

Group Information Society (KIM) in Representing Information and Prosperous Village in Ogan Komering Ulu (OKU) Regency, South Sumatera

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Abstract—This study aims to describe and analyze the Group Information Society (KIM) in Realizing the Information and Prosperous Village in Ogan Komering Ulu (OKU) South Sumatera, Baturaja which is not so well-known. This qualitative research makes informants as primary data sources besides researchers also observe directly and coordinate with the OKU District Communication and Information Service (Diskominfo). This study describes the form of KIM process, then KIM develops a network to solve the problems of rural communities who are left behind Information. KIM in OKU Regency was facing problem in developing this group information society. KIM runs a program to realize an information and prosperous village in OKU Regency. Researchers is monitoring that villages with the theory of Innovation Diffusion as well as being linked as government partners in disseminating information in the village and as a forum for community aspirations. It turned out that KIM OKU was formed in accordance with Law Number 14 of 2008 concerning Information Disclosure. The result of this research are OKU KIM encourages the existence of a village website, village social media, radio community, information board, citizen meeting and all the information means to easily access the correct information. There are some problems such as there is no manpower, there is no role of head village, the lack of facilities and training in building information community. Associated with the theory of Diffusion of Innovation, KIM got something new to be used in life to become a prosperous information village.

Keywords—Community Information Group (KIM); information village and prosper

I. INTRODUCTION

Information is data that has been processed into a form that means to the recipient and it's useful in making decisions now or in the future. Data (raw material for information) is a regular group of symbols representing quantities, actions, objects, and so on [1]. Information is data (data consists of facts and figures) that have been processed, or data that has meaning [2]. In this day, our society can access all information even in a small village. South Sumatera has a group that acknowledge people about information called KIM (Group Information Society).

KIM (Group Information Society) was born in the next development which consisted of various communities involved

in the use, processing, and application of information through print and electronic media, as well as other media. The existence of a Group Information Society (KIM) as an Institute for Social Communication aims to create a network of national information dissemination to encourage community participation as an effort to increase added value, encourage improvement in mass media quality and public intelligence in consume information and build an information society [3]. KIM as an information agent, has an active role in distributing information that needs to be known by the public, so that people can take anticipatory steps that are useful for maintaining their activities.

KIM, has carried out activities that seek to improve the welfare of the community in their groups. Likewise, KIM in the Ogan Komering Ulu (OKU) district was formed on September 23, 2013 under the name KIM *Sebimbing Sekundang*. In observation, community leaders play a role and motivate people to want and be able to solve problems independently. That's why people are empowered.

KIM has not been known by many people even though it has been formed throughout Indonesia. Based on this situation we intend to test the KIM in realizing information and prosperous villages in OKU Regency. KIM is expected to be able to create a society that is active, caring and sensitive to information. The community can also sort and select information that is needed and useful, realize information networks and two-way communication media between the community and other parties, also can connect one group to another to create national unity. There are two researchers who talk about Group Information Society (KIM);

Syarif Budhirianto [4]. Public Information Group (KIM) is an informal communication agency in the area have strategic role in society, but its existence can't accommodate such food self-sufficiency program launched by President Joko Widodo. This is because the pattern of integrated communication between the community and regional stakeholder's element synergistically undeveloped, and yet awakening public awareness of the importance of this program. The focus of this study reveal how patterns of communication for empowerment of KIM in the success of food self-sufficiency program, the aim is the establishment of a communication pattern KIM

better in the face of the program. Research using the paradigm case study with a qualitative approach, then compiled a strengthening pattern or model appropriate communication in the face of the program. Subjects were community and local stakeholders were deemed understand the problems of this research. The location is KIM Palasari, Palasari Village, District Cilengkrang, Bandung regency. Results showed a pattern empowerment KIM communication is communication model with more targeted assistance from stakeholders and develop a more democratic group communication to its members. Linear communication patterns (synergies) are top down and bottom up between KIM with competent stakeholders need strengthening to provide a correct understanding of communication.

Johantan Alfando WS [5]. This research describes and analyze the role of the Group Information Society (KIM) in Realizing Independent Villages and the obstacles faced by the Community Information Group in Sidomulyo Village, Anggana District, Kutai Kartanegara Regency. This study uses descriptive research with qualitative analysis methods with the results of the study: The role of the KIM in Sidomulyo Village, Anggana Kutai Kartanegara Sub district, has not run well yet. The KIM has a role that can be grouped into five activities, namely: As a facilitator for the community of Sidomulyo village, as a partner of the local government, as an absorber and distributor of community aspirations, as an information flow, and as an information terminal for the Sidomulyo village community. The Group Information Society (KIM) has a role as a government partner in disseminating information in the village, as well as the Community Information Group (KIM) which serves as a placeholder for the aspirations of the village community and then connects information to the village. The role of being a government partner in disseminating information has not gone well, it is still in the form of application in disseminating information through blogs. For now, the communication system between the village government and KIM sidomulyo, and coordination with the local government and village government.

II. THE METHODS

This study uses descriptive quantitative methods. It is a communication science approach that focuses on the field of public information. The purpose of this research is to identify and see KIM in Realizing Information and Prosperous Villages, and then to see the fluency of information between community members and between the government and the community in the Ogan Komering Ulu.

The research location is in South Sumatra Province, Ogan Komering Ulu Regency with sub-districts and villages. This location was chosen because it's the first birthplace of KIM in South Sumatra. It is a large and wide area. At that place there are so many people begin to know the development and the use of information.

A. Data Sources

Data sources are the subject from which data is obtained [6]. Informants are people who are used to provide information about the situation and background conditions of the study [7].

The data sources use purposive sampling techniques, one way that can determine the sample with certain considerations that can provide maximum data. The researchers chose several key informants, as a resource to provide information about the problems of implementing the KIM in OKU Regency. They are: Head of Communication Office, Head of Dissemination Information Section of Diskominfo, OKU Regency Government, Chairperson of KIM OKU, Chairperson of Sub-District Village KIM, Management of KIM, and Community participants in KIM activities.

B. The Method of Collecting Data

The researcher simplifies the data obtained in a form that is easy to read, understand and interpret [8]. Primary data is obtained by conducting FGD (focus group discussion). Furthermore, this research was also supported by the FIKOM laboratory of Bina Darma University in relation to data processing and data analysis. This research also involved students.

Data Collection Technique that will be used in this study are:

- Library Research.
- Field research (field work research), which is collecting data face to face with observations, face-to-face interviews and direct questions and answers between interviewers and key informants and the community as objects of research, document studies and documentation, namely collecting data and photos relating to this research, especially secondary data.

III. RESULT AND DISCUSSION

The prospect of KIM in OKU Regency in the future is quite bright, where people increasingly need the information available. To utilize existing information, effective communication is needed by empowering existing communities as information service providers by using media including citizen meetings, discussion groups, bulletin boards, internet, information shops, reading rooms, mass media both print and electronic media in an effort to build a prosperous information society.

Administratively, OKU Regency, which has the capital of Baturaja, consists of 12 sub-districts, 14 urban villages and 143 villages. The Ogan Komering Ulu District Government was led by the Regent and Deputy Regent with the Regional Work Unit consisting of the Regional Secretariat and the DPRD Secretariat. OKU Regency has 17 Agency Services, one of which is the Office of Communication & Information.

OKU Regency with large areas far from the district center, with a variety of different types of communities. The population of OKU Regency reached 394,029 people, consisting of 202,322 men and 1,1707 women. The largest population is in the District of East Baturaja, then Sub-District Review. Like the table 1.

TABLE I. POPULATION OF BATURAJA REGENCY

Sub-District	Population		Total
	Man	Woman	
East Baturaja	55.321	53.362	108.683
West Baturaja	20.028	19.404	39.432
Lubuk Batang	16.806	15.905	32.711
Peninjauan	26.236	24.694	50.930
Semidang Aji	15.765	14.772	30.537
Pengandonan	5.432	5.305	10.737
Ulu Ogan	5.243	4.902	10.145
Muara Jaya	3.917	3.637	7.554
Lengkiti	16.751	15.267	32.018
Sosoh Buay Rayap	7.642	7.112	14.754
Sinar Peninjauan	17.165	11.403	23.658
Lubuk Raja	17.017	15.944	32.960
TOTAL	202.372	191.707	394.209

OKU Regency is famous for Durian, Duku, Rubber, Palm Oil and finally Batu Mulia. Indirectly requires the role of KIM in the lives of its people. The KIM program in OKU District is run with the intention of creating an active and sensitive information society. As well as creating a two-way communication media information network by connecting one community group with another to empower each other. One of them is in collecting, managing and disseminating information and accessing information. Information can make the progress of an environment so as not to miss the flow of information.

KIM Empowerment, KIM is directed to using information technology in accessing information, while the KIM Empowerment Pattern is an effort to provide reinforcement so that KIM can carry out activities in accordance with the general functions of KIM (generic) and functions according to the needs of the community (contextual). Empowerment involves various social elements including: Government, Private Sector, Mass Media, Community Institutions

KIM develops an information network to solve the problems of rural communities that are lagging behind Information. To solve the problems that occur in the OKU community, Kim conducts information networks by:

- Ministry of Communication and Information of the Republic of Indonesia
- Governor of South Sumatra
- Chairperson of the DPRD of the Province of South Sumatra
- District Head of OKU
- Head of South Sumatra Communication and Information Agency
- Head of Information and Communication Services of South Sumatra
- Related Agencies
- Typical Regional Micro and Medium Enterprises
- Regional Art Community
- 5 Universities in OKU Regency
- OKU District High School / Vocational School

- Youth Organization
- Related Agencies.

A. OKU Regency KIM Activities

1) *Guiding nationality insights for the young generation of OKU district:* Conception of the Four Pillars of Nationality which includes Pancasila, the 1945 Constitution, Bhinneka Tunggal Ika, and the Unitary Republic of Indonesia

2) *OKU KIM week:* 1 - 7 September 2014 Featured KIM Exhibition, Launching District Information in sub-district. Launching KIM OKU Website, Information-conscious Group Competition (Info Content), Folk Show, Workshop and Briefing of OKU KIM, Media Literacy, Entrepreneurship Training. Workshop on Public Information Openness as an Important Aspect of Realizing the Good Governance of the OKU District Government in 2015.

Law Number 14 of 2008 concerning Public Information Openness, is a paradigm of national life renewal, which will encourage the implementation of functions of general government, national development, and ongoing community service in a transparent manner and guarantee openness [9].

3) *KIM institutional workshop forum in South Sumatra:* At this time KIM has been formed in all South Sumatra Districts / Cities on the basis of the Indonesian Ministry of Communication and Information Technology Program Republic of Indonesia Minister of Communication and Information Regulation No. 08 / PER / M.KOMINFO / 6/2010 concerning Guidelines for the Development and Empowerment of Social Communication Institutions [10]. With the aim of the realization of innovative Community Information Groups (KIM) in improving the utilization of information and communication in order to reach the information society.

4) *Drug danger counseling, and illegal drugs, And juvenile delinquency in OKU district*

5) *Making KIM OKU SUMSEL Media Portal And Making Print Media of KIM OKU SUMSEL*

- The portal is named: Media KIM OKU SUMSEL
- Domain: www.kimokunews.com
- Print Media Name: KIM OKU NEWS
- This media will also be integrated with Facebook, Twitter, BB and WA social media.
- The slogan used by this media is: Current Communication, Correct Information, Right Actions.

B. KIM Empowerment Activities

- Publish and distribute various references
- HR training and education
- Include KIM in government activities, especially those related to the functions of KIM, namely in the field of information and international cooperation

- Develop a network between KIM
- Open the KIM network to related institutions
- Distribute information material to KIM
- Introduction and improvement of understanding and utilization of information and communication technology.

That is the program to create an information and prosperous village in OKU Regency. KIM's positioning as a communication bridge

C. Strategies for Managing Information to Create a Reputation of Public Bodies.

KIM in OKU Regency has a lot of activity and very useful. If Johantan research has a result that the role of the KIM in Sidomulyo Village, Anggana Kutai Kartanegara Sub district, has not run well yet, KIM OKU actually became a strong foundation for the growth of information villages and other KIMs in villages and districts in South Sumatra. In other words, KIM OKU has successfully provided a good example to other villages in South Sumatra.

IV. CONCLUSION

The Guidelines from UU Keterbukaan Informasi Publik 14/2008 reinforced Government Regulation (PP) No.61 of 2010 concerning Implementation of Law No.14 / 2008, considered very important in order to guarantee the public to obtain correct information, as well as to organize the life of democracy and freedom of information in a country that has thousands of tribes, customs, language, religion, and values that are widespread throughout the country.

Later, 9 kim were born in the regencies and cities in OKU province. East Oku, South Oku, Ogan Komering Ilir, Ogan Ilir, Prabumulih, Musi Banyuasin, Palembang, Muara Enim, Lahat and Pagar Alam. This led to the formation of the South Sumatra KIM Coordination Forum. In the end, KIM OKU could nationally produce products. OKU KIM successfully

takes part of various exhibition including SAIK Synergy of Action Information and Public Communication.

OKU KIM encourages the existence of a village website, village social media, radio community, information board, citizen meeting and all the information means to easily access the correct information. There are some problems such as there is no manpower, there is no role of head village, the lack of facilities and training in building information community. Associated with the theory of Diffusion of Innovation [11], KIM got something new to be used in life to become a prosperous information village.

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