

Pemanfaatan aplikasi telepon selular yang memberdayakan masyarakat (studi terhadap pemanfaatan aplikasi limakilo oleh petani di Kabupaten Brebes dan pembeli di Jabodetabek) = The use of mobile phone application through telecommunication network for development (study of the use of limakilo application by shallot farmer in Brebes and buyers in Jakarta-Bogor-Depok and Tangerang)

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Abstrak

[ABSTRAK

Studi ini mencoba menjelaskan bagaimana pemanfaatan aplikasi telepon selular melalui jaringan telekomunikasi berpotensi memberdayakan masyarakat, dengan melihat konteks sosial yang meliputinya. Menggunakan paradigma konstruktivis, studi ini akan melihat bagaimana kondisi sosial yang meliputi sebuah masyarakat tertentu, berpengaruh terhadap pemahaman dan cara penggunaan aplikasi telepon selular melalui jaringan telekomunikasi. Untuk menjawabnya, studi ini menggunakan pendekatan kualitatif dan teknik pengambilan data melalui wawancara mendalam dan observasi lapangan pada empat informan. Studi ini menemukan bahwa terdapat pemahaman berbeda terkait aplikasi Limakilo, oleh petani bawang Kabupaten Brebes, dan pengguna di Jabodetabek. Pemahaman tersebut dipengaruhi oleh praktik bermedia dan konteks sosial yang ada. Terdapat dinamika dalam proses penyesuaian aplikasi Limakilo dengan konteks sosial yang berjalan. Hal ini menggambarkan bahwa signifikansi teknologi komunikasi tidak terlepas dari konteks sosial yang meliputinya

ABSTRACT

Halitosis is a medico-social problem that affects the confidence of a person and community. The information of perceived needs halitosis by using self-assessment methods is necessary to know the effect of someone's perception about halitosis and how far it affects community. Samples were obtained by distributing e-form questionnaire and there were 1253 respondents from undergraduate students of Universitas Indonesia. Chi Square test shows that there are significant differences in respondents with or without halitosis based on these characteristics; perception of halitosis occurring time, oral hygiene, and perception of oral health, however systemic diseases and self care habit don't have significant differences. ;Halitosis is a medico-social problem that affects the confidence of a person and community. The information of perceived needs halitosis by using self-assessment methods is necessary to know the effect of someone's perception about halitosis and how far it affects community. Samples were obtained by distributing e-form questionnaire and there were 1253 respondents from undergraduate students of Universitas Indonesia. Chi Square test shows that there are significant differences in respondents with or without halitosis based on these characteristics; perception of halitosis occurring time, oral hygiene, and perception of oral health, however systemic diseases and self care habit don't have significant differences. , Halitosis is a medico-social problem that affects the confidence of a person and community. The

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