

Community Response Against Cyber Village Program

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Abstract: The program cyber village is a concept where multiple computers in a residential or blocks can be interconnected and can share data and information. Another concept of the Village is to empower internet usage where internet facility is available 24 hours a day for a month in which the costs to be incurred will be cheap because all the infrastructure costs, operating and subscription fees will be shared as well as getting help from the government. With the rapid advancement of information technology, internet network deployment method such as this could be a new innovation.

Keywords: cyber village, internet

Preliminary

Over time, the changing times and the advance of technology has vastly improved. Which information in cyberspace is a window to the world today. It takes the awareness of it, of course, without having to be limited by means of government services, both constraints limited location and cost to obtain it. Today the kind of urban growth and the Surabaya high interest would be the internet, diverse community willfulness of it. Both start from the social networking and information every day, of course, in the hope of existence and self-actualization. This time it is not just students or just students who need it or anything related to the internet. Internet has now become part of the general public, both mothers home though. Scientific insight is not the most fundamental reason of the

internet, at least people will be able to open the eyes of these requirements, which we already know that the Internet has become a necessity, become a new paradigm for quality urban development, one of which is the city of Surabaya began to start trying to manifest themselves into the city are aware of the use of internet technologies for the development of their lives.

Why dream city Surabaya online needs to be realized with the information and knowledge-based, because it refers to pernyataan as, "an important variable that compares pre-industrial society, industrial society and post-industrial society is information and knowledge {Bell, 1980:501 and 504}" . therefore control of iT by all stakeholders in the city to be the one thing that can not be negotiable. From the statement, it seems very appropriate if the city Surabaya online is a demand of time.

Efforts to realize Surabaya Surabaya City Government Cyber City, was already quite intense, through cyber village, of which by providing free internet access through the help of the Ministry of Communications and Information Technology, Mohammad Nuh on August 8, 2007 which are allocated in the North Asri Rungkut , Surabaya.

The program was initiated to reduce the limitations Rungku North Asri, Surabaya on Information Technology (IT) that in fact at this time evolved into a public commodity and a necessity "Secondary" in today's society.

At the beginning of the development of cyber Kampung Wifi network, the user to be free of charge or can be said to be free, but must register individually or per-unit household head network computer / laptop to the management of their cyber village in order to receive signals from Kampung Wifi cyber . But in mid-2011, program administrators cyber village started figuring reactivate existing facilities as well as retaining existing Wifi.

THEOLOGICAL PROBLEM

In this study a research question can be raised of how the public response to the application Rungkut beautiful northern village cyber program and whether the program is effective.

RESEARCH OBJECTIVES

The purpose of this study was to determine the response of the Cyber Village program is already available in the area Rungkut North Asri, Surabaya, and to know the extent to which the effectiveness of the program.

LITERATURE REVIEW

EFFECTIVENESS

Richard M. Steers (1985:48), suggests that basically the best way to examine the effectiveness is to observe simultaneously three yangsaling related concepts are:

1. Understand the optimization objectives: effectiveness assessed by the measure of how much an organization succeed in achieving a viable achieved;
2. Perspective systematics: a cycle mengikutri purpose of the organization;
3. Pressure on the aspect of human behavior in organizations sususnan: how the behavior of individuals and groups can ultimately contribute or hinder the achievement of organizational goals.

Of this development there are three definitions of effectiveness, namely:

- **IndividualEffectiveness:**

Individuals effectiveness based on the view that emphasizes the individual terms of the employee or the surrounding environment.

- **EffectivenessGroup:**

There is a view that in fact individuals work together in groups. So the effectiveness of a group is the sum of contributions from all members of the group.

- **OrganizationalEffectiveness:**

The effectiveness of an organization comprised of the effectiveness of individual and group effectiveness. Through the synergy effect of an individual who is in a group that they occupy organizations are able to get the work of a higher level than the amount of work each - each part.

WORK PROGRAM EFFECTIVENESS

Effectiveness is one common way to measure an organization's work program, how a program run by an organization can run effectively. Concepts related to the comparison of outcomes with the output. Policies, programs and activities declared effective when the activity reaches the end of the policy goals and objectives (Wasistiono et al, in Mustain 2005:48)

In fact, very difficult to analyze what is meant by the concept of effectiveness in a work program. Understanding the effectiveness of a program of work means different things to different people, depending on the terms of reference he uses.

INNOVATION DIFFUSION

Innovation Diffusion Theory as uttered Everett M. Rogers Diffusion of Innovation besarmya work (Rogers, Everett M., 1983, Diffusion of Innovations. London: The Free Press. National Center for the Dissemination of Disability Research (NCDDR), (1996)) is a process whose role is to add value the

production or function of economic processes and diffusion is a step in the process of technical change (technical change). Diffusion is also a stage where the benefits of an innovation generally. Of innovators, innovation forwarded by other users until it becomes commonplace and accepted as part of the productive activity.

There are 4 (four) dimensional application of science (knowledge utilization), namely:

- Dimension Resources (SOURCE) dissemination, namely institutions, organizations, or individuals who bertanggung for creating new knowledge and products.
- Dimensions of Contents (CONTENT) and disseminated, the knowledge and products mentioned are also included materials and other supporting information.
- Dimension Media (MEDIUM) Dissemination, namely the ways in which the knowledge or the product is packaged and distributed.
- Dimensions User (USER), the users of the knowledge and the products in question.

As well, there are several key elements of the diffusion of innovations:

- **Innovation:**

Ideas, actions, or goods that are considered new by someone. In this case, the novelty of innovation be measured subjectively viewed by the individual who receives it. If an idea is considered new by someone then it is an innovation for that person. The concept of 'new' in the innovative ideas do not have to be new at all.

- **Channels of communication:**

'Tool' to convey messages from the source to the recipient innovation. In choosing a communication channel, the source must pay unnecessary attention to (a) the purpose of the communication and (b) the characteristics of the recipient. If the communication is intended to introduce an innovation to the audience numerous and widespread, it is more appropriate communication channels, fast and efficient, are the media. But if the communication is intended to change the attitude or behavior of the recipient in person, then the most appropriate communication channels are interpersonal channels.

- **Duration:**

Innovation decision process, from start to know someone to decide to accept or reject it, and confirmation of the decision is very related to the dimension of time. At least visible in the time dimension (a) the decision making process of innovation, (b) a person keinovatifan: relatively early or late in accepting innovation, and (c) the speed of adoption of innovations in a social system.

- **Social system:**

Set of different functional units and engage in collaboration to solve problems in order to achieve common goals.

UNDERSTANDING THE INTERNET

The Internet is a global network of computers world, large and very large area where all computers are connected to each other from country to country around the world and contains a variety of information, ranging from text, images, audio, video, and more.

While the history of the Internet began in 1969 when the Department of Defense, the U.S. Defense Advanced Research Projects Agency (DARPA) decided to conduct research on how to connect a computer to form an organic network. This research program known as the ARPANET. In 1970, already more than 10 computers were successfully connected to each other so that they can

communicate with each other and form a network. In 1972, Roy Tomlinson managed to complete the e-mail that he was created a year ago for the ARPANET.

E-mail program is so easy that instantly became popular. In the same year, was also introduced as an icon @ important symbol that shows the "at" or "on". In 1973, ARPANET computer network were developed outside the United States.

Computer University College in London, was the first computer that is outside the United States who are members of Arpanet network. In the same year, two computer experts that Vinton Cerf and Bob Kahn presented a bigger idea, which became the forerunner of the Internet thinking. This idea was presented for the first time at the University of Sussex. The next development was dated March 26, 1976, when the Queen of England managed to send an e-mail from the Royal Signals and Radar Establishment at Malvern. A year later, more than 100 computers on the ARPANET joined to form a network or network.

In 1979, Tom Truscott, Jim Ellis, and Steve Bellovin, created the first newsgroups called USENET. In 1981 France Telecom created a buzz by launching the first television telephone, where people can call each other while dealing with the video link. Because the computers that make up the network increasingly, it needed a formal protocol that is recognized by all networks.

In 1982 established the Transmission Control Protocol or TCP and Internet Protocol or IP that we know it all. Meanwhile in Europe appear counter computer network known as Eunet, which provides computer network services in the countries of the Netherlands, England, Denmark and Sweden. Eunet network providing e-mail and USENET newsgroups. For a uniform address existing computer network, then in 1984 introduced the domain name system, which we are now familiar with DNS or Domain Name System. Computers connected to the already existing network of more than 1000 computers more.

In 1987 the number of computers connected to the network soared 10-fold menjadi 10,000 more. In 1988, Jarko Oikarinen of Finland discovered and simultaneously introduce the IRC or Internet Relay Chat. A year later, the

number of interconnected computers soared 10-fold return in a year. No fewer than 100,000 computers are now forming a network.

In 1990 Tim Berners Lee found the program editor and browser that bias roam from one computer to another computer, which form a network. The program is called www, or Worl Wide Web. In 1992, the computers that are connected to form the network has exceeded a million computers, and in the same year the term surfing the internet. In 1994, the website has grown to 3000 pages address, and for the first time in a virtual-shopping or e-retail surfaced on the internet.

DEFINITION WI-FI (WIRELESS FIDELITY)

Understanding of the Wi-Fi is a set of standards used for Wireless Local Networks (Wireless Local Area Networks - WLAN) based on the IEEE 802.11 specification. The latest standard of 802.11a or b specifications, such as 802.11 g, the latest specification will offer much improved from a more extensive coverage far as transfer speed.

Internet technology-based Wi-Fi is built and developed a group of engineers who worked on the United States Institute of Electrical and Electronis Engineers (IEEE) technical standard based devices numbered 802.11b, 802.11a and 802.16. Wi-Fi device is not only able to work on WLAN networks, but also in tissue Wireless Metropolitan Area Network (WMAN).

Due to the technical standard 802.11b WLAN devices intended for use in the 2.4 GHz frequency or commonly known as ISM (Industrial, Scientific and Medical). Moderate technical standards for devices intended for 802.11a and 802.16 WMAN devices or also called Wi-Max, which works around the 5 GHz frequency band.

The high public interest - especially among the Internet community - using Wi-Fi technology because at least two factors. First, the ease of access. This means that users in one area can access the Internet simultaneously without having to bother with cables. Consequently, users who want to browse news and

information on the Internet, simply bring PDA (pocket digital assistance) or Wi-Fi enabled laptop to a place where there is an access point or hotspot. (source: www.analysys.com)

DEFINITION RT / RW-NET

The concept of cyber village itself is adopted from earlier programs such as RT / RW-Net which RT / RW Net itself is a concept where multiple computers in a residential or blocks can be interconnected and can share data and information. Another concept of RT / RW Net is empowering internet usage where internet facility is available 24 hours a day for a month in which the costs to be incurred will be cheap because all the infrastructure costs, operating and subscription costs will be shared.

RT / RW-Net is a network of computer-governmental organizations within the scope of RT / RW media through wired or wireless 2.4 Ghz and Hotspot as a means of public communication that is free from the law and the government bureaucracy. Use of RT / RW Net can be developed as an effective online communication forum for residents to share information, express opinions, conduct polls or election of the RT / RW and others who freely without being limited in time and space through the media e-Mail/Chatting / Web portal, in addition to functioning internet connection to the main facility. Even those facilities can be developed to be a media phone for free with VoIP technology.

For the establishment of RT / RW Net, there are two costs to be incurred the cost of the initial investment and the cost of monthly dues. Initial investment costs are the costs incurred only once the cost for infrastructure development. While the cost of monthly fees and the cost of the service is the cost to be incurred each month to pay for the internet provider where besarnya will depend on the bandwidth or channel capacity to be leased. The amount of charge for a monthly fee also depends on the number of customers who are members. For an Internet connection is planned to use the services of Telkom Speedy although sometimes a bit slow for hours - hours tertentu. Yang including the initial

investment cost is the cost to manufacture Network (jaringan) between RT / RW and the cost of providing equipment for users / residents who want to join. The costs to be incurred by the prospective customer is purchasing equipment for compliance Computer / Laptop, Wireless Card and Antenna Receiver. To start the project RT / RW Net should be a place that will serve as the Central (server) RT / RW-Net the place to manage a network system or point will diletakanya modem device server, Billing Server, Access Point and Switch as well as a place to distribute internet connection throughout the customer / home of every member.

CYBER VILLAGE AREA NORTH Rungkut ASRI, SURABAYA

Cyber village is a program that menyediakan internet via Wifi network to residents Rungkut diperuntuhkan beautiful north, Surabaya. The early development of the program cyber village is in bangunya a cafe that uses personal funds of a resident named Budi Juniarto who incidentally resides in North Asri Rungkut no.11, Surabaya. Rates given by the board cafe is around Rp. 1500, - /jam, it is done so that the area residents do not hesitate to come utilize the internet facility there. Of the conditions that have been in a sense quite sufficient for the development of the Internet in the region Budi Juniarto designing an activity involving the community in the container Rungkut North Asri online by building an online journal that contains information about Rungkut North Asri. Having considered the public interest in the region increases the internet, Budi Juniarto divert Internet network system which originally started from a cyber cafe into a Wi-Fi network that can be accessed by mass with a subscription.

Cyber village itself opened on August 5, 2007 by prof. Dr. Mohamad Noah, DEA which at the time was Minister of Communications and Information Technology (MCIT) as well as specify the location of the center of the village is in the Village cyber Kalirungkut, District Rungkut RT 2 RW 11 Jl. Rungkut North Asri no. 9, Surabaya as a pilot project which is expected to be a pilot project for the development program throughout cyber Kampung village in the city of Surabaya.

DIFFERENCES BETWEEN THE CYBER VILLAGE PROGRAM RT / RW NET

Among the cyber village program with RT / RW Net is no significant difference due to Kampung cyber program adopted mechanism and system deployment of Internet network model of RT / RW Net.

However, the difference is this is a cyber village funds and pembuataannya program supported by the government even though the program was originally initiated by the individual. For the first step in the mechanism of recognition and suppression program funds this cyber village 'play' strategy RTRWnet models with cross-subsidies. Thus, a bandwidth of 128 kb were received will be shared with wireless systems at a number of residents in the vicinity who are interested.

CYBER VILLAGE OF USER PROGRAM

Number of users Kampung cyber program starting in 2008 until 2011, always has decreased. In the beginning of the implementation of this program in 2008, users of this program reaches 22 units of head of household of 30 respondents were interviewed in 2009, 3 users of this program decided to no longer use this program, so that the users of this program to 19 units tangga. Dan house in 2010 users of this program has decreased again to only 15 units of the head of household use. However, lowering most common between 2010 to 2011, 7 user program cyber village has decided to no longer use the facilities provided by the program this cyber village.

The biggest factor affecting the decrease in Kampung cyber users include the increasing number of providers are offering networking and internet packages are cheaper and faster networks.

CONCLUSION

On the basis of several items assertion and statement of research that have been proposed, the writer can conclude some of the findings of the study, namely:

1. Based on the effectiveness of the program aspects of cyber village, overall respondents claimed to have known about the program this cyber village and utilize this program. These things can happen if the respondents referred to the need to find sources of information that they need through the Internet in the form of mass wifi network, given the current public are allowed to use the facilities hot spots / areas which provide wifi in public areas such as in libraries, malls, and cafes.
2. Costs incurred by the respondents to subscribe to this program quite cheap when compared with the price when they subscribe to another internet provider, this is one of the reasons of the respondents to the internet subscription program this cyber village.
3. But internet access in the program should be revisited given the existing internet network is not very fast when compared with providers spread in today's society, it affects the use of this program, which comfort in connecting to the internet remains a priority of the respondents .
4. Effects felt by the respondents in the use of the internet for this is the increasing number of their insights, this is caused by the need for respondents to seek the information they need, the Internet becomes a solution in search of sources of information in addition to printed information resources at their disposal.
5. The respondents considered the program is a new breakthrough in the development of the Internet to the public as applied in the township area, which is a program like this for the first time applied. It also became a distinct pride for the citizens of north Rungkut beautiful, Surabaya.
6. However, the program can be said to be not effective, because it saw the number pemintanya in 2008 until 2011, always has decreased due to various factors such as the increasing number of providers are offering the internet cheaper and faster. And maybe this program can not be resumed if.

ADVICE

Based on the findings of the study, there are some suggestions that will be presented by the author, among others, the following:

1. Based on the results of studies showing that access to the internet in this program should be revisited given the existing internet network is not so fast, the writer suggested that the caretaker cyber village program increases the speed of internet connection, this can be done by working with existing providers in order facilities as well as internet connections get the most out of that provider.
2. As a test program, cyber village program is worthy of particular notice by the city of Surabaya because it can not be ruled out that the role of the Internet in today's society is crucial, and it is wonderful program like this be applied in the area of the township that citizens have a medium level of economic that people with low intellectual level can improve the quality of their lives when they learned about the function of the internet for their social life.
3. Board should strengthen its cyber program Kampung existing services in this program, that the program is getting positive response from the prospective users. It is important that this program can continue so that it can be applied in other areas that would need programs like this cyber village.
4. From the findings of the data found by the author, respondents who use the internet facility in the program is mostly just open the social networking site, like this mindset must be slightly modified because in many internet sites that are more important and weighty it is to support people to get a variety of information they need directly or to their future needs.

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