

Digital Media Communication Of Tribal Organizations As Public Policy Information Literacy Education In Langkat District

**Farhan Indra¹, Indira Fatra Deni P², Ahmad Tamrin Sikumbang³, Dina Ika Sintya⁴,
Ajril Fadli⁵, Putri Rahmadhani Lubis⁶**

Universitas Islam Negeri Sumatera Utara
Corresponding Author: *farhanindra65@uinsu.ac.id*

ABSTRACT

The purpose of this study is to determine how tribal organizations in the Langkat area use digital media to make public policy information more accessible. It also aims to identify the information that is disseminated and to analyze the barriers that stand in the way of these organizations using digital media. Four groups in Langkat Regency—DMDI (Dunia Melayu Dunia Islam), PMS (Pemuda Merga Silima), Puja Kesuma, and PBB (Pemuda Batak Bersatu)—served as the primary sources for this study. qualitative research methodology using focus group discussions and in-person informant interviews. Technological determination is the theory that guided this investigation. According to the study's findings, tribal organizations in Langkat Regency use social media and online news sources to disseminate information about their own organization's interests, security, and social order, as well as social, cultural, and health-related topics. The firm has never provided technical publication operators with training, thus the challenges they face are technological in nature.

Keywords: Cultural, Health, Social

A. INTRODUCTION

Tribal organizations, one segment of society, will use digital media, a technology-based information channel. If a company chooses to implement digital transformation, it must get ready to use it. This includes readying its technology infrastructure and people resources. (Noor Santi & Hadiono, 2020). Because public policy information will be transformed by all facets of society, including organizations, in order to stay up to date with emerging trends, particularly the usage of digital media.

Article 28 E, paragraph 3 of the Constitution states that the state guarantees the right of its inhabitants to organize, congregate, and voice their ideas. This foundation serves as the fundamental rule that allows every Indonesian citizen to actively engage in the realization of the country's values through organizations. The emergence of tribal organizations is one of these groups.

The formation of this tribe was motivated by the desire to show that they were citizens who contributed to Indonesia's independence and realization of its goals. (Manra and others, 2021). However, in order to allow for diversity, it is critical that tribal organizations receive attention from both the federal and local governments. This tribal organization has the potential to undermine the unity of the Indonesian people if it is not accommodated. Therefore, in order to establish a tolerant, democratic state founded on Pancasila and the 1945 Constitution, the federal and regional governments must join forces with tribe organizations.

B. LITERATURE REVIEW

Determinasi Of Technology Theory

The emergence of new media, which many views as the most factual and accurate information source, is one outcome of technological advancement. Still, exposure to digital media does not always translate into advantages for electronic information activists. Utilizing technology is like to wielding a knife, which can be abused. However, when digital technology is employed, digital media can benefit every user.

According to the determinant theory of technology, information technology has a significant impact on human behavior (McCluhan, n.d.). This technology will result in the production of what is known as digital information. It will be simpler for people to relate to one another as a result of this progress. People who are remote from the event venue can swiftly learn about various events and information that occur in many worlds. As long as there is a network that connects information seekers quickly, this information trip will not end. whether it be at the local, state, or federal levels.

Technology was developed by one of the most evolved human civilizations as a means of facilitating daily tasks. However, utilizing information technology and digital media is done alongside human activity. Prior to learning about technology, people believed that other standards—such as traditional culture, religious norms, and the law—were the foundation of human existence. However, this belief was almost completely upended by the culture of digital technology. This ought to be applied to information channels that carry standards that were previously in effect.

Knowledge and civilization advancements made by humans can add fresh perspectives to published material. Humans must think more broadly and transcend the limits of different fields of knowledge in order to advance. The driving force behind the unification of all scientific sects is these phenomena. As a result, the communicant is influenced by the information presented to the public. Technological advancement affects many facets of human existence, including politics, economy, culture, and even religion.

Many groups, especially tribal organizations, have started to employ and benefit from technical advancements known as digital information due to the determination of technology. Public relations campaigns will promote and encourage participation in regional development through a variety of activities. Having access to this digital data will facilitate organizers' efforts to optimize the selected programs.

New Media Theory

The modern period has responded by offering new media as an information channel that is very easy for the public to access. New media is a digital information channel that makes it easier for people to receive information, which was previously quite difficult owing to print media alone. Due to its ability to allow users to respond directly to messages, new media is employed as an advanced tool for human connection, distinct from earlier media, which did not allow for direct audience response.

Social media is one form of new media that is associated with the internet. Media is a way for users to interact socially online in cyberspace. They can share content on the network, chat, and exchange messages. Media is described as an extremely versatile, potentially interactive byproduct of communication mediated by technology. Pierre Levy, who spoke about the evolution of media, produced this new theory of media. There are two perspectives in this theory. The first is the social interaction perspective. The media will be a social interaction instrument. The second point of view is social integration, which holds that social

media may be utilized to build a new society and that everyone can contribute information about their surroundings.

Langkat Regency Tribal Organizations

1. DMDI (Dunia Melayu Dunia Islam) An organization called Malay World Islamic World (DMDI) works in the areas of da'wah and social culture. based in Malacca, Malaysia, in the year 2000. This group has expanded quickly, now operating in 29 nations.
2. PMS (Pemuda Merga Silima) is an organization that serves as a venue for Karo youth to come together with the goal of enhancing their youth's organizing skills. Youth from Merga Silima play a crucial role as the next generation of development pioneers and drivers; they make discoveries and constructively and positively integrate local wisdom styles to improve the quality of their own lives. The Karo tribe's organizational responsibilities and functions, which benefit society and the government, fall to the Pemuda Merga Silima.
3. The Langkat Regency of Pujakesuma There are quite a few members of Pujakesuma in Langkat Regency who are engaged in a variety of activities. The Langkat Regency's Pujakesuma is still working to protect Javanese civilization and culture. This organization also offers numerous job programs in a variety of disciplines, implemented through a range of activities. as a Pujakesuma community group that mostly works in the arts and culture sector. operates on the tenets of unity and reciprocal assistance with the goal of improving society, particularly for the Javanese ethnic community.
4. PBB (Pemuda Batak Bersatu) Langkat Regency in March 2018, a gathering was arranged in Bekasi with friends from the Batak tribe who live overseas to talk about the issues faced by their fellow Batak brothers. They initially simply established "saparsitaonan," which translates to "One Suffering," as an association.

C. METHODS

This study employs a qualitative methodology, specifically providing a detailed description of the evaluation findings derived from the data collected on-site. Additionally, primary and secondary data sources will make up the two categories of data sources used in this study. The administrators of the tribal groups in Langkat Regency, North Sumatra Province, provided the main source of data. and the secondary data source is derived from data

from document files that have been completed and/or are connected to the subject matter of the research, which is the application of tribal organizations' online media in public policy accessibility. In the meanwhile, Dini uses three different methods to collect data: observation, interviews, and documentation studies. utilizing methods of data analysis, such as data reduction, data visualization, and conclusion-making. Finally, triangulation procedures utilizing time and place sources were used to assess the veracity of the data.

D. RESULTS AND DISCUSSION

Tribal Organizations' Use of Digital Media to Access Public Policy Information in Langkat Regency

Digital media is a powerful instrument that tribal organizations in Langkat district, specifically the four tribes of the Malay, Javanese, Karo, and Batak groups, use to change information for the public. Governmental regulations. Facebook and Instagram pages are available for these four indigenous organizations

Table 1. Social media accounts belonging to tribal organizations are present in Langkat

Organisasi Kesukuan	Instagram	Facebook
Dunia Melayu Dunia Islam (DMDI)	√	√
Pemuda Merga Silima (PMS)	√	√
Pujakesuma Kabupaten Langkat	Pujakesuma Langkat	Pujakesuma Sumut
Pemuda Batak Bersatu (PBB) Kabupaten Langkat	Pemuda Batak Bersatu (PBB) Sumut	√

Compared to other tribal organizations, the DMDI and Pujakesuma Langkat social media accounts are fairly active in terms of publishing on Instagram feeds and stories. In contrast to other organizations, they only publish one or two incidental or irregular posts on their social media pages each day.

Information about public policy distributed to the Langkat district community by tribal organizations

DMDI Langkat

DMDI Langkat Regency uses Facebook and Instagram to share information with the public pretty frequently.



Figure 1: Regional Level Activities Related posts at the regional level including the North Sumatra governor and the chair of DMDI North Sumatra, DMDI Langkat.

Pujakesuma Sumut – Langkat

The Pujakesuma tribal organization, one of the biggest in Tangga Regency, plays a significant part in the growth and operation of social communication via information channels like social media and websites, among others. The post that follows was published on the



Pujakesuma North Sumatra account by Pujakesuma Langkat.

Figure 2: Events Honoring Pujakesuma's Forty-third Anniversary and Continual Coordination Sessions

Pujakesuma Sumut and Pujakesuma Langkat are the account names of the Pujakesuma tribal organization. The Pujakesuma group uses both of these public policy communication channels to disseminate information about the general public and organizations. appears to be publishing about activities on a daily or every two days basis. The shared message content takes the shape of posts regarding:

- a. Publicizing organizational events at the district/city and provincial levels, such as management coordination meetings. The induction of management is another internal organizational content article.
- b. Articles about Cadre Generation and Socialization. In this instance, the Pujakesuma tribal organization is actively recruiting students from different institutions to join the Pujakesuma organization. The organization also actively engages in socialization

and cadre development at the high school and student levels. The cadre formation at Dharmawangsa High School and USU's FIB is visible in the image above.

- c. Posts about greetings for the holidays. There are posts on Heroes' Day, Santri Day, and the Republic of Indonesia's Independence Day in the image above.

Pemuda Merga Silima

The Pemuda Merga Silima, a conglomeration of the Karo clans—Karo-Karo, Ginting, Sembiring, Tarigan, and Wargan-angin—is the tribal group that stands in for the tribes in Langkat. This organization has a number of public communication channels, including a website at <https://www.pemudamergasilima.id/> and multiple social media accounts on Facebook and Instagram.

It is evident from the website that updates are made regularly; in fact, one could argue that entries with a variety of facts and viewpoints from members of the Pemuda Merga Silima organization are produced almost every day. The Website Profile is jam-packed with details on the news stories and management structure, all of which are supported by pictures or photos that visually convey the material being presented. The website's appearance and posts, along with those from Pemuda Merga Silima's social media accounts and website, are included below.

Then, they talk about thoughts on public official position auctions in the most recent post on the Pemuda Merga Silima website. The public needs to be aware of this issue in order to consume associated policies and obtain information about the region's growth from a variety of viewpoints. The Other Side of Open Selection for High Leadership Positions in the Region (A Daily Note) is the title of the article.

Opinion posts demonstrate that the PMS tribal organization performs the social control function, which other tribal organizations should also perform while adhering to good journalistic principles based on facts and impartial reporting that is wholly for the benefit of society and regional development, particularly Langkat, and is not biased towards any particular political interest.

Pemuda Batak Bersatu Kabupaten Langkat

The North Sumatra Pemuda Batak Bersatu Regional Leadership Council is the unified social media account for the Pemuda Batak Bersatu Tribal Organization of Langkat Regency. All public policy initiatives and information are presented through this account, along with documentary images and narrative annotations that provide context for the information being posted.



Figure 3. North Sumatra BNNP's Technical Guidance Activities for Anti-Drug Activists

The Pemuda Batak Bersatu Tribal Organization is carrying out this activity as part of its obligation to combat the abuse and proliferation of drugs in the Pemuda Batak Bersatu social media account posts news on cultural events and environmental concerns. One of their goals is to promote Batak cultural traditions through a variety of well-known festival events that are centered around Lake Toba.

For any tribal group to be at the forefront of the pillars of democracy and society, participation in a variety of government-sponsored events is essential. The Pemuda Batak Bersatu strong involvement in tribal organizations is a reflection of tribal organizations.

Barriers to tribal organizations' access to public policy information through digital media in Langkat district

Community organizations with an ethnic focus lend color and support to area development. As a result, it is envisaged that the involvement of tribal organizations in Langkat will benefit numerous social and developmental fields. Various significant information that must be reported in order for a social organization to carry out its duties, including informing the public of pertinent information, engaging the community in social activities, and communicating community desires to the government, which sets public policy.

Tribal organizations actively represent the interests of the broader public in addition to serving as a venue for official existence. The Law 17/2013 Article 1 number 1 jo. Perpu 2/2017 mandate, which states that mass organizations, or community organizations, are established and formed voluntarily by the community based on the same aspirations, desires, needs,

interests, activities, and goals to participate in development in order to achieve the goals of the Republic of Indonesia based on Pancasila and the 1945 Constitution, at least aligns with the existence of this tribal organization. Then, this tribal organization serves a number of purposes in society, including social services, a platform for empowerment initiatives, and a conduit for communal goals.

The various tribal groups in Langkat, including the Javanese, Malay, Batak, and Karo tribes, have distinct cultural styles that are, in fact, reflections of the tribal traits present in Langkat civilization. The table below shows the results of an analysis of public policy information gleaned from each tribal organization's social media posts:

Table 2. Parties and information shared on social media about Langkat tribal organizations

No.	Favorite Organization	Social Media Content	Post related parties
1	DMDI	- Internal Functions - Religious Holiday Observance	- Local community - Internal Organizational Structure and Management
2	Pujakesuma	- Internal Activities of the Organization - Formation of Member Cadres - Opening of the Secretariat	- A member of the organization - Students and students are potential cadres
3	PMS	- Political issues in the region - Opinion Column - Internal Organizational Activities	- Members of the organization - Regional Authorities for Organizational Management
4	Pemuda Batak Bersatu	- Issues pertaining to the environment - culture and tourism - drug crime - social issues	- Chairman of the MPR RI - Deputy Governor of North Sumatra - Regent of Samosir - Kodam I/Bukit Barisan Institution - North Sumatra Province BNN - Lake Toba Authority Implementing Body

Table 2 above illustrates the characteristics of posts pertaining to public information, demonstrating the distinct patterns of each organization. In every post, the Pemuda Batak Bersatu Organization includes more pertinent stakeholders, beginning with central, regional, and affiliated institutions. In order to increase the size of their membership, the other three tribal organizations, in contrast, frequently report or post details about their internal operations with members. Examples of this type of content include posts about secretariat and management inaugurations as well as internal consolidation initiatives that involve the neighborhood.

These tribal groups' existence undoubtedly supports development initiatives and is compliant with the law's requirement for community organizations, which performs the role of social control over various development programs in their particular territories. Due to the fact that every tribe has a platform for sharing goals and coordinating with regional offices and agencies, this is crucial capital for regional growth.

The district of Langkat exhibits diversity in terms of religion, race, country, and socioeconomic standing. In fact, this heterogeneity becomes a source of strength for preserving the integrity and unity of the country. Contrarily, embracing variety is seen as a paradox; but, with proper management, it can become a unifying factor in local affairs. Additionally, tribal groups can ensure that minority rights are implemented. Stakeholders can then follow up on these guarantees to establish policies that will benefit both the tribe and society at large.

Tribal community organizations play a critical role in fostering an inclusive society. Respecting difference, being tolerant, and realizing that there are neither majorities nor minorities in this situation. There is still more to be done to confront the variety that exists throughout Indonesia, particularly in Langkat, and work towards a more mature and inclusive democracy. In order to help the people of Langkat develop a more mature perspective, forums like those run by the four tribal organizations—DMDI, Pujakesuma, Pemuda Merga Silima, and Pemuda Batak Bersatu—are essential for conveying an understanding of inclusivity to the community.

Practical political pressure or interests that tarnish the organization's reputation or link practical political interests to certain political parties are another barrier that community groups frequently stigmatize. In fact, this stigma is thought to be at odds with the unity-centered mentality of tribal organizations. On the other hand, engaging in real political activity might cause a rift in the brotherhood that unites individuals within or between groups.

Because there isn't any information content that comprises elements of criminal or civil offenses that are harmful to particular parties, tribal organizations haven't been charged with any crimes or violated any laws as of yet, whether in relation to the postings they make or the social media content they host. This demonstrates that information production efforts have passed through standards-compliant filters and news criteria prior to being uploaded.

E. CONCLUSION

Through the use of social media and publications in online news outlets, tribal organizations have introduced the use of digital media in the Langkat district to make public policy information accessible. A variety of public information is presented to explain the

organization's mission and to introduce the public to its role as a cornerstone of democracy, providing the people of Langkat with important information.

Tribal groups in the Langkat district provide the locals with health-related information, like Covid-19, as well as information on cultural exhibits, social events, and organizational activities.

The barrier that prevents tribal organizations from using digital media to make public policy information more accessible in Langkat district does not have a major impact on how the organization operates or the zeal with which it shares public information with the people of Tangga and North Sumatra in particular. The main challenge is the shortage of people with social media account management skills. These four tribal organizations have never had any incidents involving legal infractions.

REFERENCES

- Bray, J. (2002). Innovation and the Communications Revolution. In History of Technology. <http://dx.doi.org/10.1049/PBNS030E>
- Feldman, T. (2003). An introduction to digital media. Routledge.
- Flew, T. (2008). New media: An introduction. Oxford University Press.
- Gitelman, L., & Pingree, G. B. (Eds.). (2003). New Media, 1740-1915. Mit Press.
- Hadiono, K., & Noor Santi, R. C. (2020). Menyongsong Transformasi Digital. Proceeding Sendiu, July, 978-979 https://www.researchgate.net/publication/343135526_MENYONGSONG_TRANSFORMASI_DIGITAL
- Lawrence, S., & Giles, C. L. (2000). Accessibility of information on the web. *intelligence*, 11(1), 32-39.
- Manra, M., Suhaeb, F., Tamrin, S., Usman, M., & Said, M. R. (2021). Literasi kebangsaan dalam menangkal fanatisme kesukuan pada organisasi daerah mahasiswa bone barat (ipmibar). *HUMANIS: Jurnal Pengabdian Pada Masyarakat*, 20(1), 39-46.
- McCluhan, M. (n.d.). the Utenberg Galaxy the Uten, Berg Galaxy.
- Sigit, & Surahman. (2016). Determinisme Teknologi Komunikasi Dan Globalisasi Media Terhadap Seni Budaya Indonesia. *Jurnal Rekam*, 12(1), 31-41. <https://doi.org/10.24821/rekam.v12i1.1385>
- Studi, P., & Komunikasi, I. (2013). DETERMINISME TEKNOLOGI MASYARAKAT DALAM MEDIA SOSIAL Siti Meisyaroh 1. I (1), 36-46.