

## The Role of Social Media and Community Culture and Their Effect on Community Participation in Village Development in Jambi Province

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### ABSTRACT

*This study aims to determine the effect of the role of social and cultural media on community participation in village development in Jambi Province. This research is quantitative research with multiple regression analysis conducted in Jambi Province in general. The data collection technique used a questionnaire distributed to all respondents. Based on data analysis conducted using SPSS version 21, it is evident that the variables of the role of social media (X1) and Culture (X2) simultaneously affect community participation. This can be seen from the basis of decision making, namely if the  $p$ -value < sig alpha (5%) is  $0.000 < 0.05$ , it means that the independent variable has an influence on the dependent variable. The effect of the variables of the role of social and cultural media on the community participation variable is 0.576 or 57.6%, while the remaining 42.4% (100% - 57.6%). This means that the role of social media (X1) and culture (X2) together has an effect on community participation (Y) by 57.6% and while the remaining 42.4% is influenced by other variables outside this study.*

**Keywords:** *the role of social media, culture, community participation*

### ABSTRAK

*Penelitian ini bertujuan untuk mengetahui pengaruh peranan media sosial dan budaya terhadap partisipasi masyarakat dalam pembangunan desa di Provinsi Jambi. Penelitian ini merupakan penelitian yang bersifat kuantitatif dengan analisis regresi berganda yang dilakukan di Provinsi Jambi secara umum. Adapun teknik pengumpulan data menggunakan angket yang disebarkan kepada seluruh responden. Berdasarkan analisis data yang dilakukan menggunakan SPSS versi 21, terbukti bahwa variabel peranan media sosial (X1) dan Budaya (X2) secara simultan berpengaruh terhadap partisipasi masyarakat. Hal tersebut dapat dilihat dari dasar pengambilan keputusan yaitu apabila nilai  $p$ -value < sign alpha (5%) yaitu  $0,000 < 0,05$ , artinya variabel independen memberikan pengaruh terhadap variabel dependen. Pengaruh yang ditimbulkan dari variabel peranan media sosial dan budaya terhadap variabel partisipasi masyarakat ialah sebesar 0,576 atau 57,6 %, sedangkan sisanya 42,4 % (100% - 57,6%). Artinya variabel peranan media sosial (X1) dan budaya (X2) secara bersama-sama berpengaruh terhadap partisipasi masyarakat (Y) sebesar 57,6% dan sementara sisanya sebesar 42,4% dipengaruhi oleh variabel lainnya yang berada diluar penelitian ini.*

**Kata Kunci:** *peranan media sosial, budaya, partisipasi masyarakat*



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## INTRODUCTION

Basically, improving the quality of life for the community can be implemented through development. Development is a process to lead to changes that are continuously pursued and driven in order to improve welfare. Development can also be interpreted as something from, by, and for the community, which means that everything that is done will eventually return to the community as well. For the sake of smooth development, it is necessary to have community participation from the planning process to the utilization of the results of development, as the opinion of Lukman (2017:45) states that the success of the development is not only due to cost factors, experts, equitable information, equipment/goods -support goods, as well as the ruling authority, but also human resources. Human resources have a crucial role in development. Its role is not only as a target of development but as a driver of development itself in order to determine progress. Human resources are the main capital in development because humans are a factor capable of raising funds, forming organizations through their strong union, and being able to explore existing natural resources well and creatively. Thus, to achieve overall prosperity is not only an obligation carried out by the government as the holder of power, but also requires the community to be able to play a role in it.

Community participation is defined as an attempt to take a role carried out by individuals in an activity outside their profession (Theresia, 2015: 196). From this understanding, it shows that there is a responsibility that needs to be taken by the community given that (1) the community better understands the conditions that exist in society both socially and economically, and (2) the community is able to analyze and formulate various problems that occur in the community so that they can provide solutions to the obstacles that occur, (3) by participating the community will create confidence in the community, thereby eliminating dependence on outside parties (Latif et al, 2019:03). So, from some of the reasons mentioned above, it can be said that community participation is the main centre of success in development, given that the current development paradigm no longer focuses on the community as an object, but as an actor of development itself.

Seeing the importance of community participation in the development. However, the problem that occurs is that the community often feels let down, and is rarely even involved in the stages of village development. Thus, it has an impact on community participation. It is known that the community participation index in village development in Jambi Province is at 0.6887 with a developing status based on the benchmark of the Regulation of the Minister of Villages, Development of Disadvantaged Regions and Transmigration of the Republic of Indonesia No. 2 of 2016 concerning the Village Building Index. Although nationally Jambi is ranked 12th. However, the reality shows that community participation is still not evenly distributed in each region.

The low level of community participation in these areas could be caused by various factors. According to Gedeona (2014: 78-79) community participation can be influenced by certain factors, namely: 1) internal factors (from within the community) consisting of education level, one's occupation, one's age, gender (female/male) and income, 2) external factors (from outside the community) which consist of the

government, providing information to the public, and the role of the private sector such as community institutions, experts and so on. Furthermore, according to Nurdin's opinion (Kogoya et al. al., 2015:06), there are three aspects that influence community participation in development, namely (1) Economy, with regard to the level of income and employment of the local community, (2) Socio-cultural, related to the socio-cultural differences that develop in society, namely from the way thinking, attitudes, beliefs, and habits, (3) Geography, which relates to the distance and location of a person's residence from the central urban.

Of the several reasons mentioned above, providing information to the community is one of the determinants of community participation in various activities, one of which is village development. This statement shows that there is a role in communication. The role of communication is important in today's modern development in order to maintain, grow public relations and influence the community in decision-making, given that the world is always changing and developing that no longer recognizes the boundaries of time and space, so that the way of communicating also undergoes changes that were previously still traditional. that is, having to meet directly turns into a modern that is being able to communicate anytime and anywhere. This is of course supported by modern and diverse communication tools, one of which is social media.

In general, social media is a communication tool for personal interests, where users can easily provide comments, and feedback and share information quickly, briefly and without limits. Social media itself provides many benefits, as stated by Susanto (2017:382) which states that social media can increase public understanding of the democratization of communication towards a just and prosperous information society, if social media is used for positive things, it is certainly able to build interactive communication networks between communities, and finally, social media can also be used by every individual because of its easy, cheap and fast character in institutions and groups, to spread messages that are in line with civility in the nation and state.

With the various benefits offered by social media, the community must be able to use it properly to make it easier to communicate and get information in everyday life. Therefore, using social media in village development is one of the strategies, efforts and ways to improve communication in development. Previous research conducted by Zahara (2018) states that there is an influence of communication on community participation in rural development, where the system used in communicating is that messages are conveyed from one person to another, but it is also possible with existing developments. the involvement of mass media, including social media, is important in village development.

Widarini (2021:15) stated that internet and social media users in Indonesia based on We Are Social and Hootsuite data in January 2021 showed 202.6 million users and the type of social media that is often accessed and consumed by people every day is content. from the Youtube application by 13.79% of users, WhatsApp by 13.75% users and Instagram by 12.63% of users. As for Jambi Province itself, based on the results of the 2019-2020 APJII Survey, it was noted that internet users were 2.4 million users and social media users themselves based on the results of the Jambi City National Economic Survey were 41.2% users (Central Statistics Agency, 2018). Seeing

the high use of the internet and social media, social media no longer only acts as a communication tool, but gradually as a means of disseminating information for the benefit of the general public.

By utilizing social media as a tool that supports various village development programs, especially in communicating and sharing and obtaining information. However, its role in development is still not maximized, there are still people who do not know information about every development program that is being discussed by the government. This situation is also exacerbated by the condition of people who have difficulty accessing the internet network and places far from urban areas, thus making various information about development not conveyed properly. As announced by the Head of Communication and Information Coding Monitoring and Implementation, Muhamad Mawardi, in October 2021, out of 1,399 villages in Jambi Province, around 285 villages did not have internet signal at all. This shows that the provision of internet signal services is still not evenly distributed in Jambi Province, which can be one of the obstacles to the dissemination of information, thus giving rise to a low level of community participation in development.

The unequal distribution of information creates new habits in the midst of society. When people get good enough information about the benefits and uses of development, they will be more enthusiastic about the development. However, in contrast to people who are not/uninformed about development, they will tend to be lazy, not enthusiastic and even bring up a behaviour. If there is no reward in the form of money, goods or any kind of reward, then the community will not participate in development. The role of social media can be a medium of information related to programs and the performance of government officials, or social media has a role as an educational medium in enlightening people's knowledge about development. On the other hand, social media acts as a tool to channel community participation related to development activities. Besides social media, community culture also greatly determines their participation in village development. Where community culture is a view, attitude and human behaviour towards issues that arise such as village development issues. This pattern of attitudes and behaviour characterizes community participation in village development. This is reflected in the pattern of knowledge and understanding of development, openness, responsiveness and skills to be applied in the form of participation in every development process.

From this explanation, it shows that there is a relationship between someone who gets good information, he will get quality knowledge, and this knowledge is what underlies a person to behave and act in an activity. This is in accordance with the opinion of Rahman et al. (2020:21) state that knowledge is the basis of a person in carrying out a practice/activity. Thus, the low level of community participation is not only influenced by the less than the optimal role of social media but the culture of the local community, namely the behaviour of the community in responding to village development. A good culture will give rise to a good attitude. The opinion of Syamaun (2019: 85) states that culture will be able to shape, strengthen and change attitudes and behaviour either individually or socially. This means that the existence of a strong influence of cultural values adopted by the community in a certain environment will indirectly shape the attitude of the community as well. Seeing the relationship

between community participation in development and the role of social and cultural media, the researchers wish to prove this with the research title "The Role of Social Media and Community Culture and Their Effect on Community Participation in Village Development in Jambi Province".

## RESEARCH METHOD

This research used a quantitative method, as the opinion of Sugiyono (2017:13) explains that quantitative research is a type of research that aims to test the truth of the tentative hypotheses/allegations that have been made. The population in this study was the people of Jambi Province which spread across 11 regencies and cities. Because of the population area is very large, the determination of the research sample uses the area sampling technique (Sugiyono, 2017:13), starting from determining the district sample, sub-district sample, village sample and community sample. The determination of the sample area was based on the low Building Village Index (IDM), namely Tanjung Jabung Timur Regency, Tanjung Jabung Barat Regency and Bungo Regency which consisted of 9 sub-districts and 27 sub-districts. Determination of the community sample using the Solvin technique with a margin of error of 6%, so that 277 respondents were obtained. Data obtained from respondents using a questionnaire and analyzed using multiple regression statistical techniques. To meet the assumptions of the regression test, a prerequisite analysis test was performed, consisting of a normality test, a linearity test, a multicollinearity test, and a heteroscedasticity test. Hypothesis testing was carried out partially using the T test and simultaneously using the F test.

## RESULT AND DISCUSSION

### Description of the Role of social media

The role of social media is an illustration of the benefits of social media obtained by the community in village development. The description of the role of social media can be seen in the table below:

**Table 1. Distribution of Data Frequency on the Role of Social Media**

No	Class	Frequency	Percentage (%)	Category
1.	30-36	37	13	Very high
2.	23-29	146	53	Tall
3.	16-22	85	31	Low
4.	9-15	9	3	Very low
Total		277	100	

Source: Primary Data Processed, Year 2022

Based on table 1, it can be seen that most of the roles of social media are in the very high category of (13%), high category of (53%), low category of (31%), and very low category of (3%) with measurements based on indicators: social media as a medium of information, as a tool for community participation, and social media as a medium for educating the public.

### Description of Community Culture

Culture is a picture of the mindset, attitude and works culture of the community in village development. The descriptions related to culture can be seen in the table below:

**Table 2. Frequency Distribution of Community Cultural Data**

No	Class	Frequency	Percentage (%)	Category
1.	30-36	50	18	Very high
2.	23-29	121	44	Tall
3.	16-22	78	28	Low
4.	9-15	28	10	Very low
Total		277	100	

Source: Primary Data Processed, Year 2022

Based on Table 2, it can be seen that most of the cultures in the very high category (18%), high category (44%), low category (28%), and very low (10%) with measurements based on indicators: knowledge, attitudes and community skills.

### Description of Community Participation in Village Development

Participation is an illustration of community participation in village development. The description related to community participation can be seen from the table below:

**Table 3. Data on Frequency Distribution of Community Participation**

No	Class	Frequency	Percentage (%)	Category
1.	39-45	21	7	Very high
2.	32-38	102	37	Tall
3.	25-31	64	23	Low
4.	18-24	66	24	Very low
5.	11-17	24	9	Very high
Total		277	100	

Source: Primary Data Processed, Year 2022

Based on Table 3, it can be seen that most of the community participation in the very high category (7%), high category (37%), medium category (23%), low category (24%) and very low category (9%) with measurements based on indicators: money, materials/goods, energy, and thoughts/ideas.

### Data Analysis Results

Based on the analysis that has been done with the help of SPSS, the results of multiple regression can be obtained as follows:

$$y = 2.45 + 0.34x_1 + 0.74x_2 + e$$

From the multiple regression equation, a positive constant is obtained which shows a unidirectional effect, the constant value is 2.45, which means that if the role of social media ( $x_1$ ) and culture ( $x_2$ ) is assumed to be = 0 then community participation

(y) in village development in Jambi Province is constantly equal to 2.45. The regression coefficient (b) of the social media role variable ( $x_1$ ) is 0.34 and a positive value can be interpreted if the role of social media has increased by 1 unit, there will be an increase in public participation (y) of 0.34. The influence of the variable role of social media on community participation in village development occurs significantly at 5 per cent alpha. While the regression coefficient (b) of the cultural variable ( $x_2$ ) is 0.744 and a positive value can be interpreted if culture has increased by 1 unit, there will be an increase in community participation (y) of 0.744. The effect of this variable is significant at 5 per cent alpha. Simultaneously, the variables of the role of social media and culture have a significant influence on public participation at alpha 5 per cent with a value of  $F_{\text{count}} > F_{\text{Table}}$ , which is  $185.1768 > 3.04$ .

The level of the model's ability to predict the influence of the role of social and cultural media variables on community participation in village development is indicated by the  $R^2$  value, which is 0.57 or 57 per cent while the rest (43%) is determined by other variables not included in the model.

### **The Influence of the Role of Social Media on Community Participation in Village Development**

The role of social media describes the benefits and functions obtained by the community by using social media, especially to obtain information related to village development. The role of social media in development will be seen in: first, social media as a medium of information for the community regarding programs, results and performance of village officials in development in their homes. Both social media as a tool to channel community participation related to sharing development activities, channeling opinions/input, and providing socialization in their place of residence. Third, social media is a medium for educating the public regarding the community's understanding and knowledge of village development where they live. These results support the literature study proposed by Hendra (2019) which states that social media has a role in the development and progress of people's mindsets, thereby providing a better understanding of things for the community, especially in understanding village development.

Of the 277 respondents, the average role of social media was 68.22 %, indicating a good category. Therefore, this condition can cause the level of community participation in village development in Jambi Province as evidenced by the results of the analysis which show a significant influence on the role of social media on community participation in village development in Jambi Province. Based on the results of the tests carried out, shows that the role of social media has a significant positive influence on community participation in village development in Jambi Province. These results are in line with research conducted by Pangkey et al (2022) which shows that social media (Facebook) has a strong and positive influence on community participation. The results of research by Zahara (2018) also show that communication has a positive influence on community participation in village

development. This means that the better the role of communication media, namely social media, the more community participation in village development will increase.

In their literature study, Akbar et al (2019) explained that the role of communication, in this case, is that social media has an influence on community participation, where the media can create changes, grow and discover new values, and attitudes, behaviours. thus making a person more willing to participate in village development in the midst of community life. Therefore, it is not surprising that many studies of development communication studies show that the media support the success of the development.

### **The Influence of Culture on Community Participation in Village Development**

Community culture describes a view, attitude, and human behaviour toward various village development problems which over time will change according to the conditions and developments of the times. Community culture in development is determined by the mindset, attitude and work style towards community participation in village development. In this study, the culture of the community in development will be seen: first, in terms of the knowledge/mindset of the community which consists of understanding, using knowledge and providing an assessment of the development in their place of residence. Second, in terms of community attitudes, namely the attitude of openness, giving feedback and showing participation in development meetings in their place of residence. Third, in terms of skills or actions taken by the community, namely the ability of the community to realize, accept responsibility with high enthusiasm and work together in their place of residence. This indicator is used to measure community culture in village development in Jambi Province. These results support the literature study proposed by Mustanir, A (2017) which states that the Towani Tolotang culture which contains norms, attitudes and beliefs shows an influence on community participation in village development. In addition, the results of research proposed by Lumantow et al (2017) state that the Mapulus culture which contains a culture of cooperation, mutual cooperation, and public interest shows a strong influence on community participation in village development.

Of the 277 respondents, the average culture of the community was 66.61 per cent, indicating a good category. Therefore, this condition can cause the level of community participation in village development in Jambi Province as evidenced by the results of the analysis which show a significant influence of culture on community participation in village development in Jambi Province. If the community's culture is good, the community's participation in development will increase. This result is in line with research conducted by Sukharwadi (2020) which states that culture influences community participation in village development. The results of research conducted by (Tumengkol, 2010) show the same results that culture has an influence on community participation, the better the community culture, the more people can work together and are positive towards village development.



## **The Effect of Simultaneous Roles of Social and Cultural Media on Community Participation in Village Development**

The results of the analysis show that together the role of social and cultural media has a significant effect on community participation in village development. The contribution of these two variables in shaping community participation in village development is still relatively low, at 57%. This is because there are many other variables that affect community participation in village development that have not been included in the regression model. In addition, the cross section data analysis tends to have a relatively smaller coefficient of determination compared to time series data (Ghazali, 2013). The results of this study support the theory proposed by Gedeona (2014: 78-79) which states that community participation can be influenced by certain factors, namely: internal factors (from within the community) which consist of education level, one's occupation, one's age, gender (female/male) and income, as well as external factors (from outside the community), namely consisting of the government, providing information to the public, and the role of the private sector such as community institutions, experts and so on. Furthermore, also the theory from Nurdin (Kogoya et al., 2015: 06) that there are three aspects that influence community participation in development, namely (1) Economics, with regard to the level of income and employment of the local community, (2) Socio-cultural, related to differences in the socio-cultural development of the community, namely from the way of thinking, attitudes, beliefs, and habits, (3) Geography, which relates to the distance and location of a person's residence from the urban centre.

## **CONCLUSION**

Based on the results of research and data analysis, it can be partially concluded that the two variables, namely the role of social media and culture, have an influence on community participation in village development. The influence of these two variables has a positive direction, which means that the better the role of social and cultural media in society, the higher the level of one's participation. The results of this study recommended that the Government provide and improve internet/signal networks in areas that are still lagging behind, considering that social media plays a very important role in village development, as well as providing knowledge about the wise and good use of social media to the community so that their participation in developing the village will increase, both in terms of thought, energy and funding. The community is expected to broaden their horizons in using social media so that they are wiser and wiser in addressing village development issues. In addition, public awareness is needed to always preserve cultural values that develop in social life so as to build potential and strength in supporting rural development. To support the results of this study, it is hoped that other researchers can expand the independent variables that affect community participation in village development which are not discussed in this study.

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