

PROCEEDINGS

INTERNATIONAL SYMPOSIUM

**CONTEMPORARY ISSUES IN DIGITAL AND SOCIAL MEDIA
IN INDONESIA: A CRITICAL THINKING**

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UNIVERSITAS MUHAMMADIYAH YOGYAKARTA**

A Digital Divide of People of Yogyakarta Special Region in Responding to a *Sabda Raja* or a Royal Proclamation (A Case Study of Public Opinions on Contents regarding a Royal Proclamation on Facebook Throughout 2015)

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Abstract

Yogyakarta Special Region is one of the provinces which has a privilege of a succession of the governor based on Javanese tradition. The privilege affects political, social and cultural systems. Indeed, recent public expressions and opinions showed strong culture of people of Yogyakarta Special Region. The views, however, also demonstrated issues of a digital divide when expressed on social media.

Under the theme of “A Digital Divide of People of Yogyakarta Special Region toward a *Sabda Raja* or a Royal Proclamation (A Case Study of Public Opinions on Contents regarding a Royal Proclamation on Facebook Throughout 2015)”, this research aims to describe an emerging digital divide between old and new generations. It is expected to benefit further studies on a digital divide and public opinions of people of Yogyakarta Special Region. In a practical level, this research provides a novel insight for government of Yogyakarta Special Region to chart public opinions as well as a digital divide of people of Yogyakarta Special Region and to be more responsive to development of community dynamics displayed on their activities on social media as Facebook.

This research was a descriptive qualitative research employing a qualitative content analysis method. Research data were gathered from activities of top five Facebook accounts which highly engaged in issues of the royal proclamation. A data collection technique was conducted through examining online documents. Data collection criteria were based on the highest engagement in the issues of the royal proclamation. A validity test used construct validity.

Research findings revealed that a digital divide with regard to the royal proclamation on Facebook between old and new generations existed. Cultural and language factors led to the digital divide. A public opinion construction process in cognitive, affective, and behavioral domains indicated that new generations were apathetic. On the other hand, old generations were more consistent with their identity as Javanese people. Vastly digital participation styles could be noticed from common participation styles. An underlying motive and participation consequence of new generations illustrated egalitarian expressions. Meanwhile, old generations represented an interaction gap between a content writer and other accounts responding to the content.

Key Words: Digital Divide, Public Opinion, Royal Proclamation, Facebook

In a public opinion-making process, the level of conviction in the royal proclamation naming GKR Mangkubumi was viewed inversely by old generations. In the digital language contents, they emphasized language mystification with a power symbol, mystification towards a king and writing styles. On the other hand, now generations spontaneously discerned the royal proclamation through pros and cons.

Perceptions displayed on writing styles of old generation contained historical values, while perceptions of now generations highlighted a breakthrough connected to democratization and purifying of palace culture. Each follower stood on their own belief and values considered good even though writing of old generations asserted fundamental motives of the royal proclamation. Compared to old generation, expressions of now generation were more concise and only presented philosophically basic assumptions. This illustrated a digital divide that old generations expressed their opinions systematically and based on historical and philosophical perspectives.

Generally, the circumstance led to maturity of netizens although old generations focused on structured obvious writing planning but possessed a demerit of the use of digital media such as the use of a hashtag (#). Content planning of the media use of now generations, by contrast, tended to employ spontaneous colloquial and pragmatic language.

Diverse competences among individuals in utilizing accessibility and infrastructure brought an effective communication impact on old generations with their shortages in the use of digital features and now generation having interacted with digital culture.

A communication process of public opinion making in a digital area is expected to enable netizens to possess highly critical thinking competences and not to easily be controlled by disseminated information. Netizens need communications skills to manage information wisely and responsibly as well as collaboration competences to overcome social issues.

Further research may examine cross-interaction of old and new generations. Two characters of digital media users with conventional logic by old generation and digital culture by new generations will emerge communication dynamics showing powerful communication culture of both generations



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