

THE USE OF TRADITIONAL MEDIA IN EFFORT TO SMARTFREN RURAL COMMUNITIES IN THE DISTRICT OF RANCAKALONG, SUMEDANG

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Abstract

This research is reasoned by the fact that the most people in Indonesia depend on agriculture. In the meantime, the people sometimes still face difficulty in gathering information, particularly the information of that is development needed by farmers to improve the quality and quantity of agricultural products. However, in the midst of the information age, there is still an area that is not or has not been touched by information from the outside. Such areas are often referred to as "blank area". In the era of regional autonomy, the use of development information media from government to rural people becomes very important. Urgency of this research is finding the types of traditional media being used in an effort to educate rural communities in Sub Rancakalong Sumedang District. The method used in this research is descriptive method with qualitative approach. The results show that the traditional media are used to transfer local knowledge and regeneration, can be used as formal communication media. However, the media is less adapted to modern information forms and only includes supporting tools such as loudspeakers used in some certain events.

Keywords: Traditional Media, rural communities, educational development

Background

The fast technology development recently has changed every component of community's life since this latest technology offers varied practicalities. However, it also create new life style which leaves traditional old patterns. Mean while, on the other side, most of people in our country who depend their lives on agriculture, spread out on thousand of islands from Sabang to Merauke, still have difficulties in accessing information, especially information of development needed to improve their farming quality and quantity. Also the fishermen who so often are late in anticipating advance marine technology because of lack of necessary information. The case of so many fishermen who had been caught for trespassing neighbouring state border might be also caused by their less knowledge of marine economic border.

Perhaps these obstacles are caused by a lack of human resources and the equipments to reach remote areas that are geographically difficult, or the limited ability of the communities to access adequate information due to economic factors (financial) and knowledge.

Traditional media, mainly traditional show/ theater appeared, live and develops in a supporting community. Even though the mass media (modern media) in Indonesia is now growing rapidly, but the presence of the traditional media is not likely to be ignored as long as we still consider that social communication is an integral part of human life (Stevenson, 2002: 24). This is because the traditional media is an inherent part of the culture of our society that even though technological developments have pushed the development of modern media as a powerful channel of communication, but in certain respects the modern