



TECHNIUM
SOCIAL SCIENCES JOURNAL

www.techniumscience.com



Vol. 66/2024
A New Decade for Social Changes

PLUS
COMMUNICATION P



International
Communication & PR

The Post Governance: Paving the Way for Teenagers' Role in Society Through Social Media

Sukarso¹; Niken Paramarti²; Sedy Noviko³

^{1 3} Public Administration Department, Universitas Jenderal Soedirman, ² Sociology Department, Universitas Jenderal Soedirman

sukarso2412@unsoed.ac.id

Abstract. When there is an emphasis on governance practices or governance in Indonesia, including villages is also a priority. Therefore, it is interesting to study how governance is in the era of use and utilization of social media in village communities. By using a case study approach through interviews and focus group discussions, it turns out that this study produces a new pattern or model of governance practice. The findings of the governance model in this social media era are post governance, it turns out that the group of teenagers who dominantly use social media have the potential to become the fourth actor with a volunteer-altruist spirit for the welfare of society. This result, or post-governance, has two options, namely the tetragonal model and the pyramid model. The results of this study can be generalized to explain the same phenomenon in other villages or at local, regional and national levels.

Keywords. smart village people; teenager; post governance

Introduction

The concept of governance, which is defined as government management in Indonesia, began in the 2000s and was "introduced" by various donor institutions or lenders for development financing in Indonesia, such as the World Bank; International Monetary Fund (IMF); to the United Nations Development Program (UNDP). The main indicators of governance introduced include accountability, transparency, resposivity and responsibility. The concept of governance itself is based on a belief that the existence of synergy between the government, the private sector and society will be able to improve all aspects of people's lives in the nation and state and will lead to community welfare. The roles of each of the three parties are different, the government as regulator, the private sector as producer, and society as consumers.

Meanwhile, government programs regarding smart villages are programs that seek to introduce the use of information technology in the lives of village communities. The use of information technology (social media) for the lives and livelihoods of village communities is an effort to change the characteristics of village communities to suit the characteristics of information technology itself. Many regions in Indonesia have started to introduce smart village programs, including Banyumas, this district has even collaborated with Telkom High School to

develop this smart village concept (source: <https://serayunews.com/berita/desa-digital-di-banyumas-berpotensi-menjamur>).

The results of the study regarding the use of social media in villages include (a) The social media most widely used by village communities, especially WhatsApp, YouTube, Instagram. Communication between citizens mostly uses WhatsApp, while the YouTube application is most dominantly used for information and entertainment (songs and online games). (b) It turns out that the age group 15 to 30 years old uses social media the most, while the age group 45 years and over rarely uses social media, mainly because they do not master social media know-how. (c) The use of social media by the community to communicate with the local government is mainly WhatsApp groups initiated by village officials, there are no groups built from community initiatives to communicate with the village government. (Sukarso et al, 2021a).

With the development of information technology, especially the internet and various internet-based applications such as social media, it is interesting to examine the governance process and whether the roles of each of the three parties are still the same or have changed. There is a belief that the governance process has also changed along with the dynamics of the use and utilization of social media in village communities, therefore it is necessary to study the governance model in the era of digitalization of all aspects of village community life.

The governance model that exists in this era of massive use and utilization of social media has so far not been identified or studied using a critical approach but rather an incremental approach. The incremental approach produces the concept of smart governance, how the governance process uses information technology such as the internet and social media, while the critical approach assumes that the use and utilization of social media has changed the role of each of the three parties in governance and the pattern has not been identified. The results of the study of governance models in the use and utilization of social media can be the basis for developing further governance concepts or even new governance findings for government. Therefore, the main objective of this study is to find a model of governance in the world of social media that is used and utilized by village communities.

Methods

Research location. This research uses a case study approach with a location in Karanggintung Village, Sumbang District, Banyumas Regency. The choice of this location was based on considerations that Karanggintung Village was designated by the Regent of Banyumas in November 2021 as an internet-independent village, namely a village that can manage the internet without dependence on the government. Internet management in collaboration with independent private parties, starting in 2021. **Focus of study.** Based on the results of previous studies, the community groups with the most potential to become mediating agents in the use and utilization of the internet or social media are youth groups, both students and not, the focus of this research is a model of governance in intelligent-human village communities with the following aspects: (a) Changes in the role of the Village Government from the regulator; (b) Changes in the role of the private sector/entrepreneurs/traders in the village from producers; (c) Changes in the role of village communities from consumers; and (d) Potential role of teenagers through social media.

Data source. The main data sources for this research are village communities, consisting of village officials (informants) and village communities consisting of young people and the private sector/entrepreneurs/traders (FGD participants). Selection of data sources. Informants were selected purposively from village government officials, while FGD

participants were selected purposively from the village community. Data collection technique. Data was collected by in-depth interviews (informants) and focus group discussions. Data analysis techniques. Data will be analyzed descriptively, both quantitatively and qualitatively.

Results

Description of the focus of the study

In the pre-governance paradigm, the role of government, including village governments, is relatively strong and has the authority to regulate or act as a regulator. Because of the strong role of the government, other parties, especially the private sector or entrepreneurs and society in general, are relatively weaker than the government. In this era, the government's legitimacy as a regulator is quite strong, society and the business world are forced to comply with all existing regulations. This era is often called the traditional era because power relations have been hereditary, applying both monarchical and republican models. This era is characterized by the identification of the government as regulator, the business world as producers, and society as consumers.

In the era of governance, in Indonesia starting in the 2000s, government power was increasingly reduced and transferred to the hands of the business world and society in general. Therefore, the era of governance is marked by processes of liberalization, privatization, and participation or democratization. In this era, the power of the government, private sector and society is considered balanced so that bargaining emerges from these three key elements. Applying the concept of governance in the digital era or a model of an intelligent and humane society, the following description is the result of identifying changes in each role.

Changes in the role of Village Government from regulator.

In an era where the development of information technology is growing rapidly, marked by the use of the internet and various internet-based applications are dominating, especially among youth groups, village governments are forced to "adjust" to this situation. In some cases the village government still has authority as a regulator, but in other cases the village government must submit to the private sector or the community in general.

"Currently the village government can no longer fully control what the private sector and the community do, especially in using and exploiting social media. ... Even the village government must follow the wishes of the private sector or the community, such as ordering wifi at the village hall or other things." (interview with informant X)

On the other hand, there are village governments from institutional and individual aspects who can use it for business so they can get income from social media, such as promoting or selling certain objects or services via social media.

"Through Facebook or Instagram we can promote or sell anything easily, for example we can market internet provider services to the public via Facebook or Instagram, including via Whats-up groups. "Also, if we need anything, we can use social media, even through transactions, we can use it."

The results of the focused discussion also show that the role and activities of village government are no longer just regulating or acting as regulators, but are multi-action, such as producers marketing goods and services to consumers shopping for goods and services. However, it turns out that the activities of regulators, producers and consumers do not involve groups of teenagers who are very familiar with the world of social media.

In other words, the role of village government is now starting to shift from being dominant as a regulator to being multi-action, such as producers of goods and services to consumers of goods and services via social media.

Changes in the role of the private sector/entrepreneurs/traders in the village from producers.

With the use of social media, it becomes easier for the business world to promote and make transactions. Social media has become an important instrument for most of the business world, from Facebook, Instagram, X, to WA. In this case, the business world has asked youth groups for help in using social media, but it was only accidental, not scheduled.

We have asked teenagers for help on several ways to use social media, but only once, not continuously. They generally tell you how to do it... and it's free because they know you well.”

On the other hand, the business world can also regulate consumers or the public regarding transaction conditions, and can even regulate village governments for certain matters.

If there is an invitation to a meeting at the village hall, I can't do it during the day, I ask for a meeting in the evening... usually the village officials agree. ... If the village wants to buy goods from me, yes ... the village has to follow my requirements, if it doesn't want to, it's not done.”

From the interview excerpts and conclusions from the discussion, it appears that the role of the business world at certain times can be a regulator and at other times it can also be a consumer, such as buying goods or services for certain groups of society.

“If I need someone who can help repair my computer or cellphone... then I will pay for it... usually as long as it's appropriate.”

Thus, it seems that the business world does not only act as a producer or seller, at certain times it can also become a regulator or consumer.

Changes in the role of rural communities from consumers.

Meanwhile, on the part of society in general, with the existence of social media which can be used as a place to do business (earn income), society in general at the same time is no longer solely a consumer but also becomes a producer as well.

“Social media helps me earn income easily, the important thing is discipline and hard work.

“What I most often use is Facebook and YouTube to earn income, for example selling goods or making story videos (content) on YouTube. Next thing you know, if I'm lucky, I'll get lots of adverts coming in, the important thing is that it's interesting and there will be lots of likes and subscribers.”

From the interview excerpts and discussion conclusions, it appears that some people have become multi-active entrepreneurs through social media. Almost all of them are still teenagers and approaching adulthood.

The role of teenagers in village society

In the development of the smart-humane village model or smartize and humanize village people (Sukarso et al, 2021a), it was also identified that teenagers or young groups have the potential to play a bigger and more fundamental role in community life (Sukarso, 2023).

The main characteristics of this model are: (a) Inclusive, that all members of society have the right to exist through the use and utilization of the internet or social media; (b) Deconstructive, changes in people's understanding of the internet or social media from the

introduction of positive and negative values of the internet or social media; (c) Mediation, increasing the use and utilization of the internet or social media using existing local wisdom (change agents, from individual family members, neighborhood groups (dasa-wisma), RT, RW, and villages); and (d) Institutionalization, continuous efforts to introduce and familiarize the use of the internet or social media so that people will consider the internet or social media to be an inseparable part of their lives.

Meanwhile, the results of agent identification in this model are groups of teenagers or young people, as concluded by (Sukarso et al, 2021b)

"The results of identifying agents in implementing deca-smart-humani (humanize-smart-village) are the younger generation, or children and teenagers, both those who are still studying/schooling and those who are no longer in school. They have the potential to voluntarily become "liaison/mediator", "helper", "consultant", "facilitator", for community groups who so far do not have or do not utilize internet access through various social media applications."

From the conclusion of the focused discussion, it turns out that the youth group is enthusiastic about being involved in all village government activities and is voluntarily willing to actively help other community groups who do not have access to the internet or internet-based applications, especially social media. In this case, the youth group is willing to volunteer to become a facilitator or mediator between the village government and community groups who do not have access to social media.

Discussion

Changes in the role of key actors in governance

In general, the key actors in terms of governance are the government, the private sector, and society (.....). These three key actors are also identified with their respective roles, the government as regulator, the private sector as producer, and society as consumers (....). Even though no one explicitly mentions it, it can be implicitly read that the notion of governance is built on several assumptions. The first assumption is that the government is clean and free from corruption, second, the private sector is an independent sector and does not depend on, let alone collusion with, the government, while third, the society is civilized or civil society, namely society that is fully aware of its rights and obligations. However, in practice, this assumption is often ignored.

While the results of this study do not pay attention to these assumptions, each role played by these key actors is considered to have fulfilled these assumptions. Thus, each key actor apparently can no longer play the traditional role of government as regulator, private sector as producer, and society as consumer (.....). Each of these key actors has played roles that tend to be multiple.

From the village-smart-human model (Sukarso, 2022) there are actors who increasingly have the potential to complement the roles of the three key actors, namely the group of teenagers who most dominantly use and utilize the internet and various internet-based applications, such as social media. (....). If this group of teenagers is given the opportunity, it is very likely that they will play a significant role and enter the triangle of key actors (....). Youth groups can become facilitators or volunteers to help some community groups who are unable or have difficulty accessing the digital world or the internet or various internet-based applications. Therefore, governance is no longer dominated by three key actors as has been acknowledged (...) but could become tetragonal or pyramidal rather than triangular.

Thus, the key actors have changed their respective roles, no longer single but multi. Furthermore, there are community groups that can or have the potential to become dominant actors on an equal footing with the government, private sector and society. The keyword for the potential of teenagers to play new actors is voluntaristic (voluntary) to fulfill humanitarian aspects, namely helping altruistically groups of people who do not have or have difficulty accessing the internet or more specifically access using social media.

The youth group has so far been considered the group that dominantly uses social media (.....) and still has nothing to lose, which is characterized by the majority using and exploiting social media for entertainment only (.....). This has the potential to be stimulated not only for entertainment but for humanitarian activities by voluntarily helping marginalized groups of people who tend to be viewers of social media. This potential is increasingly prominent in line with the rapid development of information technology in the future.

Prospects for governance in smart-humane villages: increasing the role of teenagers

Changes in the roles and key actors of the old government are a logical consequence of the development of internet technology and all internet-based applications, especially social media. With the potential for the emergence of new actors who will potentially also color the dialogue on the three key factors of governance so far, there is the possibility of two forms of dialogue with the four key actors: tetragonal and pyramidal. The tetragonal places new actors, groups of volunteer youth, on a par with the old actors, while the pyramid places the new actors as volunteer facilitators with a spirit of altruism, daripada membuat unit baru struktur lama, seperti village consultative body (Dilapanga, 2024)

The main difference between the two prospects for post-governance models due to developments in information technology or the use of social media is the possibility of the role of youth groups being parallel or similar to other actors and the possibility of the role of youth groups as volunteers with an altruistic (humanitarian) spirit to help or become facilitators for community groups who do not have or lack of access to social media. The following schematic shows these differences.

Tetragonal Scheme

In this scheme, the position of youth groups is egalitarian with other groups, namely the government, the private sector and society in general. In other words, youth groups are groups that separate themselves from the community where this group originates. Teenage groups are separated mainly because of considerations of dominance and ability to adapt to the new world, namely the world of social media or internet-based applications.

In this tetragonal model, youth groups can become mediators, facilitators and catalysts for village government, private sector and community actors when there are difficulties in communicating, socializing and negotiating between them. The schematic of this model can be examined in Figure 1.

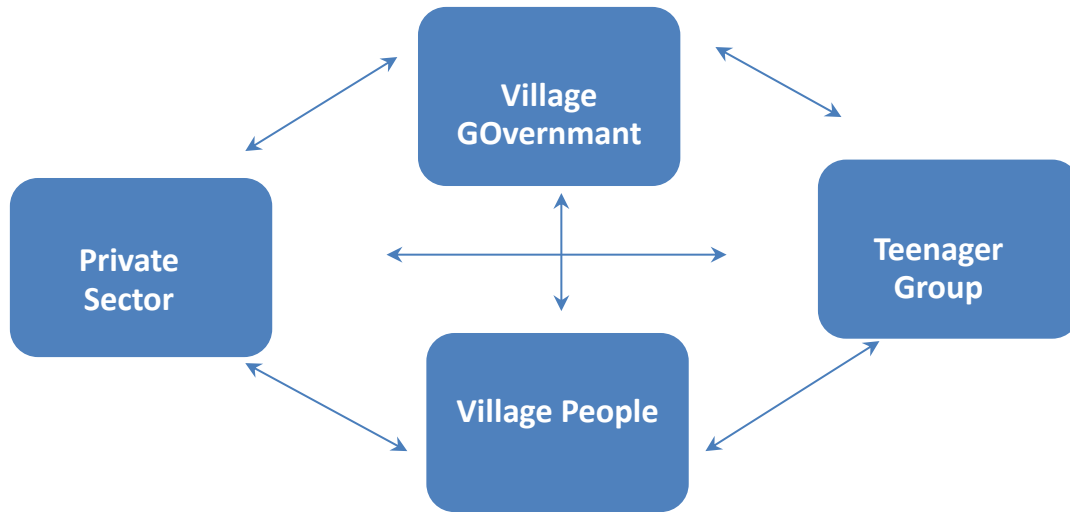


Figure1. Tetragonal Scheme Post-Governance

Pyramid Scheme

The pyramid scheme refers to the position of a vital and special group of teenagers. Youth groups are positioned as a special group because they are new actors who are "inexperienced" and still need many exceptions, including training, education and empowerment. In this pyramid model, youth groups are given affirmation in several things, such as managing service units in the village government or as community representatives when negotiating with the village government and the private sector. The schematic of this model can be examined in figure2. In contrast to the tetragonal model which is egalitarian for the four existing actors, in the pyramid model the youth group is in a special position and apart from affirmation there is also permissiveness towards possible mistakes in the "learning" process.

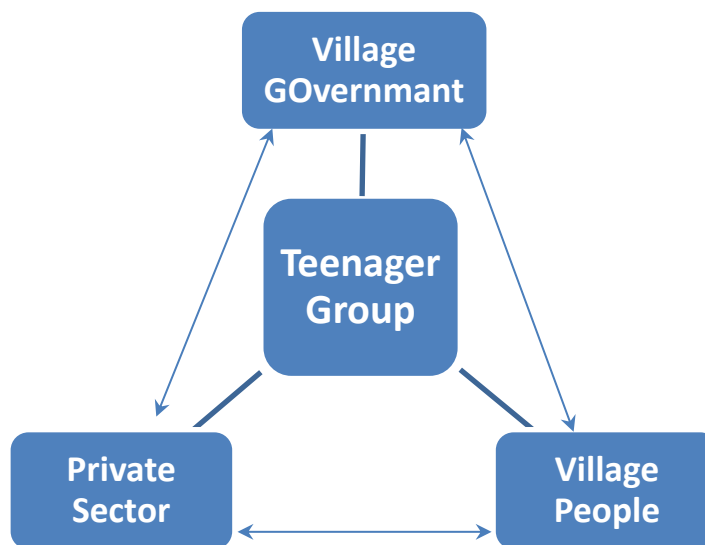


Figure2. Pyramide Scheme Post-Governance

Multi-actor, multi-role, multi-media: post-governance

Basically, the roles of actors in the concept of governance which are simplified to regulators (government), producers (private sector) and consumers (society) are becoming less and less prospective due to advances in digital technology or the internet and social media. Each actor has played a complex and mixed role. Apart from that, advances in digital technology have also given rise to the potential for new actors with new main roles as well. The actors in question are groups of teenagers who use social media very intensely and have a voluntaristic-altruistic spirit to do good for others (humanity) through their use of social media. Their position can be equal to other actors (tetragonal) or be a voluntary-altruistic facilitator (pyramid).

These two possibilities are a consequence of the development of information technology so that they cannot be avoided. The technological developments that have given rise to social media are almost unlimited options so there are many opportunities to choose from various existing social media, there is even the possibility of creating your own according to your felt needs. Internet-based software or applications are very promising for the further development of the current governance model.

The main users of applications like this are teenagers, or what are often called the millennial generation, generation Z or even the alpha generation. They have almost unlimited potential to use and utilize advances in digital technology so that the greatest possibility is that the emergence of actors from this group of teenagers complements the actors that existed in the old model of governance. This phenomenon can change the old conception of governance into a new one, or post-governance.

Conclusion

Post governance to revitalize village government

From the discussion above, it can be concluded that the role of traditional or old actors in the concept of governance has changed to a more mixed and complex direction. In other words, the village government is no longer just a regulator, the private sector is no longer just a producer, and village communities are no longer just consumers, all actors have mixed roles. Meanwhile, in the era of intense use of social media, especially among teenagers, the potential for new actors has emerged that can be actively involved, adding to the three initial actors. With these four main actors, the initial governance concept becomes irrelevant, giving rise to a different interaction scheme.

The emergence of the potential for youth groups to become actors, in the intelligent humane village model, these youth groups are volunteers with an altruistic spirit, there are two options. First, positioning it in an egalitarian manner with other actors, village government, private sector and village communities (Tetragonal model). Second, positioning as a facilitator for marginalized community groups in technological developments to have sufficient access through social media for youth groups (Pyramid model). The two youth group position options have the same character, namely the post-governance model.

The role of village government: conservatism versus progressiveness

From the discussion, two main options can emerge for the role of village government, namely remaining as it is currently with a firm regulatory authority or having the courage to trust youth groups to be more involved in various programs in the village. The first option prioritizes the operational stability of the village government with youth groups not being touched (conservative), or the second option which dares to trust youth groups to take part in various decisions taken by the village government in order to further improve services to the village community as a whole (progressive).

Implications

Youth empowerment. Based on the conclusion, the prerequisites that can be implemented by the government are empowering youth groups in two ways: mastering standard technology for using social media and stimulating a voluntary-altruistic commitment to helping others, especially people who are less fortunate and do not have access to social media.

Increased community participation and self-reliance. Youth empowerment initiatives will be more feasible if they are carried out inclusively, involving the entire village community concerned, not just youth groups alone. Even though the main target of empowerment is youth groups, the village community as a whole is involved at least in understanding and supporting youth empowerment.

Similar research. The results of this research are limited to the case of one village and can be confirmed again in wider locations, both locally, regionally and nationally.

References

- [1] Cambridge, B. (2013). Validity through Dialogue. *Teaching & Learning Inquiry: The ISSOTL Journal*, 1(1), 19-21. doi:10.2979/teachlearninqu.1.1.19
- [2] Dilapanga, A.R., J. Mantiri, L. Lembong, Y. Burdam, F. Rewah, H. Lumenta, 2024, Village Consultative Body in the Perspective of Village Autonomy in Tenga Village, Tenga District, South Minahasa Regency, *Technium Social Sciences Journal*, Vol. 64, 43-49.
- [3] Knappe, H. (2017). Participatory and Deliberative Democracy: From Equality Norms to Argumentative Rationalities. In *Doing Democracy Differently: Political Practices and Transnational Civil Society* (pp. 45-76). Opladen; Berlin; Toronto: Verlag Barbara Budrich. Retrieved from <http://www.jstor.org/stable/j.ctvbkk41f.8>
- [4] Sukarso dan Niken Paramarti Dasuki (2020) Media Sosial dan Dekonstruksi Partisipasi Masyarakat dalam Perumusan APBDes, makalah Seminar Nasional “Membangun Kolaborasi Strategis antara Perguruan Tinggi, Pemerintah, Bisnis, dan Masyarakat Menuju Kampus Merdeka dalam Era Revolusi 4.0”. Purwokerto, 6-7 Oktober 2020.
- [5] Sukarso, Niken Paramarti Dasuki, Sendy Noviko, 2021a, Model Desa Cerdas-Manusiawi (Humanized-Smart Village): Study Kasus Di Desa Kotayasa dan Desa Karanggintung, Kecamatan Sumbang, Kabupaten Banyumas, Prosiding Seminar Nasional “Pengembangan Sumberdaya Pedesaan dan Kearifan Lokal Berkelanjutan X, 12-14 Oktober 2021, Purwokerto. ISBN 978-602-1643-67-9
- [6] Sukarso, Niken Paramarti Dasuki, Sendy Noviko (2021b), *Identifikasi Agen Dalam Pra-Penerapan Model Humanized Smart Village: Studi Kasus Di Desa Karanggintung, Kecamatan Sumbang, Kabupaten Banyumas*, Lembaga Penelitian Dan Pengabdian Kepada Masyarakat (LPPM), Universitas Jenderal Soedirman, Purwokerto Desember 2021
- [7] Sukarso, Niken P. Dasuki & Sendy Noviko (2023), Smartize and Humanize People in the Village for Every Pandemic, *International Conference on Politics, Social, and Humanities Sciences (2nd ICPSH 2022)* / Pages 483–495 <https://knepublishing.com/index.php/KnE-Social/article/view/12850>
- [8] [Http://www.politik.lipi.go.id/kegiatan/tahun-2018/1261-pengembangan-sustainable-smart-village-di-desa-loram-wetan](http://www.politik.lipi.go.id/kegiatan/tahun-2018/1261-pengembangan-sustainable-smart-village-di-desa-loram-wetan), diakses 30 Nopember 2022.
- [9] <https://pakarkomunikasi.com/pengertian-media-sosial-menurut-para-ahli>, retrieved 25/11/2022.

- [10] <https://serayunews.com/berita/desa-digital-di-banyumas-berpotensi-menjamur>),
retrieved 2/12/2022