

THE ROLE OF SOCIAL CAPITAL ON INFORMATION AND COMMUNICATION TECHNOLOGY BASED EMPOWERMENT

(Case Study in Kertosari Village, Pasrujambe District, Lumajang Regency)

Riniati¹, Agus Suman², Khusnul Ashar³, Asfi Manzilati⁴

¹Faculty of Economics and Business, Jember University

^{2,3,4}Faculty of Economics and Business, Brawijaya University

Email: ¹riniati.prawiro@gmail.com, ²agussuman@yahoo.com, ³khusnul_ashar@yahoo.co.id

⁴asfi_manzilati@yahoo.com

Abstract

This study aimed to analyze the role of social capital against the success of ICT based empowerment, from 3 parameters : trust, norms and networks. The research was conducted with qualitative approach, with the post-positivism paradigm of interpretive phenomenologik. The research was conducted by case study method in Kertosari Village, Kec. Pasrujambe, Kab. Lumajang. The scope of research covers the community economic empowerment aspect and the role of social capital aspect. The result showed that : 1) trust play a role in pushing society participation on ICT based empowerment program : (i) the empowerment organizers credibility, (ii) the usefulness of ICT based empowerment; 2) norms as daily customs, customs and individual character play a role to ease ICT based empowerment, that are: (i) individual character of community figures in the society; (ii) norms as customs; and (iii) norms as daily customs; 3) networks play an important role against the success of ICT based empowerment. The role of networks was to facilitate the implementation of socialization activities.

Keywords: Sosial Capital, Society empowerment, ICT.

1. INTRODUCTION

The poverty alleviation is major economic development concern of many countries (Todaro and Smith, 2006). Economic structure differences has created income gap, and in the 21st century is driven by Information and Communication Technology (ICT) advances. There is deep ravines of ICT application between advanced and developing countries. The impact on the prosperity gap, the digital discrepancy also causing difficulty to overcome the poverty (Hasan, 2001).

The potential of ICT applications on countryside poverty alleviation, not been widely used in Indonesia (Oetojo, 2006). Therefore, further understanding of the digital discrepancy must encourage government policy to the use of ICT, especially for rural areas. The success story of various countries can be inspired to be applied in Indonesia.

In 2011, the province of East Java was the first ranked of poor population of amount 5,227 million people (BPS, 2012), and 66,82% (3,493

million people) were lived in the villages. Therefore, the rural areas of East Java needs to be a major concern. Collaboration between BAPPENAS, UNDP, and Provincial Government of East Java in 2005 establish telecenter in Kertosari village, Lumajang regency as an infrastructure to implement ICT based empowerment (Oetojo, 2006).

Beside concerned with economic, empowerment also the inherent dignity and cultural order. Development strategy, which ignores it generally become an obstacle to empowerment (Hikmat, 2010). The factors that strongly contributed to the success of development is social capital. For ICT based empowerment among rural communities, social capital becomes an absolute matter to be considered. There are three parameters : trust, norms and networks (Fukuyama, 1995 and Putnam, 1995). The problem is "How is the role of trust, norms and networks on ICT based empowerment in Kertosari village, the district of Pasrujambe of Lumajang regency?"

2. LITERATURE REVIEW

2.1. The Concept and The Role Of Social Capital

A discussion of social capital has been more firmly accepted as an important role in various programs related to social reality. The concept and the role of social capital needs to be reviewed in community development.

2.1.1 The concept of social capital

Social capital can be reached by all levels of society (Coleman, 1994). To have the social capital, one must build relationships with other people. Social capital emerged as a product of other activities (Hasbullah, 2006). The essence of social capital lies in community ability to work together towards a common mutual benefit of goal.

2.1.2 The parameters of social capital

There are three common parameters of social capital : (1). Trust. Trust is a public expectation that grown based on regular behavior, honest, and cooperation on shared norms base. Social capital is a capability that grown from prevalent beliefs in a society (Fukuyama, 1995). A good trust characterized by a solid social institutions that gave birth to a harmonious life (Putnam, 1995); (2) Norms. Norms consists of understanding, values, expectations and goals which are believed jointly by a community. Norms evolve based on the history of cooperation and applied to support the climate of cooperation (Putnam, 1993; Fukuyama, 1995); (3). Network. The network facilitates communication which allows the growth of trust and strengthen cooperation. Closely social networks will strengthen cooperation among its members and provide benefits (Putnam, 1993).

2.2. The Concept of Empowerment

Empowerment is the most widely strategy used in various issues of development (Hikmat, 2010). Empowerment concept has evolved over time in accordance with the dynamics of economic development orientation.

2.2.1 The concept of community empowerment

The use of empowerment as a development model in the 1970s was production oriented development model. The "top down" model has

many drawbacks for communities as development objects. The weakness was led to the "bottom up" empowerment. Those two empowerment model are contain weaknesses. It required a compromise between them. The orientation of ICT based empowerment is the compromise between those two concept.

2.2.2 The concept of economic empowerment

Economic empowerment is the capacity to contribute on a economic growth process, increase dignity and to equity of economic growth.

2.2.3 The concept of community economic empowerment.

Community economic empowerment is an effort that aims to release society from backwardness and poverty. Community economic empowerment is the strengthening of community condition in various aspect of economic life (Harahap, 2012).

3. RESEARCH METHODS

3.1 Research Approach

The study using a qualitative approach with post positivisme phenomenologic interpretive paradigm (Patton, 2002). This research used a case study method (Yin, 2013).

3.2 Research Location and Analysis Unit

Research sites in the Kertosari village, the district of Pasrujambe of Lumajang regency, the only place of a pilot project on ICT based empowerment. The study scope covers three aspects : 1. social capital; 2. community empowerment, and 3. Application of ICT. The units of analysis are the interaction between stakeholders with the participants of empowerment and the perceptions of the study objects in the interaction process. Data obtained from key informants (telecenter manager and staff, UNDP, and UKM owners) and support informants (farmer groups, village head, village secretary, chairman of PKK, religious leaders and leaders of NGO).

3.3 Data Collection and Data Analysis

Data were collected using the methods of : 1. unstructured interview; 2. observation; and 3. references. Methods of data analysis conducted by three phases : 1) reduction; 2) understanding and testing; and 3) interpreting (Chariri, 2009).

3.4 Validity of Data

To test the validity of data analysis used triangulation technique to ensure no information is contrary. Irrelevant informations should be confirmed with other sources and informants before.

4. RESULTS AND DISCUSSION

4.1. The Role of Social Capital in ICT Based Empowerment

The role of social capital on community empowerment was seen in three parameters :

4.1.1 The role of trust on empowerment.

Trust is an incentive for communities to participate in ICT based empowerment. Trust consists of :

1). Trust to the empowerment organizers credibility. Empowerment program in Kertosari village, chaired by Mr. Sahlan as telecenter managers. This man has a very good credibility as empowerment providers, both as chairman of united moved of poverty alleviation (Gerdu Taskin), chairman of the political organization, and informal leaders in the social sphere. The trust has made people willing to follow the socialization held by Semeru telecenter.

2). Trust in the usefulness of the programs. To make people understand the benefits are needed efforts to build that trust. Trust development is done through socialization regard to social norms in common society. The socialization process conducted by matching between the perception of community with the needed information. The strategy has succeeded in creating community believeness.

4.1.2 The role of norms on empowerment.

The succes the socialization was designed as appealing as possible in accordance social norms. Generally, the community fond of martial arts movies figures broadcast by radio or television. This social norm for rural communities, who welcomed by the telecenter with events of film screenings step. The results people flock to attend the socialization. Empowerment dissemination is successfully implemented through socio cultural norms

ICT based empowerment carried by prevailing of social norms :

1) On farmers and ranchers.

Farmers and ranchers have a habit in growing crops and raising livestock. Those

habits are social norm that understood by telecenter. The telecenter find the information about it, so they believe and need ICT based empowerment.

2) On women group of PKK.

Women group of PKK have an interest in health and food recipes. The telecenter help them by finding the appropriate information. These information are helpful to PKK members..

3) The religious leaders

A religious teacher has interest in lecture material. Those material downloaded by Semeru telecenter and making them recognizes the benefits of ICT based empowerment.

4.1.3 The role of networks on empowerment.

The dissemination of ICT based empowerment is supported by participation of various institutions. These institutions are became empowerment instrumental by: 1) convey information from the empowerment organizers to communities; 2) assist the empowerment program socialization; and 3) to communicate with community groups.

4.2. Discussion

4.2.1 Trust role analysis on ICT based empowerment.

The existence of high credibility formal and informal leaders are crucial to empowerment activities. Mr. Ribowo as a formal figure is a remarkable dedication village chief in village development. A man of honest, decisive, trustworthy, courageous and very good at handling a variety of cases. Such a reality makes him as a respected, trusted and required figure, to a term of 17 years as village chief. The trust associated with the success of the government in realizing a better economic development (Rao, 2001).

Mr. Sahlan as informal leaders, also played an important role. His positions both as Gerdu Taskin chairman and as supervisory board of national programme community empowerment of Pasrujambe district, very feasible as chairman of the ICT based empowerment. Najib in Huraerah (2011), states that one influence factors of community participation succeeded is respected and commitment leadership. Mr. Ribowo and Mr. Sahlan performance foster public confidence in ICT based empowerment program.

In conventional empowerment, trust has been able to mobilize community participation.

However, ICT based empowerment still needed another dimension, namely trust in the usefulness of a program. Community participation in a development program was driven by five motif (Billah in Taher, 1987). Economic motives are often effective in encouraging a person to participate in the development.

"The theory of technology acceptance, describes about underlying factors of individuals behavior to receive IT (Seeman, 2009). ATM is the most widely used model to investigate the adoption of IT (Yananto and Adiraras, 2008). The theory explains that one's intention to accept the technology is determined by the level of individual belief (Venkatesh and Davis, 2000).

Trust in the program benefits is built through socialization, communication and discussion or through experience of ICT applications. Dissemination and discussion could build the same of community perception. The facilitator helps to dig the information up tailored to the society needs. The appropriated information has created the public trust in program benefits and strengthened by the testimony. Testimonials becomes sale to prove the benefits of ICT based development programs. The next meeting the community began to ask some needed information. The society understanding that fosters trust, further encourages the community to participate in the empowerment program.

4.2.2 Norms role analysis on ICT based empowerment.

Norms is very important social capital element in maintaining social relationships, that can be derived from customs, habits or morals. In empowerment implementation process found some use of social norms :

1. Social norms of moral values.

Assessment of high credibility public figures in the Kertosari village based on norms of moral. Mr. Ribowo as village chief and Mr. Sahlan as an informal leaders are responsible and high integrity and trusted individuals, so that Kertosari village believed to implement empowerment programs. The responsibility is a moral norm in Kertosari rural communities, that can be relied upon to trusted to accept the empowerment implementation.

2. Social norms as customs.

Zack and McKenny in Leon (2000), stated that the spread of ICT to society will be more

successful by utilizing social tools. In Kertosari village, socialization of ICT according the prevailing of social norms. The socialization was designed by the telecenter by using social norms derived from popular public habits. The community is very fond of Brama Kumbara radio series, so the socialization is done by playing the movie "Brama Kumbara". Crowded people attended the event and information about telecenter was conducted as an ICT-based empowerment. The event went well and the purpose of socialization was achieved.

3. Social norms as a daily habit.

The next step is to give the understanding to community about empowerment benefits. It was done by socialization, communication and discussion. The perception of benefits, was strongly influenced by the prevailing norms, so the socialization material to provide an understanding of benefits tailored to the individual's background. By providing material, the society have the perception that empowerment bring benefit to them. Norms of everyday habits affect a person's perception. The socio cultural norms background can influence one's perception. The success of building the public perception of the benefits of further foster confidence in the ICT based empowerment, and encourage people to participate (Lo, A.Y, 2013).

4.2.3 Networks role analysis on ICT based empowerment.

By the networks, communication process between the empowerment organizers and the community effectively and efficiently. The availability of a networks between citizens and government is one of the influence factors of the succes of community participation (Najib in Huraerah, 2011). The existence of telecenter socialized by hitching a ride on scouting anniversary event. Meanwhile, the programs socialized on special occasions of regular meetings on PKK groups, farmers' groups, as well as religious study groups. The reality shown that socialization on groups have the advantage of providing an understanding of the program benefits, because the communication activities only carried out by several speakers.

Networks and norms allow for collective activities operationally (Suharto, 2007). The united action among groups member occurred because the relationship between members has resulted mutual trust. Social capital is a network

of horizontal relationships that encourage mutual commitment and mutual trust that encourages effective functioning (World Bank, 1998). The establishment of relations effectiveness between group members, become a vehicle for social change. Highest economic efficiency is achieved by the group, because the presence community moral can work together effectively (Fukuyama, 1996).

5. CONCLUSION

This study analyzes trust, norms and network on ICT based empowerment, that can be concluded as follows:

1. Trust is a vital element of social capital to encourage public participation. The trust consists of two types : (i) trust in the credibility of ICT based empowerment; and (ii) trust in the usefulness of the ICT based empowerment.
2. Norms, plays an important role in ICT based empowerment: (i) Kertosari village become ICT based empowerment providers for their high credibility of formal and informal figures; (ii) The empowerment organizers succeeded to attract the communities to participate in the socialization; and (iii) The empowerment organizers succeeded to give the understanding about ICT based empowerment benefits.
3. The existence of networks was instrumental in the successful of ICT based empowerment, especially to facilitate the socialization of Semeru telecenter programs.

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