

1. KARANGAN

INDONESIAN COUNTRY PAPER MECHANISMS USED TO STRENGTHEN INFORMATION LINKAGES*)

by

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Abstract

ENSICNET-Indonesia provides dissemination of information on the field of water supply and sanitation to potential users by using different methods which depend on their own function and duty. Linkage mechanisms are developed to make users aware of the sources, to identify and define user needs and to make the contact between the user need and the information sources. Several forms of communication which can link information resources to an individual or groups are discussed.

I. Introduction

Libraries, data and document storage, research staff in Universities/Institutes or Research Institutes, most of these and other sources of information will remain relatively unused by the large majority of potential users unless mechanisms are developed to make users aware of the sources, to identify and define user needs and to make contact between the user needs and the information sources (1). Mechanism may include:

- Semi-popular periodicals or bulletins addressed to general or specialist audiences bringing information and information sources to the attention of a wide audience on a continuing basis.
- Use of public mass media in conjunction with group activities nationally organized.

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- Conferencess and courses to bring a package of information to a group of specific users and to introduce these users to experts in the specific area.
- Extension services: organized use of informal personal contacts to transfer information (especially "best practice") and to define specific user needs; they occur most widely in agriculture but active industrial services have been developed in a small number of countries.
- Liasion services: the extention services concept is now being applied in a new way, by appointment of industrial liasion officers in universities to promote contact between industry and university research and experties.

The most effective mechanisms is in the personal contact, but it can only work to real effect when it is operating within a deliberate infrastructure of linkage. Above all, it should be able to develop confidence in the user to require and apply information by being able to assure delivery of the relevant packages of information from the various information centres. These centres themselves, in order to perform credibility, are well funded and staffed with a high level of professional capability in their defined areas.

II. Information sources and services

Information sources may be devided into two broad categories. The first category is recording information and presented on paper, film, tape recording, discs, microfilm, computer printers, magnetic tapes as well as unpublished materials. The second category of the information sources includes: persons who, because of their position in the community of their particular experties, are knowledgable; repositories of information materials, national, academic, public, special (i.e. ENSICNET-Indonesia members libraries), school libraries etc., and special agencies or services in the private or public sectors, such as data banks, clearinghouse, etc.

Information itself has no value until it is used, and in order to be used, it must first be conveyed or transmitted from sources to user (user oriented).

In this paper information services is taken to mean the services offered by ENSICNET-Indonesia members.

Information services therefore include: bibliographical work, inter-library loans, photocopying, current awareness, reserve collections, computer searchers, library instruction, special users for information services, aquisition and periodicals.

PDII-LIPI Bandung has implemented a co-operative information network with ENSICNET-Indonesia members.

III. Publications

In an effort to disseminate information on water supply and sanitation at present in Indonesia, publications that are available as follows:

1. Bibliography of water and sanitation-Indonesia.
2. Holding list of water and sanitation-Indonesia.
3. "WASIN" Warta Air dan Sanitasi (newsletter or water and sanitation).
4. Jurnal Ikatan Ahli Teknik Penyehatan dan Lingkungan (Journal of Indonesian Society of Sanitary and Environmental Engineers)
5. ENSICNET-Indonesia Abstracts.

These publications are sent to scientific and technological and information centers in Indonesia.

IV. User needs

The users of information include all members of the population wether as individuals or members of groups or institutions. Their needs and uses for information are an integral part of his life style. Some people need very little information, they may rely heavily on a highly developed set of intuitive powers, plus an extensive memory recall capability.

The International Council of Scientific Unions, for example, estimates that more than 80 percent of the rural population of less developed countries (LDC's) is not being served by technical information services (2).

Information services are established to answer user needs, i.e. to satisfy knowledge needs. The requirements of users are expressed as request, or more precisely as:

- demand: when the requirement is known
- wants: generalized needs
- needs: when specific requirements may be interpreted by an information expert in order to answer a hidden need.

A good information service for user's satisfaction includes all the above requirements. Users have the following expectations of an information/library service. The service should be:

- relevant in depth, scope, level, technical aspects, social aspects
- prompt and timely
- easily accessible
- presented with a human touch
- reassuring

The questionnaires of services are routinely mailed to users one year. This continuous monitoring is essential if the service is to be responsive to users needs.

V. Use of public mass media

In Indonesia the industry information, which includes radio, telegraph, film, television advertising (non government), newspaper, publishing and printing, the electronics and computer industries, is also growing fast.

Industrial information plays a very important role in developing the science and technology which appropriates to a nation's conditions and makes a large contribution in the development of the national economy. Therefore, decision makers must appreciate the role of industrial information in development.

Radio broadcasts for instance play a big role in making information accessible. In the agricultural field for instance, "listening groups" have been formed at the village level. These groups are assigned, in turn to listen to and make note an important points from a broadcast.

The groups meet once a month to discuss ideas and decide what is to be applied in their specific areas. This is done under the guidance of the field extension worker, who has three functions in relationship to village broadcast: i.e. as an active communication of information, as a communication agent between lis-

tener group and the actual people responsible for the broadcasts, and as a leader of the group, especially in discussions and the practical application of ideas.

Indonesian Institute of Sciences (LIPI) is authorized to coordinate, integrate and synchronize all activities in the field of science and technology at the national as well as at the regional level. LIPI, TVRI (Department of Information) and the Department of Education and Culture are playing an active in service popularization programs through youth science club and other kinds of extra curricular activities.

The programs of information dissemination in the field of science and technology are through mass media. These activities help to promote the use of library and information services among the young.

To support the flow of information to the villages, Indonesian government had supplied up to December 1982 the following (3):

1. The program of *Koran untuk Desa* (Newspaper to the village, which is administered by Department of Information had supplied 51,000 pieces of national newspapers (newspaper published in Jakarta specially to villages).
2. The program of newspaper to the village which has been arranged by local governments in cooperation with the Press Association supplies every week 240.000 pieces of various local newspaper.
3. The program of *Kejar*, it means working and learning, administered by the Department of Education and Culture, Directorate General of Non formal education has supplied 53.405.931 copies of books in villages.
4. The Indonesian Government has also supplied 20.747 TV sets to the villages and has extend the TV broadcasting by establishing of broadcast station, 250 relay stations and 30 connecting stations.

VI. Extention service programs

Observers of public policy formation stipulate a variety of process through which political outcomes may reflect public preferences. The processes concern political linkages.

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Political linkages is the mechanism that allows public leaders to act in accordance with the wants, needs and demands of the public in making governmental policy (Littberg, 1974) (4).

Program in this sector receive full governmental attention and support and their success will ultimately improve the standard of living and capabilities of the population (5).

Extension programs do not stand on their own, but are in practice integrated with other programs such as civics and those of a social, cultural religions nature. This approach is necessary since part of the problems is that effecting a change in accepted views and traditions.

The role of village heads, respected seniors or religious leaders, etc., in introducing new concepts are very decisive to the success of extension programs. The communication approach has certain flexibilities that can be put to good use for extension audience in Indonesia.

The source - message - channel - receiver model of communication, for instance when applied to agricultural, industrial extension, throws open the choice of channel to the most effective medium in the circumstances. This approach has been successfully tried in the field of family planning programs.

New information of extensions service is mobile libraries, which is an extension of the public libraries to serve the remote or isolated areas. An agency for education, training and extension has been set up of the national and provincial levels. Agricultural extension services councils have been set up at the village level. These are forms where farmers and field worker can exchange ideas and solve problems, consultation with research institutes is also possible (6).

Similar approaches, with some variations, have been made in the field of rural industries, public health and family planning.

The extension activities of a water supply programme will be largely concerned either with process of community involvement in water supply provision and maintenance, or with aspects of health education. Sometimes the messages may concern more specific or limited aspects of programmes, like encouraging people to make

use of waste water for vegetable production or to use water supplies for village industry.

Extension worker attempt to influence behaviour, with particular reference to health worker, Pishoroti (1975) summarize the extension role as follows:

- to educate the people on matters of environmental health so as to environmental health practices and measure a valuable individual and community asset.
- to develop demand and secure acceptance by the public of community measure for improved environmental health.
- to secure action participation of people in planning and implementing environmental health programmes and maintenance of facilities provided, and
- to enlist financial and/or labour participation for the provision of environmental health measures.

It is argued that it is necessary to create in people the desire for change and to make them aware of the new opportunities that are presented.

The extension approach stresses that people should not only learn things but that they should also motivated and activated.

VII. Strengthening linkages among ENSICNET-Indonesia

Through the strengthening linkages among ENSICNET-Indonesia members is possible to improve regional information network on the field water supply and sanitation with the following objectives:

- 1) To provide improved access within the region to relevant information necessary for strengthening the information network of ENSICNET-Indonesia members concerned through:
 - establishment of ENSICNET bibliographic database with common standards in all participating members.
 - establishment of linkages with other regional or international systems.
- 2) To promote regional self-reliance in information within a framework of global cooperation in resource sharing.

Bibliographical access is only a means to an end, the end being to match the user with document or the information that he needs. No bibliographic access system is of any value if it is not

backed by document access. Thus, what is ultimately required is an efficient and speedy system to supply users with the documents that they need, whether in the form of originals or photocopies.

Since resource sharing is a means whereby a library can gain access to documents not in its own collection, the development of an efficient interlending system, or what is called a document delivery system..

VIII. Promotion methods

Promotion of information service in PDII-LIPI Bandung must be aimed at the various user groups mentioned above as well as the potential users. Some is a new element in information service in the region, method, ways and techniques of promotion must be considered carefully and in particular considered in terms of communication to and identified users.

PDII-LIPI Bandung and other ENSICNET-Indonesia members had done promotion information on the field water supply and sanitation by using;

- Brochures, pamphlets, posters. These provide a very brief explanation of products, service and directions on how to obtain more information on a unit.
- Guides and handbooks
Use of libraries, special collections and information service are given in these.
- Advertising
In the newspaper, radio, newsletter and journals to tell of meetings of the products and services of an information unit.
- Publicity
In an effort to disseminate information on water supply and sanitation at present, in Indonesia available publication such as:
 - Bibliographic of water and sanitation-Indonesia
 - Holding list of water and sanitation-Indonesia
 - "WASIN" Warta air dan sanitasi (newsletter of water and sanitation)
 - Jurnal Ikatan Ahli Teknik Penyehatan dan Lingkungan Indonesia (Journal of Indonesian Society of Sanitary and Environmental Engineers)
 - ENSICNET-Indonesia Abstracts
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- Selected Dissemination of Information Services (SDI)

A type of manual SDI service in PDII-LIPI Bandung, Sub-subject of our SDI project which related to the field of water supply and sanitation are as follows: environmental sciences, water purification and treatment, pollution, waste treatment and utilization (7).

- Personal assistance and approach

This takes the form of visit to users, presentations, papers at conferences and meetings.

- Exhibition and Demonstrations

Sharing publications, products and services at meetings, book exhibitions, conferences, stores, schools, etc.

- TV Programmes

Through TV programmes disseminate information on the field water supply and sanitation.

- Personal Visits (among contact person of ENSICNET-Indonesia members)

The information officers visit to institutions, how to information officers visit to institutions, how to information and finding out about needs.

- Regular contacts by letter, telephone, etc.

- Mobile information unit to the villages.

- Do it yourself.

It is accepted, however, that to be effective promotion has to be continuous with a combination of activities mentioned above.

IX. Conclusion

Information is a very crucial and vital instrument for development. To some, information symbolises power. To others, it connotes opportunities for advancement or the expansion of personal knowledge and expertise or the improvement of one's status.

Promotion of information services through the mass media must be aimed at the various user groups as well as the potential user. It is accepted, however that to be effective promotion has to be continuous.

Strengthening linkages between information sources and users could be achieved effectively through the harmonious partnership between information personnel and extension workers.

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