

# IT Empowering Communities: How social media and mobile technologies shape Indonesia's community landscape

**Chair: Professor Sue McKemmish, Associate Dean Graduate Research**  
**Panel Members: Dr Misita Anwar & Dr Danny Ardianto, PhD Alumni**

**Social media** and **mobile technologies** combined have significantly altered community life around the world. From social to business activities, they provide a means of empowering communities through increased connectivity, extended social networks, exposure to digital content, and effective communication medium for resource mobilization.

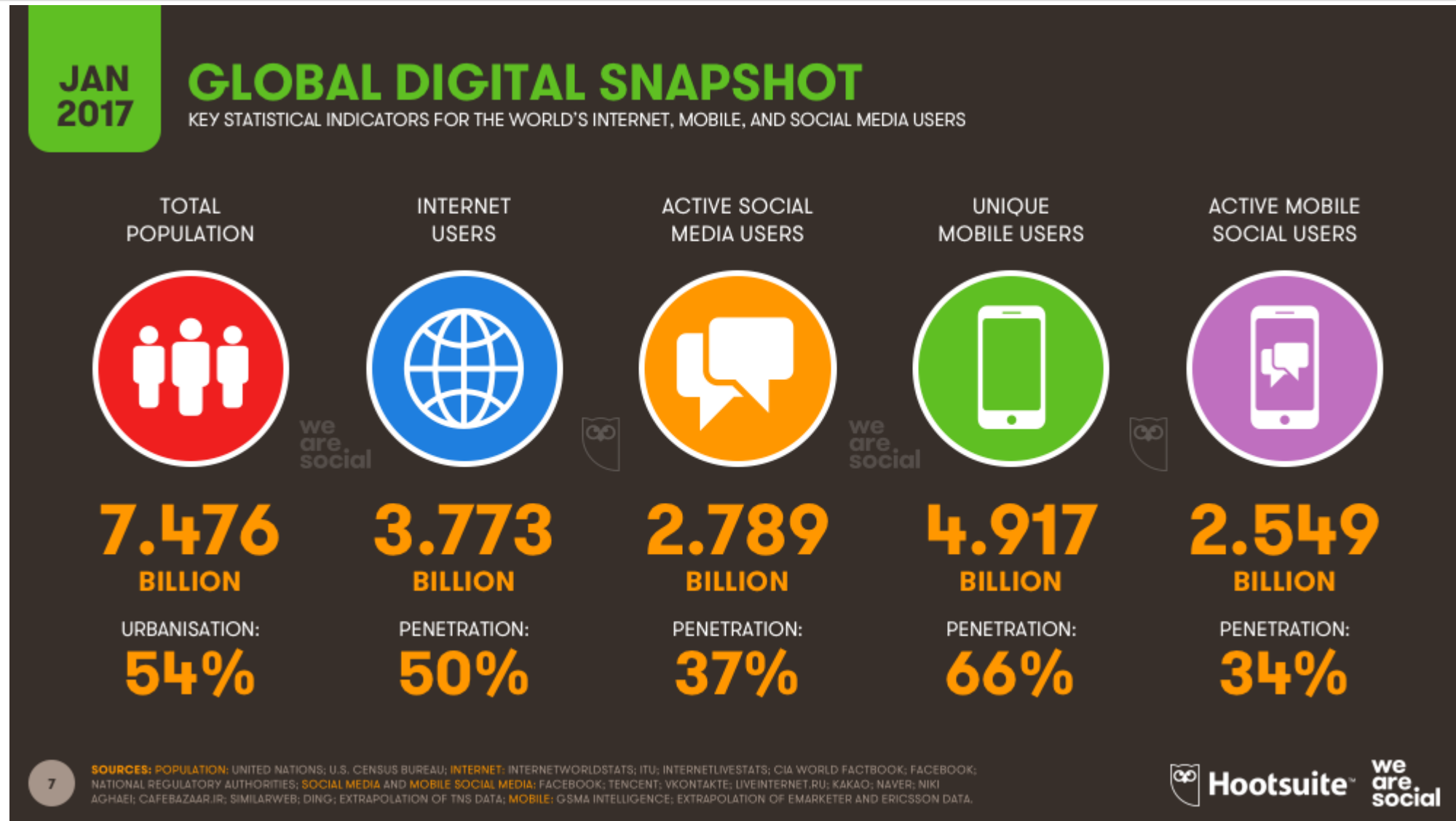
### **Topics of our panel:**

- How do these technologies affect community life in Indonesia?
- What are the opportunities for and challenges to empowering Indonesian communities through IT?

Introducing our panel members – Dr Misita Anwar and Dr Danny Ardianto

# RECAP OF INDONESIA'S DIGITAL LANDSCAPE

# The global number





# Indonesia: part of the global digital



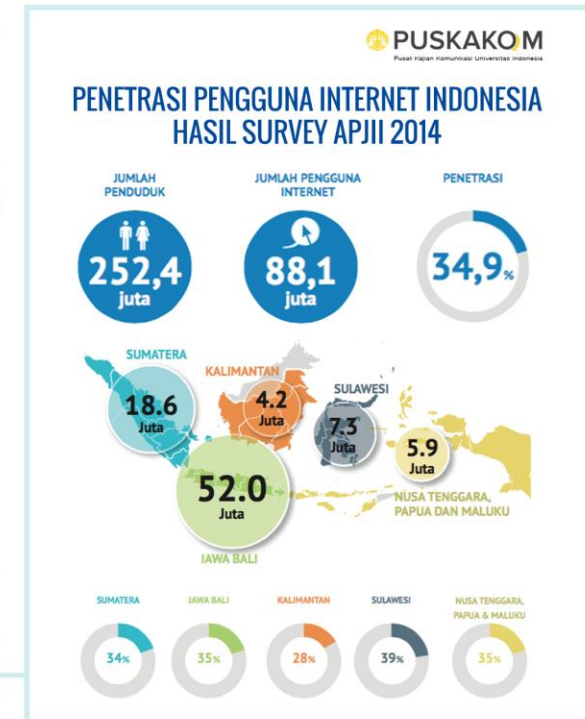
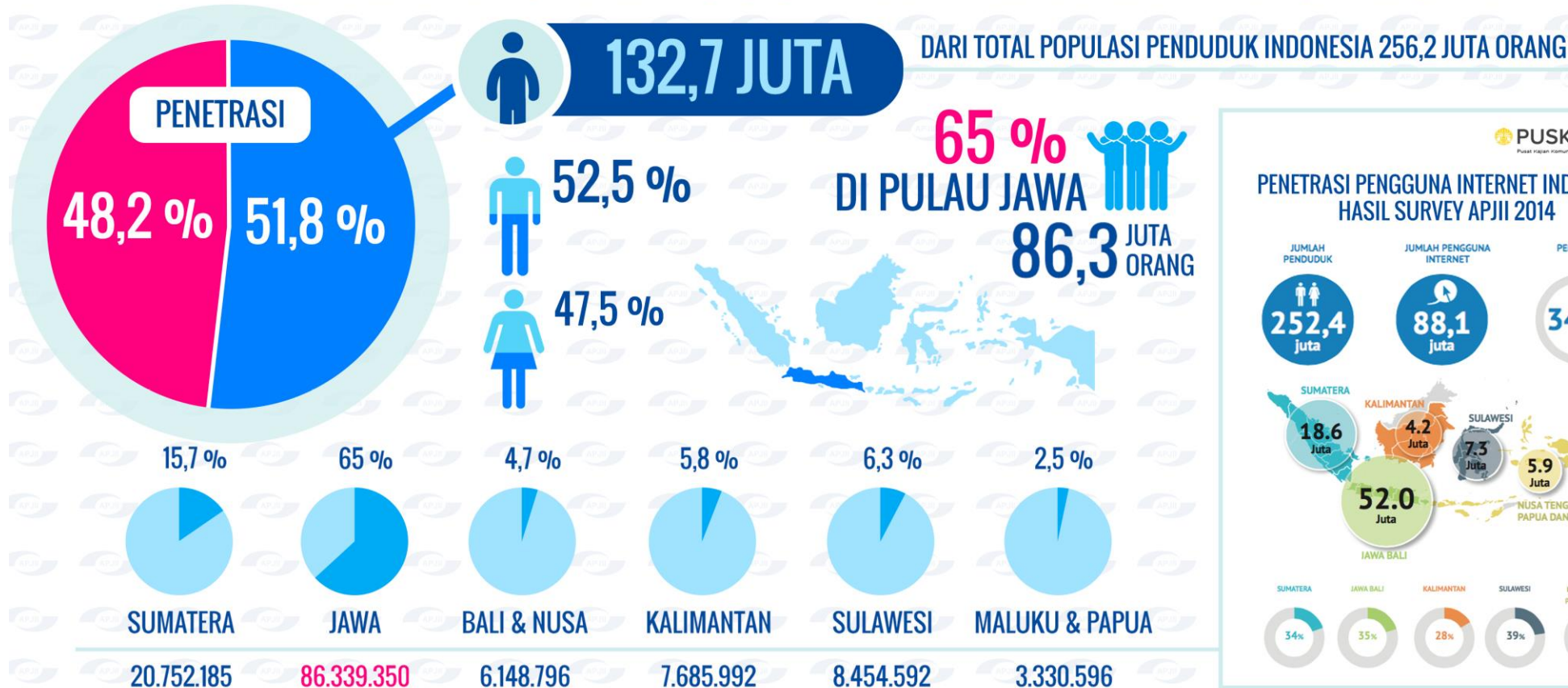
# 2016 Report by the Indonesian Association of Internet Service Providers (APJII)

INFOGRAFIS

HASIL SURVEY 2016



## PENETRASI PENGGUNA INTERNET INDONESIA



Diterbitkan November 2016. Hasil survey terbitan sebelumnya mohon diabaikan. Untuk hasil survey lebih mendalam silakan email ke [survei@apjii.or.id](mailto:survei@apjii.or.id) | Copyright © APJII 2016.



# Digital Indonesia: on the rise

## Indonesia is fastest growing country for internet use - report

Indonesia is almost 3 times over the global average with a 51% growth year-on-year.

Han Nguyen

Published 2:40 PM, January 26, 2017  
Updated 2:40 PM, January 26, 2017



## INDONESIA

THE SOCIAL MEDIA CAPITAL OF THE WORLD



FEATURES | POLITICS 2 JULY 2014

## Voting in the 'world's social media capital'

*Indonesia's digerati could be crucial to success in the country's upcoming presidential election.*



Cities

Guardian Jakarta live

## Welcome to Twitter city: is there no limit to Jakarta's social media obsession?

How did the world's largest Muslim country react to Donald Trump's election win? By satirising it mercilessly on social media, of course. So what's behind Indonesia's obsession with viral sharing - and how does it help Jakarta function?



# The devices used to connect to the internet

INFOGRAFIS

HASIL SURVEY 2016

POLLING  
INDONESIA

APJII  
Asosiasi  
Penyelenggara  
Jasa  
Internet  
Indonesia  
INDONESIA INTERNET SERVICE PROVIDER ASSOCIATION

## PERILAKU PENGGUNA INTERNET INDONESIA



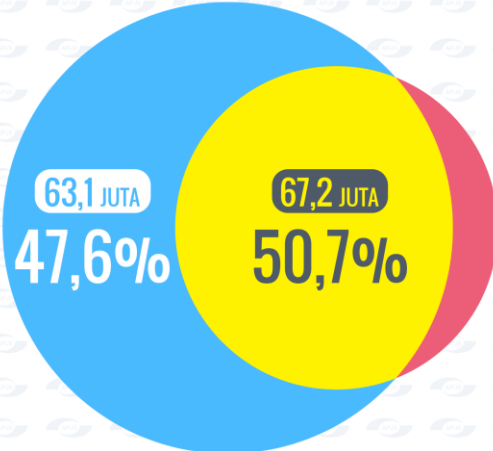
### PERANGKAT YANG DIPAKAI



MOBILE



MOBILE & KOMPUTER



2,2 JUTA  
1,7%



KOMPUTER

INFOGRAFIS

HASIL SURVEY 2016

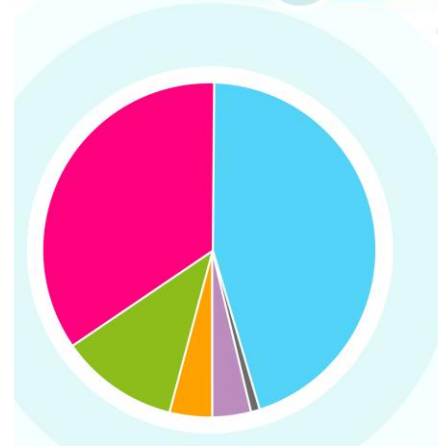
POLLING  
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## PERILAKU PENGGUNA INTERNET INDONESIA



### JUMLAH PERANGKAT YANG DIGUNAKAN



45,4% 60,2 JUTA

1 PERANGKAT



34% 45 JUTA

2 PERANGKAT



12% 15,8 JUTA

3 PERANGKAT



4,2% 5,6 JUTA

4 PERANGKAT



4,2% 5,6 JUTA

5 PERANGKAT



0,2% 256 RIBU

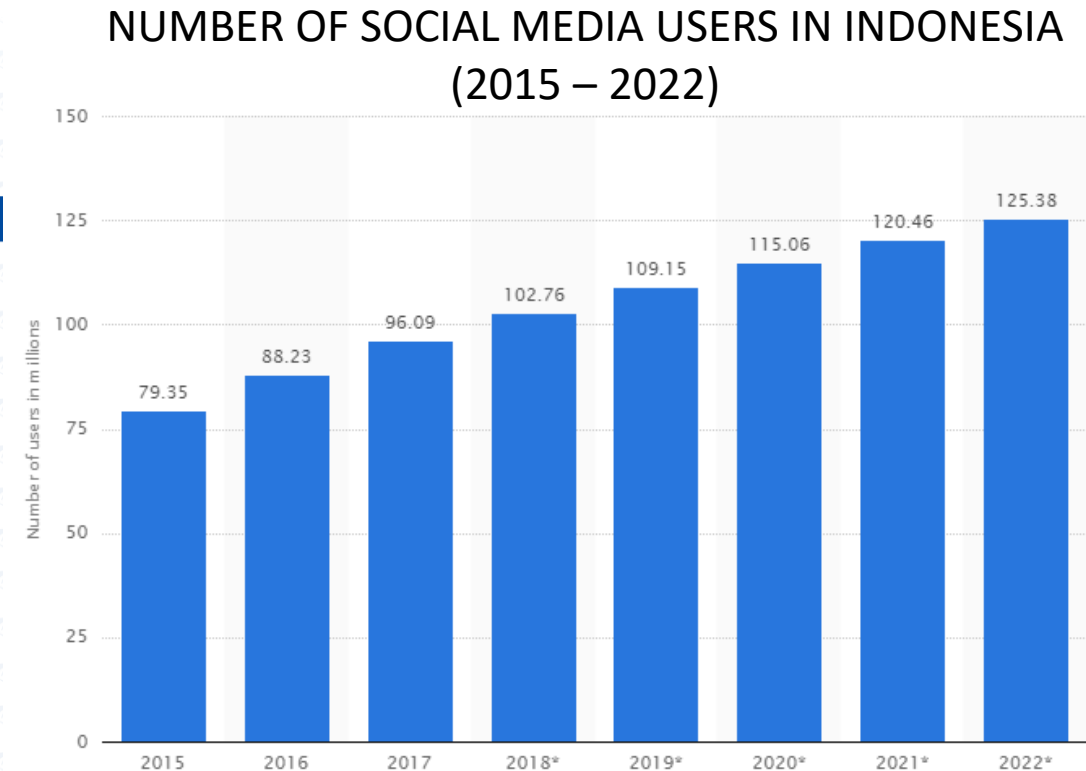
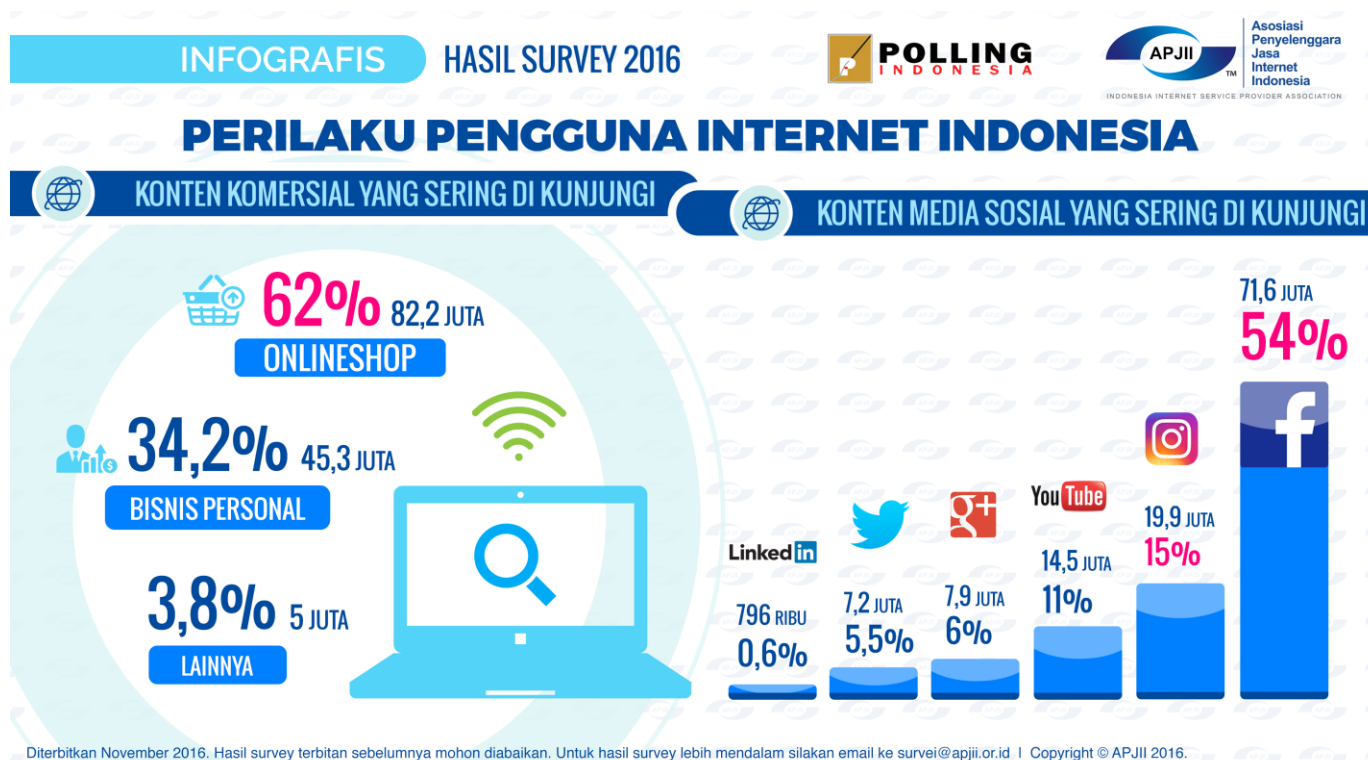
LEBIH DARI 5 PERANGKAT



Mobile media are predominantly used to access the internet



# Popular social media platforms in Indonesia



Facebook is the platform with most users, followed by Instagram.

Twitter penetration has been surpassed by the more recent social media platforms.

# PANEL PRESENTATION





**MONASH**  
University

# Mobile Technology and Community Empowerment

**Dr Misita Anwar** (2014, PhD IT)

Senior Lecturer

Universitas Negeri Makassar, Indonesia



# The impact of mobile phones on the well-being of micro-entrepreneurs in Indonesia

Dr Misita Anwar



The research proposes a more holistic approach to assessing the impact of ICT on development. It evaluated the impact of mobile phones on the well-being of micro-entrepreneurs from human development perspectives.

*How do mobile phones enhance individuals and their collective capabilities in families or communities to better achieve the lifestyle they aspire to?*





How do these technologies affect community life in Indonesia?

*“Technology is nothing but a tool. It is how people use it and for what purposes that will determine whether it provides more or hinders choices and capabilities”*

- Economic empowerment
- Community consolidation
- Religious adherence
- Personal relationships
- Safety vs Disruption
- Literally: What's up?

What are the opportunities and challenges to empowering Indonesian communities through IT?

- Concentrate on more humble ways it can help communities.
- Community participation - Community champions - Mobile literacy - Power balance



**MONASH**  
University

# Participating in the community **with** and **through** social media – Evidence from Indonesia

**Dr Danny Ardianto** (2017, PhD IT)

Head of Government Support for PPP Projects Sector I, Ministry of Finance,  
Indonesia



# Social media use in Indonesian communities



13-15 SEPT 2017

## COMMUNITY MEET UP

Meet up classes conducted by various local & global companies / communities.

**GET YOUR DAILY PASS NOW!**

# #4

Bincang Asyik  
Merawat Komunitas  
Berbasis Media Sosial

**KPK**  
Komisi Pemberantasan Korupsi

**NGOPI**  
# ngobrol penuh inspirasi  
Ramadhan



# Community activities – a study of *Indonesia Berkebun*





# How does social media affect community life in Indonesia?

Dimension	Participating <b>with</b> social media	Participating <b>through</b> social media
Scope	<u>Functional affordances:</u> Physical activities of operating the features of the selected platform	<u>Social affordances:</u> The relational totality of action & meaning beyond the platform's immediate functionalities
Example of action	Read, post, upload, tweet, comment, share, and like on Facebook, Twitter, YouTube, etc.	Everyday activities that are subconsciously driven by social media use
Type of action	Discrete (surface-level)	Unreflective (integrated with being-in-the-world)

- The use of social media inflicts a new type of experience within the community: **technocultural experience**
- Community participation is increasingly formed around this type of experience

# What are the challenges and opportunities to empowering Indonesian communities through IT?



- We don't use social media, we live with social media
- Social media and mobile tech have become an extension of our senses
- They are not neutral and are only intelligible because of the practice surrounding them

- To empower communities, we need to understand and design the most suitable technocultural experience around the community's values



Terima Kasih

Questions?