The Impact of Technology Development on Comunity's Life In Kampoeng Cyber

by Angela Ariani

THE IMPACT OF TECHNOLOGY DEVELOPMENT ON COMMUNITY'S LIFE IN KAMPOENG CYBER

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Abstract: Kampoeng Cyber was formed as a technology-themed educational tour focusing on technological developments which affect the social and economic life of the community. The formation of Kampoeng Cyber has had an impact on the people's economy such as the way people sell at Kampoeng Cyber which has now become more practical, and easier. Since the existence of technology in Kampoeng Cyber, the community involved in the development and management of social bridging so that it pushes people to communicate to each other and encourages people to male new innovations. The involvement of residents in Kampoeng Cyber is very beneficial and provides opportunities to increase tourists and its economy. Positively, people can use this as an opportunity to enhance tourists' visit and to increase their incomes. The villagers have used internet as a tool to discuss problems in the village, a medium of information and communication and run Micro, Small and Medium Enterprises (MSMEs) and to collaborate with other parties as investors. In terms of empowering local communities with technology in Kampoeng Cyber, one of the issues is the impact of people's behavior before and after the internet is available in Kampoeng Cyber. Therefore, in conducting this study, the researchers did observations and interviews at Kampoeng Cyber. The purpose of this study is to determine the impact of technological developments which affect the social and economic society's life. Meanwhile, this study uses a qualitative research method with a purposive sampling technique. It can be concluded that the impact of the development of Kampoeng Cyber on the social and economic community's life, such as how to sell, expand the market and increase community interaction.

Keywords: economics, innovation, impact, technology

RESEARCH BACKGROUND

Kampoeng Cyber is a technology-themed educational tour that is located at Taman KT I No. 432, Patehan, Kraton regency, Special Region of Yogyakarta. It was cerated by Antonius Sasongko together with the regional government and the local community which is now

producing a social and economic impact on people's lives in Kampoeng Cyber since the people are aware of the use of technology for their daily lives. However, there are several problems occurred in Kampoeng Cyber that the reseachers focuses on, such as 1) the innovations made after the impact of technology on people's lives in Kampoeng Cyber, 2) how technological developments affect the social and economic life of people in Kampoeng Cyber. Meanwhile, the purpose of this study is to determine the impact of technological developments that affect the social and economic life of the society. It can be seen from its usefulness, technology in advancing and developing the potential of society. The Internet network in Cyber Village can now spread to various groups of people, just as the development of cyber villages for IT literacy has begun to develop, which is now present and exists in the wider community. All people in this Cyber village use the Internet as a tool to discuss problems in the village, disseminate various kinds of information and run Micro, Small and Medium Enterprises (MSMEs).

As stated by Luecke (2003: 2) that innovation is "a process for realizing, combining, or maturing a knowledge/idea which is then adjusted to obtain new value for a product, process, or service". It means that an innovation is able to provide a color or something new from what already existed. In the context of this study, namely innovation after the impact of technological developments in Kampoeng Cyber, it can be explained that innovation is needed to be done to provide something new from the impact of technological developments in order to bring out other benefits. Next, the theoretical review of impact is based on the Complete Indonesian Dictionary (2003: 234) that the definition of impact is "the influence of something that causes consequences; collision; a collision big enough to cause change." In addition, another definition proposed by Cristo (2008: 12) that impact is "something that is caused by something done, it can be positive or negative or a strong influence that has both negative and positive consequences". From the statements above, the researchers conclude that the impact is an influence that arises from the activities of a group by bringing changes in a positive or negative direction.

Next is a theoretical review of the economy based on Mey. He argues that economics is "the science that studies human endeavor, business in this case is towards prosperity." From the above statement it can be concluded that the economic impact is an influence that arises from the existence of economic activity or human or group effort by bringing changes in a positive or negative direction. After reviewing the economic impact, then a review of social impact is based on a statement from Soekanto (2006: 374), namely the influence or result of social phenomena resulting in positive or negative changes to the social environment and social conditions. The other one is presented by McLeod (1989), he stated that development is "a process or stage of growth in a more advanced direction". In so doing, it can be explained that the development in the context of this research is the growth of technology from time to time in Kampoeng Cyber, which has a new, better influence on people's lives in the future. This is in line with Kasiram's opinion that development is "the emergence of new and different characteristics from before." Another is a theoretical review of technology according to Castells (2004), he states that technology is "a collection of tools, rules and procedures which are the application of scientific knowledge to a particular job in a condition that allows repetition". It can be said that the context of this study is that the use of technology as a tool that was created to help a certain job to facilitate activities. This conclusion is in line with activities and benefits that are easier and more practical, this is felt by the people of Kampoeng Cyber.

Based on the existence of technological developments that are present in the midst of society, it has a very big impact on people's lives. In addition, this also has an impact on the social and economic life of the Kampoeng Cyber community. Moreover, a research conducted by Ristiani (2012) entitled "The socio-economic impact of the inclusion of the internet on the lives of adolescents in rural areas (case study: Two Villages in Bogor Regency, West Java)" discusses the characteristics of rural adolescents on patterns of internet use and compares social changes from the social and economic aspects of the entry of the internet.

Then, another previous research by Reskiadi (2020) entitled "Social solidarity of the Kampoeng Cyber community" discusses the social solidarity of Kampoeng Cyber RT 36 RW 9 and its influence on village management to realize the use of technology.

Next, previous research is by Yayan S (2014) entitled "Socio-economic impact of localization closures on the Puger community". This study discusses the positive and negative impacts in the social and economic fields related to the closure of the localization area for the Puger community. This research is research uses survey methods and qualitative descriptive. The last one is conducted by Mirah et al entitled "Socio-economic impact of the community around PT. Tropica Cocoprima in Tumpaan District, Kab. South Minahasa. This study discusses the analysis of social and economic impacts in community development efforts around PT. Tropica Cocoprima. The research took the snowball sampling technique with observation data collection methods, interviews and documentation.

RESEARCH METHOD

This research was conducted at Kampoeng Cyber which is a technology-themed educational tour in Yogyakarta. Precisely located at Taman RT 1 No. 432, Patehan, Palace, Yogyakarta City. This research was carried out twice on December 2, 2022 by taking documentation related to the conditions of the Kampoeng Cyber location, facilities and others. Then, the second visit was on December 5 2022 for an informant interview addressed to Mr. Antonius Sasongko as the head of the RT, manager and originator of technology at Kampoeng Cyber. Besides that, this research is field research that uses ethnographic research methods with a qualitative approach. This study uses purposive sampling analysis method. According to Sugiyono (2016: 85) purposive sampling is a sampling technique for data sources with certain considerations. From the above explanation, it can be concluded that the use of the purposive sampling method is more relevant to obtain information from informants who are already known about the impact of technology development in Kampoeng Cyber as well as the economy and social community. Meanwhile, the collected data of this research are carried out through observation, online chatting, interviews and documentation

RESULT AND DISCUSSION

Kampoeng Cyber, which is a technology-themed educational tour, is very easy to reach. It is in the heart of Yogyakarta, about 50 meters from Taman Sari Yogyakarta. The address is precisely at Taman RT I Number 432, Patehan, Kraton District, Yogyakarta Special Region. Kampoeng Cyber can be another alternative choice, apart from visiting historical places in Jogjakarta. Another interesting thing in Kampoeng Cyber for tourists is that there are street walls and residents' houses with unique Instagramable pictures and all the pictures are of

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typical Javanese design. The image has the meaning of conveying an educational message and an expression of identity from Kampoeng Cyber.

1. Innovation after the impact of technology

According to Sasongko the head of 'Rukun Tangga (RT) and originator of Kampoeng Cyber, he stated that 'the innovation that has been carried out after the impact of technology on people's lives in Kampoeng Cyber is that the manager creates a joint business storefront website and accommodates all activities formed by the community'. The community involved in these activities is the formation of the 'Rukun Tangga (RT)' area community and Micro, Small and Medium Enterprises (MSMEs).

Based on the focus of the problem discussed, the researchers found the results are in accordance with the theory of Luecke (2003:2) and Everett Rogers (1995) which can be concluded that innovation is a process for realizing and maturing an idea initiated by a group (society, managers, other party) which is intended to bring out a benefit other than the benefits that previously existed.

2. Technological developments affect the social life of the people in Kampoeng Cyber

From Sasongko's answer, he stated "With the existence of technology, the social life of the Kampoeng Cyber people has increased and with the presence of technology, they have not felt disturbed by the change in their village which has become a technology-themed educational tourism village"

3. Technological developments affect the economic life of the people in Kampoeng Cyber

Here, Sasongko explains that "The formation of Kampoeng Cyber has an impact on the people's economy, such as the way people sell in Cyber Kampoeng is now more practical, easy, and inflationable. Economically, the community has been greatly assisted and has made the market today wider."

According to the focus of the problems discussed, the authors found results that are in accordance with the theories of the experts. Based on the theory of "development" according to McLeod (1989), the author can explain developments in the context of this research, namely the growth of technology from time to time in cyber villages and giving new, better influences on people's lives. Next, there is the theory of "Technology" from the statement of Manuel Castells (2004) the author can conclude, technology is a tool that was created to help a certain job so as to facilitate activities. Theory of "Impact" in KBBI (2003:234) and from the statement of Waralah Rd Cristo (2008:12) it can be concluded that impact can influence in a negative or positive direction in the activities carried out by an organization, a group of people, especially in the context of technological developments on public. The theory of "economics" from the statement of J.L.Mey Jr. can be concluded that the economy is an influence that arises from the existence of human effort by bringing changes in a positive or negative direction. The theory of "social impact" from Soekanto's statement (2006: 374) namely the influence of social phenomena resulting in changes both positive and negative for the social environment.

CONCLUSION

Based on the main issues discussed in this study, it can be concluded that the people of Kampoeng Cyber can adapt to the presence of technology and create innovations by creating a business storefront website to accommodate all activities and develop social and economic life of the community which is increasing, ways of selling are more practical and in line with the formation of a broad market by presenting MSMEs and collaborating with other parties, as investors.

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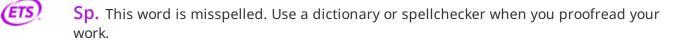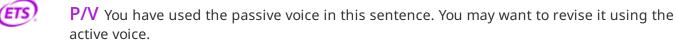**Sp.** This word is misspelled. Use a dictionary or spellchecker when you proofread your work.

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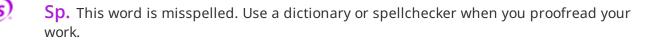
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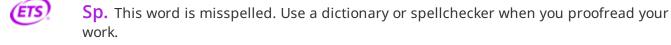
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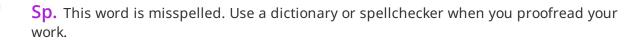
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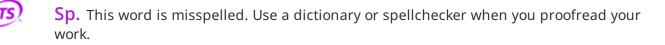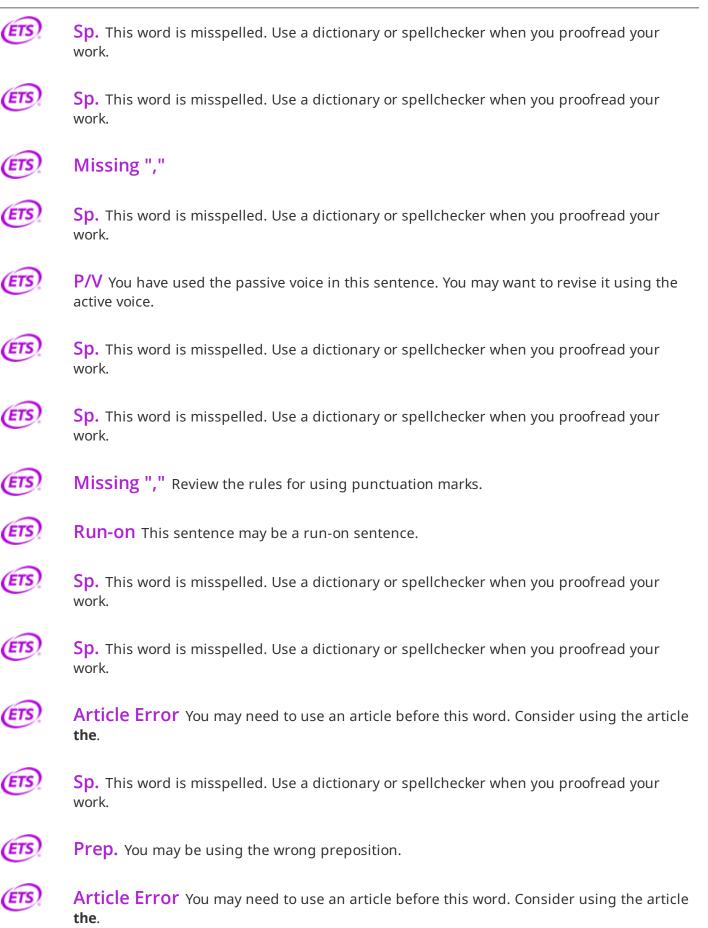**Run-on** This sentence may be a run-on sentence.

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