ciakar village community has been able to feel the development of information and communication technology.	1	13	16
11.	The impact of rapid information and communication technology in the Globalization Era is able to make the Ciakar village community information literate.	2	14	14
12.	People always find out how the conditions that occur in Indonesia are by utilizing information and communication technology.	6	14	10

The presence of information and communication technology makes it easier for humans to access everything. Sometimes things that are difficult to do can be easily done because of technology. Of the 30 respondents, giving the opinion that 96.7% agree with the existence of technology that makes it easier for humans to do anything, while 3.3% are doubtful about the existence of technology that makes it easier for humans to do anything. It can be concluded that at this time humans will not be separated from technology, because technology indirectly helps human activities. The development of communication and information technology is a trend that can not be dammed and dammed anymore. The era of globalization has ushered in developments in various aspects of human life. The presence of communication and information technology with a "myriad" of sophistication and convenience that it brings is able to lead people to an order that has a better quality and standard of living. (Ahmad Amar, 2012: 149)

Information and communication technology is developing very rapidly. It is undeniable that the presence of technology accelerates so fast. With the rapid development of information technology, society has been driven in a social transformation towards a new form of life, namely the 'information age'. As many as 70% of the respondents regarding the responses agreed that the presence of information and communication technology developed very quickly, while 30% gave a doubtful response to the rapid development of technology. As well as the development of technology and information that is rapidly affecting all of our lives in various forms of application. (Rifqi Muntaqo, 2017).

Technology develops not only in urban areas but in rural areas can also be felt its presence and development. However, the countryside does not rule out the possibility that technological developments are fast. In the statement, 30 respondents gave responses that 3.3% disagreed, 20%

hesitated, 76.7% disagreed. So it can be concluded that they do not agree that rural areas are an aspect of fast technological development. Because in fact the countryside is one aspect that is difficult to get access to information technology. Since the Indonesian government developed internet infrastructure in the 1980s, the number of internet users has continued to increase, until 2013 there were 71.19 million internet users in Indonesia. With this number, internet penetration in Indonesia in 2013 was 28%, Although the penetration rate continues to increase, internet users in Indonesia are not geographically evenly distributed. (Robby Darwis Nasution, 2016: 38).

Currently, many rural areas are advancing in getting access to information due to the development of information and communication technology. Of the 30 respondents gave the view that as many as 43.3% agree, 36.7% are hesitant, and as much as 20% do not agree with the existence of information and communication technology that has an impact on a rural area to be advanced in information . Currently, in Indonesia, we can see the great influence of technological progress on the cultural values adopted by the community, both urban and rural communities (modernization). Technological advances such as television, telephones and mobile phones (HP), and even the internet have not only hit urban communities, but have also been enjoyed by people in remote villages. As a result, all information, both positive and negative, can be easily accessed by the public. And admit it or not, slowly starting to change the lifestyle and mindset of the community, especially rural communities with all the images that characterize them. (Hendro Setyo Wahyudi and Mita Puspita Sukmasari, 2014: 21).

The application of technology in rural areas is urgently needed. This statement was proposed to see the level of need for technology in rural areas, especially in Ciakar village. From the results of the questionnaire, it can be seen that as many as 96.7% of respondents agree and 3.3% of respondents who feel doubtful about the statement. It can be concluded that the application of technology in rural areas is really needed, especially in remote villages. The term technology can include two things. First, technology refers to equipment, namely the elements used to complete tasks. Second, the skills or procedures needed to make and use the equipment (Muhammad Ngafifi, 2014:36)

Information and communication technology will become a very important thing. This statement is proposed so that researchers know how important information and communication technology is for the Cikar village community. The results of the questionnaire show that 86.7% of respondents agree, while 13.3% of respondents feel doubtful about the statement. This proves that information and communication technology is one of the most important things, especially in the village of ciakar, purwakarta. Information and communication technology has several main components that support it. The components that support information and communication technology include computers (computer systems), communication, and skills on how to use them (Jamal Ma'mur Asmani, 2011: 107).

One of the information and communication technologies that is growing rapidly today is technology using application media and the internet that can be accessed anytime and anywhere. This statement is proposed to find out whether the media that is growing rapidly today are application media and the internet or other media. From the results of the questionnaire showed that 63.3% of respondents chose to agree, 33.3% of respondents answered doubtful, and 3.4% of respondents chose to disagree. It can be concluded that some of the information and communication technologies that are developing rapidly today are application media and the internet where the media can be accessed anytime and anywhere. The era of computerization development continued and developed until the 1990s, giving birth to internet technology. Experts were surprised by the rapid development of this technology which they called "the unexpected". The internet is so stunning and so fast growing with its program variants that make this earth in the grip of technology (Kholil, 2011: 24).

Information and communication technology comes with the Globalization Era. This statement is proposed to find out whether the presence of ICT is true during the Globalization Era or even vice versa. From the results of the questionnaire showed that 60% of respondents agreed, 33.3% of respondents said they were in doubt, and 6.7% of respondents said they did not agree with the statement. It can be concluded that it is true that information and communication technology comes with the Globalization Era, because according to the data that has been obtained the birth of the globalization

era, namely in the 19th century or around 1801-1900. While the presence of information and communication technology or the emergence of the term ICT, namely in the mid-20th century. Communication technology is a tool that increases the ability of people to communicate, while information technology is the processing of data by computers and telecommunications. This means that communication technologies have different points of emphasis. This fact prompted a communication expert, Andrea Hardjana, to use the term information and communication technology (Abrar, 2003: 4).

The next statement is that Ciakar Village is a village that has advanced in the development of Information and Communication Technology which has a result of 3.3% of respondents choosing to agree. Meanwhile, 42.5% doubted and 51.5% disagreed. So it can be concluded that there are still many people who have doubts about this statement. Moreover, there are more who think they don't agree. Therefore, the local people of Ciakar Village still doubt that their village is a village that is advanced in ICT. It turns out that the spread of ICT has not yet fully spread to all rural areas in Indonesia, one of which is Ciakar Village. This statement was not approved because there are still many Ciakar villagers who do not know about the development of ICT in our country.

The entire community of Ciakar Village can already feel the development of ICT. The statement has the result that the public disagrees with the number of 53.5%. While those who doubt the statement are 43.3% and those who agree are 3.4%. So it can be concluded that the people of Ciakar Village have not fully felt the development of ICT in their area. Here, of course, they expect ICT to exist and spread evenly in their area. Here the people who feel tend to be people who have experienced going out of town and feel that the development of ICT in the village is very different from that in the city.

The rapid impact of Information and Communication Technology in the Era of Globalization is able to make Ciakar village information literate. The statement has a balanced result between doubting as much as 46.7% and disagreeing 46.7%. While respondents who agree as much as 6.7%. So it can be concluded that there are still many people who doubt and even disagree that ICT has not been able to make the Ciakar village community aware of ICT developments. According to Fathoni (2010), efforts that can be made to improve the quality of life of rural communities are the need to pay attention to several things including building the government's commitment to the use of ICT in rural areas, introducing and utilizing ICT from schools and building partnerships with industries and telecommunications services.

The last statement "People always find out how the conditions in Indonesia are by utilizing information and communication technology." Now here, respondents who answered agree only 20%, while those who disagreed as much as 33.3% most of the respondents answered doubtful with a total of 46.7%. From this it is clear that the people of Ciakar village have not fully figured out what is being discussed in our country. There are still very few who find out. This is due to the uneven distribution of internet access in our country. Where fast internet access is more dominated by urban areas. Robby DN (2016), stated that open access to information and transfer of technology from developed countries to developing countries such as Indonesia is a hallmark of the entry of the era of globalization. The statement is very clear,

After analyzing the results of the study, the researchers concluded that the existence of Information and Communication Technology makes it very easy for people to access or find out anything, especially about information, from there it can be seen that Information and Communication Technology is really needed not only in big cities but also in big cities. also in villages because information and communication technology has become very important in the present and even later and one of the rapidly growing information and communication technologies today is technology using application media and the internet where it can all be accessed anytime and anywhere .

4. CONCLUSION

From the problems above, it can be concluded that the development of technology, information and communication in Indonesia is still not evenly distributed. Where the development of ICT is only

obtained by urban areas only. In contrast to rural areas, the community is still lagging behind in the development of ICT. In addition, information services in Indonesia are also still weak and there is a lack of educative information with many shows that are not yet educating and have a good impact on society in general. The results of the research we have done show that the Ciakar village community knows the importance of ICT literacy in the community in their village. They also argue that the countryside is not an area with rapid technological development. They feel that the inequality in ICT has left the Ciakar village community behind a lot in the progress of ICT, and they hope to be able to immediately participate in the progress of existing ICT. In addition, the people of Ciakar village also often do not find out what conditions are happening in our country because of the lack of information flow. They hope that the government will be able to make people in rural areas able to be ICT literate. The importance of technology literacy, information and communication in rural areas is very necessary, our country is very far behind other developing countries. There are several sectors that support the development of technology. These include accessibility, agriculture, climate change, education and health. Things that can be done by government officials in making changes to developments in rural areas can be by preparing adequate technological infrastructure evenly and strengthening internet networks for the community.in the countryside. Adequate technological infrastructure opens up opportunities for the community to increase their mastery and use of technology. The technology infrastructure also ensures that everyone is connected to the network. Thus, the opportunity to take advantage of access to the digital economy is increasing open.

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