

The Media and Communication System of Woman in Lampung Culture at North Lampung Regency

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ABSTRACT

This research aimed to: (1) analyze the media of communication in Lampung culture; (2) analyze woman's communication system in Lampung culture. The design of research was scientific quantitative which supported by scientific qualitative with survey method. The sample of research were 126 people in three subdistricts at North Lampung Regency namely Kotabumi, South Kotabumi and Blambangan Pagar. The result of research showed that previously woman used the private media of communication (face-to-face). Nowadays, woman uses the hybrid media of communication such as; facebook, messenger dan instagram. Besides, there were women who acts as the media of communication in Lampung. Their role was to deliver the message about Lampung culture to the society. The communication system of woman in Lampung created by the linear communication system and intertransactional communication system.

Keywords: Media of communication, Culture, System of communication

INTRODUCTION

Hafidudin et al. (2014:2) state that Lampung society have different art and culture which is includes the part of Indonesia culture assets. It supported by Isnaeni dan Kiki (2016:194) in their articles that the system of marriage in all of cultures—including in Lampung culture—have universal characteristic and purpose that is to keep the generation up and united the society.

The system of communication is applied in all of aspects social started by the unit or wider group until the smaller group and family as a smaller organization. The woman's act in social life is much enough. Furthermore, after the transformation of feminisme which has purpose to make woman position is the same as man (Wina & Habsari 2017:107). In case of family and society in Lampung culture at North Lampung regency which was the subject of this research, it was a pure social system and culture. But, based on interview with one of chiefs in Pepadun Lampung (RP, 67 years old, man) knows that the communication is dominated by man is not truly right or determinant, because in spite of society follows the patriarkat system, but the system of communication in a region or specific aspect sometimes are the same (equivalent) or even it has matriarkat characteristic or it can be caused of an act and woman position in social and culture is very important so that it has effect to communication action. Vinita dan Azhar (2012:21) state that gender is affect the existance in social media, easy perception in using social media, and benefit perception of social media. The

concept of digital media shows the way to integrate all of culture groups in society in order to give sign about norms which must be keeping up, developed, and changed. Nowadays in society, it is not impossible to change the way of communication directly (traditional) to become digital communication media (Prasanti 2016:72). The effect of digital era is like two faces of currency which give a positive and negative sides. In positive side the development of information technology and the hybrid culture have created an easier distribution and easier access of information (Rakhmawati 2017:153). When the information becomes an important commodity in human life, the society automatically are in new era namely information era (Enochsson 2005:116). The era where the society don't want to lag behind the information, so that the society are active in using media to the specific purpose. This changing is pushing by the development of communication technology which makes the line of information faster, so that the distance doesn't matter anymore. The aim of this research were: (1) analyzing the media of communication in Lampung culture; (2) analyzing the communication system of a woman in Lampung Culture.

METHOD OF RESEARCH

The design of this research was scientific quantitative which supported by scientific qualitative with survey method. The data combination from two scientific is connected. This can be described from the quantitative which connected to the data analysis at the first step and collecting technique at the second step (Cresswell 2013:311). The research was conducted in North Lampung regency which took three subdistricts namely North Lampung regency, Kota Bumi and South Kota Bumi.

The population was 208 people. In taking the sample, the researcher used *proportionate simple random sampling* and she took the subject in each region or each district, it was got 126 people in the sample of research. The informant in this research were 6 person which consisted of 4 men and 2 women, they were the figures and the chiefs of society. In analyzing the relation between the scale ordinal data, the researcher used *rho Spearman* test, to analyze the qualitative data it was used the description, where all of the data is got from the informant which has been identified and reduced, as the aim of this research.

REPORT AND DISCUSSION

Respondent Characteristic

Age has effect to someone's participation, in this case the older has much experience than the elder, they give much opinion in case of decide something (Yulianti 2000:34; Slamet 2004:142). Based on the research findings, it knows that most respondents are adult. It means that the respondent has much experience in participation at Lampung culture, so that they could give an opinion when there is a question about culture.

In this research, most of respondents have graduated at senior high school, they follow the education level based on constitution No.20 2003 that the basic level education, middle level, and high level. Society's education has effect to the process of participation which will decide the characteristic and the sign of decision (Surbakti1992:196). There are many kind of respondent's main job, most of them are entrepreneur and farmer.

Most of respondents are the aborigines in Lampung, although in daily life they are using Bahasa as their language, but in communication of culture, they always use vernacular (the original language) as their communication language.

Woman's Communication Media

Communication media is a tool which can be used for delivering message from a communicator to the society. The communication media is also explained as a tool which can be used as information producer. In simply word, this research is a communication media from a mediator in case of deliver an information about Lampung culture to the society which has purpose to maintain the information or message that had been delivered.

The communication media is also as a tool which can be used to deploy the information in daily life. The process of communication happens because the users are using the media of communication effectively. Furthermore, if we remains the development of communication in this modern era. It also happens because an individual joined to use the media of communication to the group or community. In a community, an individual learns how to interact to the social media. In this modern era. when the culture is combined to the west culture, apparently, there is still a community who resistance their own culture. Just like in Lampung society.

The electronic media as conventional media had never used by respondent about 50% as their media to communicate some message in Lampung culture, this happened mostly to the respondents who live in village that the access of electronic media is still hard and limited. Additionally, the electronic media in this village was not always provide the information of Lampung culture. There was a little information about Lampung culture in this place. It also happened to the others conventional media. There was 46% respondents who said that they have no interest or even never in choosing the media of television as their communication media. Based on the result of interview and observation about Lampung culture, the society were not saw the message of Lampung culture on TV because the show was live on afternoon, which means in this time most of people were on outside. Beside that, the frequent of the show in Lampung culture displayed by TVRI Lampung just 4 times in a year, and the 3 of them was about the process of application culture. So that, the people were not really effective in getting the information. Based on the result of research, the access of communication media in changing the message about Lampung culture, proved that frequently the people were using the media of communication just like the recitation in a month. It was about 43.5% respondent who were using the communication media as their tool to communicate each other before the recitation or even after the recitation. Meanwhile, there was 10.3% respondents who said they have never used the recitation forum as their communication media about Lampung culture. The use of communication media is still exist, includes face-to-face which has dialogue and questions-answers about Lampung culture between the communicator to the mediator. The media of face-to-face was used in relaxing time or they often did it when they met once a month, regular social activity/recitation of the month. The use of social media by respondents can be said enough which means they do it frequently and effectively such as; facebook,

messenger and instagram. The media of communication was very effective to show the existence of local culture in North Lampung regency.

The detail of respondents' questionnaire based on the access of communication media can be seen on the table 1 as follows:

Table 1 The Respondent's questionnaire based on the access of communication media in 2019 (in percentage).

No	Topic	Always		Often		Rare		Never		Total	
		M	F	M	F	M	F	M	F	M	F
1	Communicate the tradition of marriage in Pepadun directly	70.8	57.4	16.7	29.6	11.1	11.1	1.4	1.9	100	100
2	Communicate the Lampung culture by using Radio	6.9	0	37.5	25.9	29.2	31.5	26.4	42.6	100	100
3	Communicate the Lampung culture by using Television	1.4	0	15.3	12.9	25	38.9	44.4	48.1	100	100
4	Communicate the Lampung culture by using Electronic media	9.7	0	11.1	14.8	31.9	31.5	47.2	53.7	100	100
5	Communicate the Lampung culture in regular social gathering monthly	27.7	33.4	30.6	29.6	37.5	29.6	4.2	7.4	100	100
6	Communicate the Lampung culture by using <i>Whatsapp</i>	19.4	29.6	61.1	37	11.1	22.2	8.4	11.1	100	100
7	Communicate the traditional marriage in Pepadun by using <i>Messenger</i>	1.4	1.8	36.1	24.1	27.8	31.5	34.7	42.6	100	100
8	Communicate the Lampung culture by using <i>Facebook</i>	5.6	3.7	30.5	44.4	25	27.8	38.9	24.1	100	100
9	Communicate the Lampung culture by using <i>Instagram</i>	23.6	29.6	38.9	37	25	20.4	12.5	13	100	100
10	Communicate the Lampung culture by using <i>blog/web</i>	0	0	6.9	11.8	26.4	27.8	66.7	70.4	100	100
11	Communicate the Lampung culture by using <i>twitter</i>	0	0	9.7	11.1	38.9	24.1	51.4	64.8	100	100

n=126 ; M = Male F= Female

The Communication Media of a Woman in Technology Determinism Perspective

Technology determinism is started from one assumption that a technology is the key in organizing society. The modification happens in all the way of

communication will create the existence of human. The technology makes an individual know how to think and act. And finally, the technology directs human to move from one technology era to another. In simply, this research was about the communication of a woman in interaction to social media, it's getting wider for anyone who want to communicate to anybody by using the effectiveness of technology, they can interact to everyone from one relation to the others. It relates to the result of interview and observation which showed that woman had same chance to access the information of Lampung culture by using digital media. In this research, the digital media provided conventional media as dialog in public inteactive. The process information needs a big think of public in order to give respond to the message delivered by media. The digital media as a new media must be able to catch the message, so it could give best respond to the society, because the public respond is unpredictable and have differences each other.

This condition is relatable to the theory from McLuhan that our culture is created by our mind about how to communicate each other. There are some steps that should be noticed. Firstly, the invention of communication technology has much effects to the culture modification. Secondly, this thing is relevant to the result of research, that the modern technology have effect to the modification of communication media which in the end it will create human life. In this case, the researcher saw there was a modification in life because of the techmlogy of communication. It was used by some women to interact in the research place. Thirdly, as McLuhan said that "We are creating tool for communication, and in the end this tool allows us to create something or affect something in our life". It is clearly that the use of communication media has been selected by womean in Lampung culture as their tool of communication. Respondent learns how to feel and think of what would they do related to the message received from technology of communication. It means that, the communication technology provided a message purposed to create the respondent's behavior. Specifically, the technology of information affects to someone's mind about how they are thinking of this life, in this case women did it mostly.

The Analysis of Woman Communication System

It was 39.6% from total respondent who said that woman in delivering message about Lampung culture had never use one channel communication only. This thing showing us the process of changing message about Lampung culture, women were used some communication channels to deliver message.

Due to the response which had been gotten in the process of delivering message, it showed that women were better as verbal (38.9%) or even non verbal (32.5%). It means that as verbal or non verbal, the process of delivering message did by women could be understood by their receivers. Besides, there was 42.1% respondent who said that the mediator often giving response conditionally and there was 45.2% respondent who said that the mediator often giving response unconditionally to woman in the process of delivering message about Lampung culture. The response from the mediator to woman directly or indirectly shows that the process of delivering message did by woman had been noticed by the people in the process of communication.

The communication process did by woman related to the culture information in Lampung has gotten response from mediator as verbal and non

verbal. Meanwhile, there was 46.1% respondent who said that the verbal response delivered conditionally and there was 37.3% unconditional verbal response in often case. Besides, there was 42.8% from total respondent who said that non verbal response of mediator delivered conditional oftenly and 38.1% respondent said that woman often getting non verbal response unconditionally.

The message delivered by woman has relation to the Lampung culture information, according to 40.5% respondent the message was always delivered cooperatively and 42.8% respondent said that woman in delivering message about Lampung culture was always continuously. It means that in the process of woman communication in Lampung culture, the woman did it consistently and open up to do the dialogue and discussion with the other participants. It supported by the statement from respondent, there was 49.2% respondent who said that the message delivered by woman was always giving value to the receivers.

It was the same as the other communication system, the communication system of woman identical with the process of communication, because the woman communication system is the part of activity in delivering message in order to get *feedback* from the receiver. It can be called as a model of communication with the same purpose, in other words it is a system which consists of some components in society.

The communication model according to Berlo (1983:121) called as the SMCR model, it becomes a basic to develop the woman communication system in Lampung culture, with the source from the chief as the dominant factor. Sometimes, the chief and governments (subdistrict and village) were used as a the source of information. A *message* is a command relates to the Lampung culture from the beginning of implementation until the end of process. A *Channel* is the use of communication media directly. Based on the result of interview, it knows that the face-to-face communication still be priority to some respondents in the process of searching and deploying information about Lampung culture. The use of communication media by woman caused they expect that there will be visual media available and written literature (book), so that it is possible to everyone can understand the process of culture implementation intactly and clearly. Nowadays, the most media used is hybrid media (facebook, instagram and whatsapp). The *receiver* is woman.

Below the schematic about the element of woman communication in Lampung culture based on Berlo's theory:

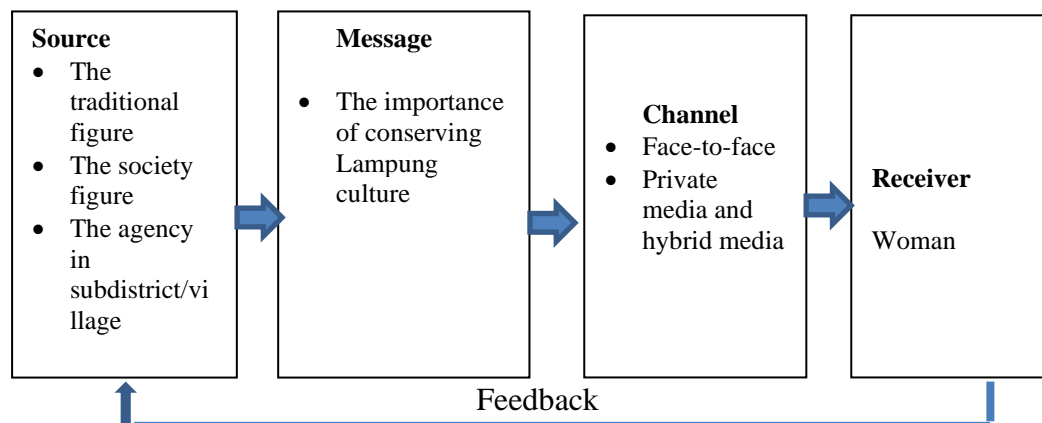


Figure 1 The element of woman communication in Lampung culture

The woman communication system in Lampung culture is a linear communication system and interactional communication system. The linear woman communication system can be seen in the use of private communication media face-to-face. Based on interview, mostly women were listening to the information delivered by the communicator. This condition happened when the communicator is the traditional figure or society figure that the existence of them reluctant, so that women sometimes are not brave enough to ask about something they does not understand.

The system of communication which mostly used by women respondent was interactional communication system. This system pushed on the process of communication in two course (between two communicators), in other words the communication is happening in two course: from the message deliver to receiver, and from receiver to the message deliver. The important element in this system is a feedback or response to a message verbal or non verbal, and conditional or unconditional. The feedback is needed in order to help the communicator knowing whether or not the message delivered and how far the value of this message delivered in interactional model after the message received, or even when the message is not delivered.

The illustration of woman communication in Lampung culture can be seen in figure 2 as follows:

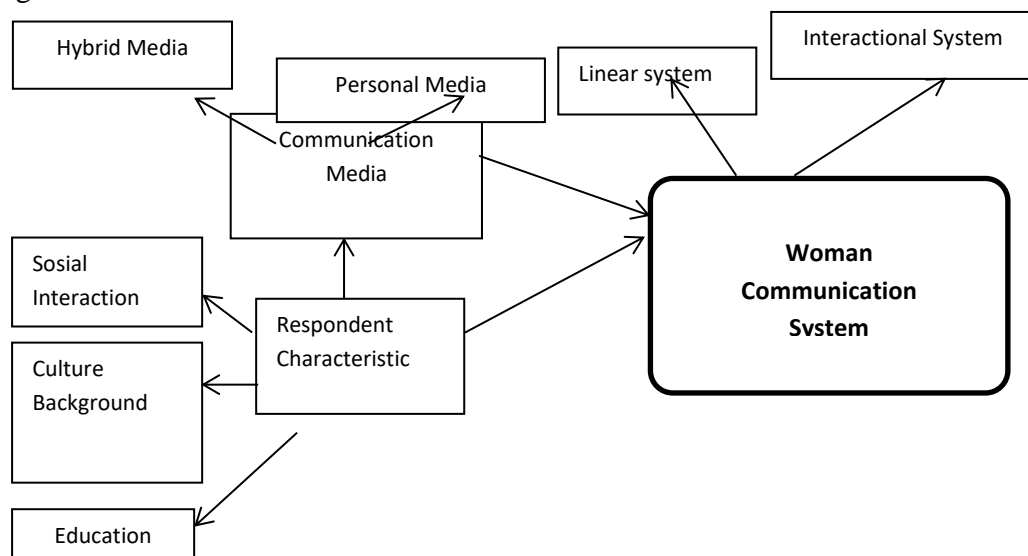


Figure 2 The woman communication system in Lampung culture

CONCLUSION

Based on previous explanations, it can be concluded that: (1) The convergence of information technology affects to the woman's behavior in using the media of communication, previously women were using private communication media (face-to-face), nowadays beside the private communication media they were also using hybrid media or can be called as social media; *facebook, messenger and instagram*. These media is used by women to communicate each other in order to deliver Lampung culture. (2) The communication system in

Lampung used by women in this research was linear communication and interactional communication system. Mostly, the linear communication system used by women in the process of communication directly face-to-face provided dialogue and question-answer section. The interactional communication system used by women in private communication of this research were face-to-face and media of communication.

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