



## Research Article

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# Using a Social Media Facebook to Develop Civic Engagement in Indonesia

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## Abstract

*This research is aimed at exploring how to use Facebook to develop civic engagement in Klaten Regency Indonesia by the Info Cegatan Klaten (ICK) community. Technological advances result in the ease of communication in everyday life. However, these technological advances also have the effect of increasing personal egoism and lack of social care. Given this condition, the ICK community, as a Facebook virtual community, tries to build civic engagement to eliminate social disparities that occur using social media as the main media. This research used a descriptive qualitative approach. The sampling method was purposive sampling. In this study, 6 informants were taken. The data were collected using an interview, observation, and documentation. The interviews were conducted with the general chairperson of ICK, the treasurer, social media administrators, and 3 members of the community. Observations were made on the Facebook group page of the community and its activities. The data were then analyzed using the Miles and Huberman model which consists of three activities, namely data reduction, data display, and conclusion drawing/verification. The results showed that the civic engagement was built through social media by: first, the ICK Community made the Facebook group an online space to collect information about Klaten's community problems; second, the ICK community utilizes the Facebook group features to invite the people around Klaten to become Stakeholders and join the discussions for the good of the community in the future; third, Facebook is used to provoke civic engagement by informing each agenda to be carried out.*

**Keywords:** Social Media, Facebook, Virtual Community, Civic Engagement

## 1. Introduction

As social beings, humans tend to live together and fulfill their personal needs for interaction and survival. The socialization that occurs gives rise to all forms of diverse social activities. One of the social activities that occur is the communication process. Entering the era of the revolution of industry 4.0, the Internet is an integral part of daily life, especially in communication. In Indonesia, Internet users have increased very significantly. According to a survey of the Indonesian Internet Service Providers

Association (APJII), in 2018, Internet user penetration in Indonesia was 143.26 million or 54.68% of Indonesia's total population of 262 million people (APJII, 2018).

Advances in technology which include communication and information functions can display emotions, attitudes, and values (Samuel et al., 2019). The increased connectivity and convergence of information and technology enable humans to connect online, regardless of their geographical location, and act as well as gain access to information on social networks in real-time (Garcia & Correia, 2012). Distant communication, which used to be only one way, can now be done interactively advances in technology. Social media allows interactive public communication (Koncavar, 2013). Social networks use web technology to connect these individuals to take advantage of the Web's ability to break down the barriers of time and space (Ibrahim & Varol, 2018).

The increased popularity and use of smartphones and other interactive technologies increase the growth of social media so that it is now difficult to think of life without social media (Rautela & Sharma, 2019). Now, there are many kinds of social media, such as Facebook, Instagram, Twitter, etc. Among the various existing types of social media, Facebook is the most popular social media. The further data on social media ownership of the younger generation, according to the Center for Strategic and International Studies survey in 2017, showed that 81.7% of the millennials have Facebook, 70.3% have WhatsApp, 54.7% have Instagram, and 23.7% have Twitter (CSIS, 2017). Facebook is a social media very rich in features. Users can add friends to each other, upload photos or videos, and write status (Nasrullah, 2015). Besides, Facebook users can use chat and video call features. The many features of Facebook that are easy to use make this social media widely used by the people to interact in cyberspace.

Regardless of the ease of the communication process in the digital era, it triggers some anti-social behaviors among the people, especially the younger generation, which makes the lack of public participation in the community. One thing that illustrates the fading of social care is that people do not participate in community activities (Alma, 2010). Based on the preliminary data obtained in Klaten Regency, several phenomena were found to demonstrate low social care attitudes in community activities such as mutual assistance activities, in which only a few members attend, around 50% of the total number of community members. They are reluctant to join the mutual assistance activities for various reasons. Besides, the courtesy of the youth is still low. In October 2017, along the road of Srowot Station in Gondangan Village, Jogonalan District, a disturbing event happened to the community. Reckless actions on the road by a group of motorists dominated by young people endangered other road users and threatened the lives of the surrounding people because one of the motorists threw a bottle bomb in the middle of the road (Maulana, 2017). Meanwhile, some young people also lack respect for others by saying words of bullying to their peers.

On the other hand, there are efforts made to build the involvement of community groups to overcome social inequalities that occur using social media. One of them is creating a virtual community, often referred to as a virtual community. Virtual communities are created by online social media users who share certain principles, values, hobbies, and characteristics with the same goal. One of them is a virtual community that is focused on trying to build community involvement in society. Civic engagement carried out by individuals to others or the community aims to provide social benefits and overcome problems that exist in society (Jacoby & Associates, 2009). The concept of community involvement in Civics Education is referred to as civic engagement which is developed through virtual community activities based on the Facebook group namely the Info Cegatan Klaten (ICK) community. ICK uses the Facebook platform with the group feature to accommodate all their activities.

Therefore, this paper explores how to use Facebook to build civic engagement, especially in Klaten Regency, Central Java, Indonesia, which is carried out by the ICK community.

## 2. Literature Review

### 2.1 Facebook

Facebook launched on February 4, 2004, was founded by Mark Zuckerberg with a simple user interface that was easily understood by all ages. The application is made based on Web 2.0 technology and allows its users to create and exchange their content (Kaplan & Haenlein, 2010). Facebook has become one of the most popular social media in the world community. Facebook users can create a personal profile, personal interest list, contact information, and others.

Many features available on Facebook are intended to facilitate user interaction; these features include:

- 1) Group feature: The Facebook service in the form of the group feature enables to group users into one environment. Groups that already exist in one group can easily discuss as they share similar goals. Also, the presence of the group feature enables users to coordinate and exchange information. The groups in this social media are divided into 2 types, (a) a closed group where the information in the group can only be accessed by the members who have joined the group and (b) an open group where every Facebook user can access and interact with everyone in the group.
- 2) Status update and wall-to-wall comment features: These features are an indirect two-way interaction where this communication will appear on the user wall page based on the topic and will be ordered by time.
- 3) Notes or docs feature in the group: This feature enables the users to create documents on Facebook, in the form of either important documents or rules in the group, so that the information can be delivered in a more structured and neat manner without the need to open new links.
- 4) Link/photo/video sharing feature: The feature is to enable users to share information. They can easily share links/photos/videos that have the content to be shared with others. This feature is available on the Facebook user's personal wall page and the group page.
- 5) Group chat feature: The activities carried out on this feature are direct two-way interactions that occur in a group. This feature is the service that mostly facilitates the process of discussion and exchanging information quickly because group members can interact in real-time.
- 6) Marketplace Feature: This feature allows the sale and purchase transactions, provides space to offer goods with descriptions, prices, and contact persons so it is like an online store.

### 2.2 Civic Engagement

Civic engagement is defined by several experts. According to Carpini (Pancer, 2015), civic engagement is an individual and collective action designed to identify and address issues of public concern. According to Karliani (2014), civic engagement is based on the awareness that is initiative and sincere without coercion from others. Thus, in practice, community involvement will be based on the encouragement from within the individual to involve himself in solving problems that exist in the community. Rusnaini argues that civic engagement is the process of connecting individuals with others in society to share common interests and work for the common good (Rusnaini, 2018). In line with this opinion, Gusmandi stated that civic engagement emphasizes participation in voluntary services to the local community by individuals acting independently or as participants in a group (Gusmadi, 2018).

According to Addler & Goggins, civic engagement describes how active citizens participate in the life of a community to improve conditions for others or to help shape the community's future (Adler & Goggin, 2005).

Based on the expert definitions above, it can be concluded that civic engagement is how citizens, individually or collectively, participate actively in social life based on their skills, expertise, and

knowledge, which are combined with values, motivation, and commitment to make changes voluntarily to improve the quality of people's lives for the better.

Civic engagement is very dependent on perspective and importance. Ramaley (Adler & Goggin, 2005) provides an example of the definition of civic engagement based on the fields and types of activities available, including:

- 1) Civic engagement as community service, the involvement of citizens to actively participate individually, or as part of groups for voluntary service activities to strengthen the surrounding community.
- 2) Civic engagement as a collective action, the role of citizens that is realized by individuals through collective actions to improve the wider community.
- 3) Civic engagement as political involvement, where individuals, through collective actions, aim to solve the problem in a political way involving the government.
- 4) Civic engagement as social change, with the active participation of citizens in people's lives to help shape the future through social change.

### 2.3 Civic Engagement in Citizenship Education

Referring to the narrow and broad definition of civics education or citizenship education related to school and community life, put forward by Gross & Zeleney as cited in (Wahab & Sapriya, 2008), we can discuss the position of civic engagement in citizenship education. According to them, in the broad sense, citizenship education emphasizes more on the involvement and participation of citizens in the problems that exist in society. Citizenship education emphasizes the formation of active good citizens. Gross & Zeleney further explained the characteristics of good citizens based on the results of studies of competent institutions.

Detroit Citizenship Education Study characterizes a good citizen by defining him into five essential qualities as one who: (1) cherishes democratic values and bases his action on them; (2) recognizes the social problem of the time and has the will and the ability to work toward their solution; (3) is aware and takes responsibility for meeting a basic human need; (4) practices democratic human relation in the family, school, and community; and (5) possesses and uses knowledge, skills, and abilities necessary in a democratic society (Wahab & Sapriya, 2008).

There is a close relationship between the idea of citizenship education and the concept of civic engagement. From the characteristics mentioned by Gross & Zeleney above, the second characteristic means that good citizens recognize social problems at the time and have the will and the ability to work towards their solutions; the third characteristic means that good citizens are aware and responsible for meeting basic human needs; this is in line with the definition of Carpini that civic engagement is an individual and collective action designed to identify and address issues of public concern. The role of citizens as part of the community in handling and resolving all the problems that exist in society as well as awareness and responsibility for meeting basic human needs that are manifested in their involvement in society are tangible manifestations of good citizens such as the goal of the citizenship education.

## 3. Research Methodology

This research used a qualitative approach. This research provides an overview, details, and analyses of the data on current problems and focuses on solving actual problems. The sampling method was purposive sampling. In this study, 6 informants were taken. The data were collected using an interview, observation, and documentation. The interviews were conducted with the general chairperson of Info Cegatan Klaten (ICK), the treasurer, social media administrators, and 3 members of the community. Observations were made on the Facebook group page of the community and its activities. The data were then analyzed using the Miles and Huberman model as cited in (Sugiyono, 2015) which consists of three activities, namely data reduction, data display, and conclusion drawing/verification.

#### 4. Results and Discussion

The implementation of the development of civic engagement was carried out by the ICK community online and offline. In online space or cyberspace, this community strengthens civic engagement through the Facebook group feature. The Facebook group becomes the core of ICK's existence which was initially a virtual community. The excerpt from the interview with Informant 3 is as follows: "The ICK community is a community engaged in social affairs, which is managed by the Facebook group. This community has no other social media but Facebook. The group is used as a means of accommodation and communication from all ICK members". In line with that, Informant 1 revealed, "The Facebook group is used to collect all information related to problems or opinions of the members who need help".

Focusing on strengthening civic engagement, this community provides an online space to gather the participants to help solve the existing problems in society. Through the Facebook group, the online members share any information related to any events to assist.

Informant 2 added, "The spirit of ICK is in cyberspace. With the existence of this virtual community, all information related to "traffic police's inspection", which means that obstacles relating to traffic jams, running out of fuel, leaky tires, traffic accident, damaged roads, fallen trees, broken down motorcycles are all shared through Facebook".

In addition, this community also uses the group Facebook as a means to share information on activities to be carried out as explained by Informant 3, "that every activity to be carried out by the ICK community is always shared and informed on the ICK Facebook group so that all members know about it and can help". It was supported by the answer from informant 6 who stated, "Every time there is an activity from the ICK community, I can find out through Facebook. I also get information from other members who have joined ICK for a long time".

Based on the information obtained and accommodated from the realm of Facebook, in the real world, the ICK community carries out concrete actions of social activities. The activities undertaken are the elaboration of missions to achieve the objectives of the community. Through these activities, the community invites all members to contribute, overcome all the problems and discrepancies of the people in Klaten and the surrounding communities actively and positively. This was evidenced by Informant 4 stating, "By directly participating in ICK activities, I am actively involved in trying to solve public problems". Informant 5 further explained, "By participating in this ICK, I care about the condition of the surrounding community and become more sensitive. I will help as long as I can".

From the observation and interview, the data about various activities that are routinely carried out by the ICK community on Facebook were found. See Table 1 for more explanation.

**Table 1.** ICK Community Activities

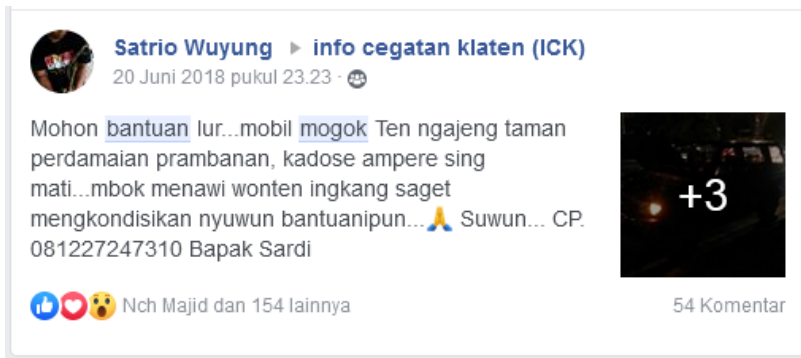
Type of Activity	Activity Description
Quick Response Action	Activities to assist those who have problems on the road such as leaky tires, broken down motorbikes, lost and found, news of lost and found of someone who is lost.
Gathering	The gathering of the ICK community administrators and its members is an activity to interact with each other to discuss everything related to the agenda of the community. Through this gathering, the administrators and members usually discuss matters relating to activities by focusing on making changes in the society for future betterment.
Marking of Damaged Road	Voluntary activities carried out by the active members of ICK are carried out by marking the hole in the road with white paint or spray paint to warn road users to avoid accidents.
House Renovation	This is an activity of providing aid to those who have uninhabitable houses by repairing them.
Donation	This is an activity of providing aid in the form of money and food to the poor.

**Source:** Own survey

#### 4.1 Civic Engagement Built through Facebook

Facebook is the main communication tool for the ICK community. Through Facebook, it builds civic engagement in its environment including:

First, the ICK Community made the Facebook group an online space to collect information about the social problems in Klaten. Through Facebook, people who have problems and need help can post requests for help on the ICK Facebook group. The post is usually added with a picture and a mention of the type of problems, the location, and the contact person. In Figure 1, someone is having a car breakdown problem asking for help from other ICK members through the ICK group on Facebook.



**Figure 1.** ICK member asking for help due to a car breakdown

**Sources:** ICK Facebook Page

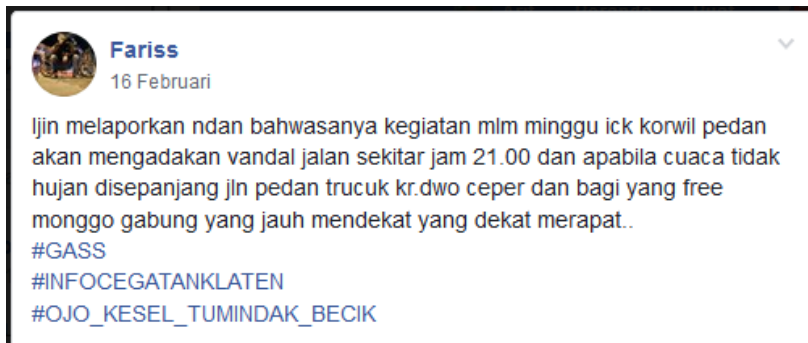
The post in Figure 1 is translated as follows: “Please help me, guys. My car broke down in front of Taman Perdamaian Prambanan. The ampere seems to be broken. Please help me fix it. Thank you. My contact person is 081227247310 on behalf of Sardi.” A member named Satrio Wuyung posted a request for help to fix his car that broke down. The nearby garage was closed it was 11:23 a.m. Then, the ICK members around the location immediately came and assisted.

Through quick response action activities, the ICK members will assist people to have problems on the road. This is following civic engagement as a collective action, in which, based on Ramaley’s opinion, civil involvement is defined as a collective action. The role of the citizens is realized by an individual through collective action to improve the wider community, namely community involvement as community service. It is the involvement of citizens to actively participate individually or as part of groups for voluntary service activities to strengthen the surrounding community (Adler & Goggin, 2005).

Second, the ICK community uses the Facebook group feature to invite people around Klaten to become Stakeholders and to join the discussions for the good of the community in the future. The online invitation is then manifested through the gathering of the ICK community administrators with the members to interact with each other and discuss matters that become the community’s agenda. This is in accordance with civic engagement as social change, meaning that community involvement as social change with the active participation of the citizen in people’s lives can help shape the future through social change (Adler & Goggin, 2005).

Third, Facebook is used to provoke community involvement by updating each agenda to be carried out. It is started by collecting information on complaints from the people related to the damaged road, housing renovation targets, fundraising for donation activities, etc. This information will be followed up by the ICK community by conducting social activities. Facebook is used as the media to inform road marking, house renovation, and donation activities that will be carried out so

that the community can actively participate. Figure 2 shows the results of observations using Facebook to build civic engagement in the social activity of marking potholes.



**Figure 2.** Notification from ICK community members through social media Facebook to the public to be able to participate in the activities of marking the hole in the road.

**Sources:** ICK Facebook Page

The post in Figure 2 is translated as follows: "I want to report to you, guys. that on Saturday night the ICK community Pedan will mark the damaged road. If the weather is good, the activity will start at 09.00 a.m. with a target along the Pedan road, Trucuk, Karangdowo, Ceper. For you who are free, come and join us."

The activity was carried out voluntarily by the ICK members to provide security and prosperity for the people around Klaten Regency. This activity represents civic engagement as community service, namely the active involvement of citizens, individually or as part of a group, for voluntary service activities to help the surrounding community (Adler & Goggin, 2005).

## 5. Conclusion

The process of strengthening civic engagement by the ICK community is carried out by connecting individuals in society to share common interests and work for the common good. This is done by the ICK community through Facebook which is connected to all the members of the ICK virtual community and subsequently realized through the real activities in the form of various social activities. This is to create a harmonious Klaten community and give rise to a sense of solidarity to help each other unconditionally. Based on the discussion, civic engagement is built through social media by the ICK community. First, it made the Facebook group to collect information about Klaten's community problems. Then, this community utilizes the Facebook group features to invite the people around Klaten to become stakeholders and join the discussions for the good of the community in the future. Third, Facebook is used to provoke civic engagement by informing each upcoming agenda. Then, based on the fields and types of activities, civic engagement can be detailed as follows: (1) conditioning social activities or the ICK community's quick response actions manifest civic engagement as collective action; (2) gathering manifests civic engagement as social change; (3) road marking, house renovation and donation manifest civic engagement as community service.

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