E-ISSN: 2682-7964 (Online)

CODEN: SVSOC5

Social Values and Society (SVS)

DOI : <http://doi.org/10.26480/svs.03.2019.01.03>

Social Values & Society

CrossMark

RESEARCH ARTICLE

SEARCHING INFORMATION OF ASEAN THROUGH SOCIAL MEDIA AMONG COLLEGE STUDENT IN LANDAK REGENCY

Ignatius Agung Satyawan¹, Firdastin Ruthnia Yudiningrum², Mahfud Anshori³¹Center for ASEAN Studies, Universitas Sebelas Maret²Center for ASEAN Studies, Universitas Sebelas Maret³Faculty of Social and Political Sciences, Universitas Sebelas Maret*Corresponding Author Email: agungsatyawan@staff.uns.ac.id

This is an open access article distributed under the Creative Commons Attribution License, which permits unrestricted use, distribution, and reproduction in any medium, provided the original work is properly cited

ARTICLE DETAILS

ABSTRACT

Article History:

Received 16 June 2019

Accepted 20 July 2019

Available online 23 August 2019

Located at the crossing road between West Kalimantan Province of Indonesia and Serawak Malaysia, Landak Regency has a strategic position in term of mobility of goods, services and people. This position is increasingly important when economic integration occurs through the ASEAN Economic Community. Information about ASEAN has become important regarding ASEAN Economic Community can open employment opportunities for ASEAN member countries. On the other hand, the using of social media tends to increase recently, especially for seeking information. This article is based on a research that addressed to analyze college students in using social media for seeking information about ASEAN and to identify their knowledge of ASEAN Economic Community. The subject of this research is students at the College of Education of Pamane Talino in Ngabang, Landak Regency. This research uses method descriptive quantitative with questioner as major instrument for collecting data. Data analysis is single tabulation with percentage to see the trends of social phenomena in using social media and seeking information of ASEAN. The research findings are firstly show that all students with various degrees of intensity are using social media for seeking information. Secondly, most students understand the meaning of ASEAN acronym and the name of its country members but they have a lack of knowledge of ASEAN Economic Community. It means that the students still have a limited awareness of ASEAN.

KEYWORDS

Social Media, ASEAN Economic Community, College Student, Smart-phone, Landak Regency

1. INTRODUCTION

The existence of the ASEAN Community, which has been going into force in the beginning of 2016 supported by three pillars namely economic, political-security and socio-cultural, enables to integrate Southeast Asian region. Mobility of goods, services and people become easier intra this region, including employment. Finding a job outside the country today is becoming normal. Moreover, within the ASEAN Charter it is emphasized that orientation of ASEAN today is people oriented. This means that the central role of ASEAN activities is carried out by and aimed to the prosperity of the people of Southeast Asia. Although elitist perspective of ASEAN still exists, the role of the ASEAN member's government right now only limited as a facilitator [1]. Therefore, in the next few years, activities in ASEAN will be carried out by its people to increase their prosperity in South East Asia. In short, ASEAN Economic Community is the gate to enter regional integration and bring benefits to its members [2].

In fact, Southeast Asia region, which was once a region, filled with conflict is now becoming the most stable region in the world so that it can enjoy economic growth. Mahbubani noted that ASEAN is a miracle as catalyst for peace [3]. In the same tone, Wisnu indicated that ASEAN was transforming from "coffee shop" talk into strong regional cooperation [4]. Moreover, ASEAN's indicator of development shows that annual economic growth is 5.4%. In addition, the median age of its population is less than 30 years old. It means in the future, ASEAN is promising region for prosperity. Table 1 describes the development indicators of ASEAN [5].

Table 1: Asean Development Indicators

Country	GDP Per Capita (US\$)	Median Age (years old)
Indonesia	3,475	29.2
Malaysia	10,538	27.7
Philippines	2,765	23.5
Thailand	5,779	36.2
Singapore	55,182	33.8
Brunei	38,563	29.3
Myanmar	868	27.9
Lao PDR	1,661	22
Cambodia	1,007	24.1
Vietnam	1,911	29.2

On the other hand, the development of Information Communication Technology (ICT) increases rapidly so that the dissemination and search for information about anything is getting faster and easier. Likewise, the variety of communication supported by sophisticated ICT can influence human lifestyles. Human interaction is now made easier through social media that is integrated in mobile gadget tools. Social media enables to increase global openness so it could speed up social mobility [6]. Today, the users of social media not only can be found in the big cities but also have reached in remote areas, including Landak Regency.

Landak Regency is located in an area adjacent to Malaysia and is a crossing road of goods, services and people from Indonesia to Malaysia and vice versa. Located in area relatively close to the neighbouring countries also allow local residents to work in this country or other ASEAN member countries. In 2017 for instance, there were more than 2.7 million Indonesians work in Malaysia [7]. The possibilities and opportunities offered by ASEAN will certainly be considered by prospective workers, including college students. In other words, the search for information about ASEAN which is made easier through social media will be increasingly carried out by students, especially students who live near the border which in this case is the College of Education of Pamane Talino.

This article analyses the search for information about ASEAN among student of College of Education of Pamane Talino. Regarding the using social media among college student is popular; searching information of ASEAN is also done through the social media.

2. METHOD

This article is adapted from descriptive quantitative research with survey methods. The population of this study is 1,348 students of College of Education of Pamane Talino. The sample is 91 students by using simple random sampling technique. Data are collected with a questionnaire and analyse by using single tabulation with a percentage to determine the tendency of each phenomenon. The objectives of this research include: firstly, to find out students' curiosity about ASEAN and to find information about it. Secondly, to explain how they search for information about ASEAN by using social media.

3. RESULT AND DISCUSSION

3.1 Description of Research Location

1) Landak Regency: Landak Regency in West Kalimantan Province is a buffer of the border area between Indonesia and Malaysia. Because it is located close to the border, Landak Regency, especially its capital of Ngabang, is a stopover place of the mobility for goods, services and people. This strategic position, though it benefiting to Landak Regency, it also brought disadvantages. Border area has vulnerabilities in terms of smuggling of illegal goods as well as of ideology because it is located between the two countries. Based on national resilience index developed by National Resilience Institute, the score of West Kalimantan in 2011 was in yellow area. It means national resilience in West Kalimantan was in medium level. But in 2014, the score was changed into green [8].

Figure 1: Map of Landak Regency [9]

2) Education College of Pamane Talino: This college located in Ngabang is one of higher education in Landak Regency. It has three departments namely English, Math, and Sport, Health and Recreation Education. Its students come from villages around the regency. Even more, there are also students from out-side Landak Regency.

Respondents of this research are picked-up from the three departments. They are 91 students consist of 26.37% male and 73.63% female. All respondent has smart-phone for communication or many purposes. They are also using social media such as instagram, facebook, twitter and youtube.

3.2 Social Media

Today, social media is becoming a part of lifestyle, especially among the young generation. Their lives cannot be separated from the use of social media. However, the term of social media is not uniform. One definition says: social media is medium on the internet that allows users to represent themselves, interact, cooperate, share, communicate with other users and form virtual social network. Characteristics of Social media include participation, openness, conversation, community and connectedness [10]. The forms of social media are also various such as social networks (facebook), blog/vlog, wiki, content community (flickr, youtube), micro-blogging (twitter).

Digital-based technology users in Indonesia are increasing from year to year. In 2016 it showed that Indonesia's population was 265.4 million. Half of the population was internet users, they were 132.7 million. Meanwhile, people who use smart phone was 177.9 million and who use social media was 130 million. Table 2 illustrates that social media users in Indonesia were very large and the largest in Southeast Asia in 2016 [11].

Table 2: Digital Population Of Asean 6 In 2016

	Indonesia	Thailand	Malaysia	Singapore	Philippines	Vietnam
Population	265.4	69.11	31.83	5.75	105.7	96.02
Internet users	132.7	57	25.08	4.83	67	64
Social media users	130	51	24	4.80	67	55
Mobile users	177.9	55.56	21.62	4.71	61	70.03
Mobile social users	120	46	22	4.30	62	50

3.3 Data Analysis and Discussion

The duration of using smart-phone among students are varies. Those who use smart-phone less than 3 hours a day are 43.95%. While those who use between 3 to 6 hours are 24.17% and those who use more than 6 hours are 31.88%. Based on the duration of smart-phone usage, it can be concluded that the majority of students use smart-phone more than 3 hours per day. It also means that respondents depend on smart-phone in daily activity.

Another aspect related to smart-phone is the use of social media. The favorite social media among students are Facebook, WhatsApp, Twitter, Instagram and YouTube respectively. Then the purposes of using social media through smart-phone vary as can be seen in the following Table 3.

Table 3: Priority Of Using Social Media Through Smart-Phone

Priority items	%
Chatting	53,86
Information	39,56
Amusement	5,49
Game	1,09
Business	-

Source: Premier data

Table above shows that the use of social media is dominated for the purpose of chatting and following for information seeking. Although respondents are college student, they prefer to spend the time for chatting than searching information. None of them are using social media for business activity.

In addition, those who use social media for information, only 13.19% are seeking information about ASEAN. It means the majority of respondent view that ASEAN is less important matter. In fact, in the future, especially after entering ASEAN Community era, ASEAN will be important for ASEAN people because their live depend on the ASEAN regulations. ASEAN Economic Community for example, is projected this region having characteristic for free market and single production with free movement for goods, services, investment, capital and skill labour; region that with highly economy competitive; region that has justice of economic development; and at last, region that fully integrate with global economy [12]. These projections will lead to structural changes in the economic field. In 2025, it is predicted that labour market will increase rapidly especially in agriculture, transportation and construction sector [13].

Concerning ASEAN, respondents generally know well about ASEAN. Those who know correctly Association of South East Asian Nations as acronym of ASEAN are 71.43%, and those who know ASEAN member countries correctly are 73.63%. It depicts that respondents are familiar with ASEAN term.

Regarding ASEAN Economic Community, 62.64% respondents have heard the words. But if asked to explain the importance of ASEAN Economic Community in their future, they generally do not know. Respondents who know the importance of ASEAN Economic Community are only 10.98%. In other words, student's knowledge about ASEAN is still limited and only at the surface level, but not yet in deep. In fact, information about ASEAN is abundance, easy to find in internet and available in social media. Moreover, the development of ICT causes smart phone become more sophisticated and accessible to reach everything for information.

4. CONCLUSION

The use of ICT including smart-phone and social media among students nowadays cannot be avoided. It seems their daily life depends on this tool. There are various purposes they use it and the favourite is for chatting, whereas the purpose to find information is in limited number.

Concerning ASEAN, students generally know the meaning of ASEAN acronym, its member countries and have heard of the ASEAN Economic Community. But the depth of their knowledge about ASEAN is under qualification. For example, when they are asked the purposes of ASEAN Economic Community, they do not understand very well. Therefore, awareness of ASEAN among students is still limited though in the future, their lives depend on the dynamic of ASEAN.

Based on the findings stated above, this article recommends several aspects. First, it needs to conduct socialization, especially for young people who live in the border area on the importance of ASEAN Community. Second, the dissemination of ASEAN is not only carried out by the Ministry of Foreign Affairs but also by all stakeholders including the local government. Third, it needs to refresh the knowledge of teacher or lecture on relevance subject on recent development of ASEAN Community. Fourth, it is necessary to up-date and to insert material on ASEAN to the senior high school or higher education curriculum. And last but not least, it is an urgency to conduct social media literacy among youth in the border area so they can use the tool wisely.

5. ACKNOWLEDGMENT

We would like to thank to the Universitas Sebelas Maret in Solo and Director of Pamane Talino Education College in Ngabang for granting us and giving permission to conduct this research.

REFERENCES

- [1] Moorthy, R. and Guido, B. 2012. ASEAN Community achievable? A public perception analysis in Indonesia, Malaysia, and Singapore on the perceived obstacles to regional community. *Asian Survey*, 52(6) 1043-1066.
- [2] Pasierbiak, P. 2018. Causes, Origins and Possible Effects of the ASEAN Economic Community (AEC). *Journal of ASEAN Studies*, 6(1), 1-23. <http://journal.binus.ac.id/index.php/jas/article/view/3897>
- [3] Mahbubani, K. and Sng J. 2017. *Keajaiban ASEAN: Penggerak Perdamaian*. Jakarta: Gamedia,
- [4] D. Wisnu. 2013. Why ASEAN Could Stay Strong? *Journal of ASEAN Studies*, 1(1), 15-24. <http://journal.binus.ac.id/index.php/jas/article/view/58>
- [5] Internet Society and TRPC. 2015. Unleashing the Potential of the Internet for ASEAN Economies. https://www.internetsociety.org/wpcontent/uploads/2017/08/ISOC_ASEAN_Digital_Economy_Report_Full_s.pdf
- [6] Gesgin, U.B. 2017. Uses of social media to promote ASEAN socio-cultural community in Vietnam. *Journal of Media Critiques*, 3(9), 51-63. <https://www.researchgate.net/publication/313232719>
- [7] Okezone, news. 2017. Ada 2,7 Juta TKI di Malaysia, Menkumham: Ini Jumlah Terbesar dari Seluruh Dunia. <https://news.okezone.com/read/2017/11/22/340/1818240/ada-2-7-juta-tki-di-malaysia-menkumham-ini-jumlah-terbesar-dari-seluruh-dunia>
- [8] Laboratorium Pengukuran Ketahanan Nasional Lemhannas RI. 2014. *Profil Ketahanan Nasional Provinsi Banten*. Jakarta
- [9] Wikipedia. Landak Regency. Available: https://en.wikipedia.org/wiki/Landak_Regency
- [10] Nasrullah, R. 2017. *Media Sosial: Perspektif Komunikasi, Budaya dan Sosioteknologi*. Bandung: Simbiosis Rekatama Media.
- [11] ASEAN-Up. 2018. Southeast Asia digital, social and mobile 2018. Digital in 2018 in Southeast Asia. <https://aseanup.com/southeast-asia-digital-social-mobile/>
- [12] ASEAN Secretariat. 2008. *ASEAN Economic Community Blueprint*. Jakarta,
- [13] Das, S. B. 2014. The ASEAN Economic Community's labour policy needs work. <http://www.eastasiaforum.org/2014/09/27/the-asean-economic-communitys-labour-policy-needs-work/>