Utilization Of Communication Technology And Media On The Embodiment Of Creativity Development In Society

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Article Info

ABSTRACT

As time goes by and technology is increasingly sophisticated, people must always learn new things continuously, not only by understanding that, people must be good at creating something new and building creativity so that they can take advantage of Technology and Communication Media in this new era . The purpose of this journal is the purpose of this research, namely 1) Describe what is a Communication Media 2) How to use it to develop creativity. The method used is this research is a descriptive study with a qualitative approach.

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1. INTRODUCTION

Development in recent decades has largely depended on whether and how people have access to information. In order to have a say in spending priorities and hold their governments accountable, citizens need to be active participants. This is particularly important with regard to groups and communities that are marginalized, whether due to poverty, disability or gender discrimination, among others. Most people depend on the media for most of their information, and this ultimately requires a media that is empowering, professional and close to their communities so that they can inform and explain government policies and priorities in a way that everyone can understand.

Although in the past trust was a major legacy of the media, now new technologies have opened up horizons for wider public access. If traditional media adhere to high professional and ethical standards, then these methods and tools can be used and utilized as new media that can positively increase access to information and community empowerment, democracy will become a more meaningful process for the population, and governments can be held accountable. . Information is something that is fundamental to knowledge, and an educated and

knowledgeable population is a population who is empowered and therefore can participate in population affairs, social development, and progress. The public's right to enjoy freedom of expression and access to information is essential to consolidating and building a democratic, civil and healthy society that respects human rights and truly serves the public. The author's strategic concept is "An Educated Society is a Powerful Society". It is hoped that the empowerment of local youth using new technology can help serve local and remote communities, because so far the big and mainstream media have not served local communities as media channels located in central provincial cities do not reach remote villages. Public broadcasters have no branches in the provinces and their reports from those regions occur only occasionally.

Humans are social creatures who need other human roles to fulfill their needs. Therefore, humans need to interact with other humans. Communication is the main human capital to interact socially with other humans in order to fulfill their life needs. Communication in its simplest form is the transmission of a message from a source to a receiver. For 60 years, this view of communication has been defined by the writings of political scientist Harold Lasswell (1948).

So in this case communication is an interaction process. In this case, communication is a process carried out by humans to establish relationships with the surrounding environment. Creativity is very important to be developed because creativity can increase academic achievement (Yamamoto, 1964 in Palaniappan). Thus, the higher the creativity of a person, the higher the academic achievement achieved. From several studies on creativity, it shows that creativity is very important to be developed, because creativity plays an important influence in one's life. Therefore, creativity needs to be developed from an early age. Children, in this case early childhood who have high creativity at school, should not be ignored, but these abilities must be fully developed and supported both in the school and family environment, so that children can explore these abilities. Creativity is a combination of innovation, flexibility, and sensitivity that makes a person able to think productively based on personal satisfaction and other satisfactions (Stenberg, in Dadvar, 2012). Creativity is also the result of motivation. a person's intrinsic knowledge, and capabilities in certain abilities. There are several ways to develop creative abilities, for example Guilford (1967) and Torrance (1963) state that creative thinking skills can be developed through direct instruction (Fasko, 2001). Learning techniques between convergent and divergent thinking are very important to stimulate creative thinking and more challenges for creative students (Karnes, in Fakso, 2001).

2. RESEARCH METHODE

Individuals who can communicate effectively with anyone or anywhere, will bring personality growth. On the other hand, the individual cannot communicate effectively, he will experience personality growth barriers (Davis, 1940; Wasserman, 1924). 2 The famous anthropologist, Ashley Montago (1967: 450), firmly wrote: "The most important agency through which the child learns to be human is communication, verbal also noverbal." Meaning: The most important intermediary when a child learn about human communication, both verbal and non-verbal.

Thus, in order for interpersonal communication to run smoothly and bring about applied results, both the sender and the recipient of the message need to have the necessary interpersonal communication and skills. Interpersonal communication competence is the degree to which our behavior in interpersonal communication is appropriate and appropriate to the situation and helps us achieve the goals of interpersonal communication that we do with others.

Stanton (1982),4 says that there are at least five goals of human communication, namely: a) Influencing others b) Building or managing interpersonal relationships c) Finding different types of knowledge d) Helping others e) Playing or joking. (De Vito, 2001)

According to the Big Indonesian Dictionary (KBBI), media can be defined as: (1) tools, and (2) communication tools or means such as magazines, radio, television, films, posters, and banners. In addition, the media can also be interpreted as a means of communication in the form of print and audio-visual, including hardware technology. So when communicating, we need a medium, which means that when communicating with other people, we must use a tool or a means so that the information or the intent of the thoughts we want to convey can be captured by the interlocutor properly.

In other words, communication media are all means used to produce, reproduce, distribute or disseminate and convey information. Communication media plays a very important role in people's lives. The process of sending information in this modern era is very sophisticated. The most sought after telecommunications technology to deliver or transmit information or news because telecommunications technology is growing, faster, more precise, accurate, easy, cheap, effective and efficient. Sharing information between Continents and Countries in any part of the world is getting easier.

Creativity

"Creativity" is a term that is often used in contemporary psychological research and is often used loosely among ordinary people. Creativity is a complex and multidimensional psychological realm (Dedi Supriadi, 1994). There are many definitions of creativity, but no one definition is universally accepted. To further explain the notion of creativity, several formulations will be put forward which are the conclusions of experts regarding creativity. Creativity is a unique mental process, a process that is solely carried out to produce something new, different and original. On the other hand, creativity includes specific types of thinking, what Guilford calls "divergent thinking". Thought deviates from the path that has been pioneered previously and seeks variety. Creativity is a person's ability to produce compositions, products or ideas that are basically new and previously unknown to the creator.

The many definitions of creativity is one of the critical problems in researching, identifying and developing creativity. In the world of education, the most important thing is creativity needs to be developed. In connection with the development of creativity, there are four aspects of the concept of creativity (Rhodes, 1987) termed the "Four P's of Creativity: Person, Process, Press, Product".

Utami Munandar (1999) outlines the definition of creativity based on the four Ps, first personal (person), that every child is a unique person and creativity is an expression (expression) of the individual's personal uniqueness. The second process (process), creativity as the ability to create something new or to find new relationships between pre-existing elements in finding new answers to a problem, is a manifestation of fluency, flexibility and originality of children's thinking. The three pushers (press), creativity can develop if there is a "press" or push, both from within (internal drive, desire, motivation or a strong desire from oneself) to create, or from outside, namely an environment that fosters and encourages the mind creative feelings, attitudes and behavior of children by providing opportunities for children to be busy creatively. The fourth product (product), that constructive creativity products will inevitably emerge, because creativity products arise from the interaction process of individual uniqueness on the one hand and materials, events, people or life circumstances (environmental factors on the other hand).

With internal and external urges to be creatively busy, creative products will naturally emerge. For example, as educators, respecting children's creativity products and communicating them to others by exhibiting children's work, this will arouse children's interest in being creative.

This research is a descriptive research with a qualitative approach. Explain what is Communication Media and how to build creativity through ICT.

3. RESULT AND ANALYSIS

Cultivate Creativity

According to Semiawan, et al. (Hartanto, 2011) environmental conditions that foster children's creativity are psychological security and freedom. Children will feel psychologically safe if:

(a) Educators can accept as they are, without conditions, with all their strengths and weaknesses, and give them confidence that they are basically good and capable; (b) Educators strive for an atmosphere where children do not feel "judged" by others. Giving an assessment of someone can be felt as a threat, giving rise to the child's need for self-defense. In schools, assessment is inevitable. Nevertheless, it is necessary to strive for the assessment not to be or have a threatening impact. (c) Educators can understand children's thoughts, feelings and behavior, can put themselves in the child's situation and see it from the child's point of view; (d) Be open to children's interests and ideas; (e) Give time for children to develop creative ideas. Creative ideas do not arise directly and spontaneously; and (f) Provide opportunities for children to participate in making decisions. In this era of development, it is undeniable that the welfare and glory of the community and the state depend on creative contributions in the form of new ideas, new inventions, and new technologies. Thus, creativity needs to be nurtured from an early age (Raefri Sahrunanca, 2013).

ICT in Encouraging Creative Industries

In creating social transformation towards a more productive, innovative and collaborative society, IT has a very strategic role to accelerate the development of creative industries. Availability of adequate information infrastructure, in terms of access, capacity, quality and coverage is a key requirement and must be utilized optimally, not only as a means of communication, but also as a tool that can generate economic opportunities. The existence of e-commerce, namely electronic commerce that utilizes the internet, such as online shops through social networking media (facebook, twitter, blog, etc.) which is currently phenomenal will form a new gap that is very effective to be used in building networks or expanding markets. With promotions through various social media, the creative industry products become very easy for people to recognize. The global article is also open to anyone without having to worry about distance and time. The payment system for goods and services is now even easier with online transactions or via internet banking, a service product created by banks (private and government) by utilizing internet and smartphone technology, as a medium to carry out various transactions at any time without having to queue at bank. Creative economy actors who are characterized by high mobility certainly need access to an internet connection that is no longer located fixedly and must queue up like an internet cafe (internet cafe). For this reason, the mobile industry's support in providing fast, easy, and inexpensive data access services attracts our creative innovators. Thus, it is not wrong to say that competitive interconnection and data access rates will improve marketing, communication and business transactions for creative industry players.

Utilization of Information and Communication Technology as a Vehicle to Support Creativity

The application of information and communication technology which is the development of technology includes computer media. The computer is an application of information and communication-based technology that is used as the main device to process data into useful information by processing, presenting, and managing information. In general, there are three roles of information and communication technology as proposed by Munir (2011:33), (Khadijah, n.d.), namely: (1) Replacing the role of humans by performing automation activities of a particular task or process; (2) Strengthening the role of humans, namely presenting information, tasks or processes; (3) Restructuring or making changes to a task or process.

Technology is the right solution for solving problems in the field of education. Utilization of technology, especially information and communication technology will overcome the lagging development of developed countries. Information and communication technology for education contributes to accelerating equal distribution of learning opportunities and improving the quality of education by providing complete information. Communication as an educational medium is carried out with communication media such as telephone, computer, internet, email, and so on. The interaction between teachers and students is not only done through face-to-face relationships, but is also carried out with these media. Teachers can provide services without having to deal directly with students. Similarly, students can obtain information in a broad scope from various sources through cyber space or virtual space with computers or the internet. The most recent thing is the development of what is called "cyber teaching" or virtual teaching, namely the teaching process carried out using the internet. Another term that is increasingly popular today is e-learning, which is a learning model using information and communication technology media, especially the internet.

Utilizing Technology to Cultivate Creativity

Creativity is needed in life for several reasons, including: first, creativity provides opportunities for individuals to actualize themselves, second, creativity allows people to find various alternatives in problem solving, third, creativity can provide life satisfaction, and fourth, creativity allows humans improve their quality of life. From a cognitive perspective, creativity is the ability to think that has fluency, flexibility, originality, and detail. As for the affective aspect, creativity is characterized by strong motivation, curiosity, interest in multiple tasks, daring to take risks, not easily discouraged, appreciating beauty, having a sense of humor, always wanting to seek new experiences, respecting oneself and others. Creative works of students, for example in the world of education, are characterized by originality, value, transformation, and condensation. Through ICT, individuals will obtain a variety of information in a broader and deeper scope so as to increase their insight. This is a stimulus that is conducive to the development of a person to become independent, especially in terms of developing competence, creativity, self-control, consistency, and commitment both to himself and to other parties.

Overcoming the negative impacts caused by Dimas Pria Andika (2012) include: (1) Considering the use of information and communication technology in education, especially for minors who still have to be supervised while learning with information technology; (2) Not using information and communication technology as the only medium or means of learning, for example not only downloading e-books, but still buying printed books, not only visiting the digital library, but also still visiting the library; (3) The teaching parties, both teachers, lecturers, and parents provide ethical lessons in information and communication technology so that they can be used optimally without losing ethics; (4) The government as controller of information systems should be more sensitive and filter out any information that students can access in cyberspace; (5) Enforcing applicable legal functions, for example the establishment of a cyber

task tasked with determining standard operating controls in the application of information technology. This includes technology security, data recapitulation systems, as well as the function of disaster management centers (6) Avoiding the use of advanced-featured cellular phones by minors and more closely monitoring their use (Sudibyo, 2011)

4. CONCLUSION

The rapid development of information and communication technology has forced humans to be forced to try new things by making changes in all types of life whose goal is to get the best results and conditions that can be achieved. The many sectors of life that are expected to open up new innovations for us to create something new for the advancement of human civilization. However, all these innovations should be limited by the rule of law of the State and the culture of the Indonesian nation. The importance of creativity in daily activities, it is clear that without creativity humans cannot enjoy the fun and meaning of life, and without creativity there is no art, literature, science, innovation, problem solving, and progress. The development of IT, science and creativity has sparked a discourse about the creative industry which has now become a global phenomenon. With information technology, humans are able to do things more quickly, precisely, and efficiently, and with the development of science in the field of information technology, there has been a lot of community creativity based on information and communication technology. They are even able to create their own business field or independent business which is better known as the creative industry.

Through Information and Communication Technology we can explore, analyze, seek ideas and can increase our independence and sense of initiative in finding whatever we need now and in the future. With the increasing development of technology has an influence also in increasing the creativity of a child. Some of them become more creative because they often struggle with technology and come up with new creative ideas. It can be concluded that the role of technology is good or bad depending on how it is used or used and it is also possible for the role of parents in educating and assisting the future young generation.

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