Monash Doctoral Information Day

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

Faculty of Information Technology
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**

### Digital in Indonesia

**JAN 2016**

<table>
<thead>
<tr>
<th>Indicator</th>
<th>Total Population</th>
<th>Active Internet Users</th>
<th>Active Social Media Users</th>
<th>Mobile Connections</th>
<th>Active Mobile Social Users</th>
</tr>
</thead>
<tbody>
<tr>
<td>Total Population</td>
<td>259.1 Million</td>
<td>88.1 Million</td>
<td>79.0 Million</td>
<td>326.3 Million</td>
<td>66.0 Million</td>
</tr>
<tr>
<td>Urbanisation</td>
<td>56%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penetration</td>
<td>34%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penetration</td>
<td>30%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penetration</td>
<td>126%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
<tr>
<td>Penetration</td>
<td>25%</td>
<td></td>
<td></td>
<td></td>
<td></td>
</tr>
</tbody>
</table>

+15% since Jan 2015  
+10% since Jan 2015  
+2% since Jan 2015  
+6% since Jan 2015
INFOGRAFIS
HASIL SURVEY 2016

PENETRASI PENGGUNA INTERNET INDONESIA

132,7 JUTA
DI PULAU JAWA
86,3 JUTA ORANG

DARI TOTAL POPULASI PENDUDUK INDONESIA 256,2 JUTA ORANG

52,5 %
47,5 %

65 %

48,2 % 51,8 %

SUMATERA
JAWA
BALI & NUSA
KALIMANTAN
SULAWESI
MALUKU & PAPUA

20.752.185
86.339.350
6.148.796
7.685.992
8.454.592
3.330.596

PENETRASI PENGGUNA INTERNET INDONESIA
HASIL SURVEY APJII 2014

Diterbitkan November 2016. Hasil survey terbitan sebelumnya mohon diabaikan. Untuk hasil survey lebih mendalam silakan email ke 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 2:43 PM, January 26, 2017

Voting in the 'world's social media capital'

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

2 JULY 2014

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?
Mobile media are predominantly used to access the internet.
Facebook is the platform with most users, followed by Instagram. Twitter penetration has been surpassed by the more recent social media platforms.
Mobile Technology and Community Empowerment

Dr Misita Anwar (2014, PhD IT)
Senior Lecturer
Universitas Negeri Makassar, Indonesia
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
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
Community activities – a study of Indonesia Berkebun
How does social media affect community life in Indonesia?

- 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

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