

**19E02210302**

**Teknologi Komunikasi dan Informasi**

**ICT4CommStudies**

**TEKNOLOGI**

**Sub-MODUL 02B The EXTENDED  
MEANING**

**Semester Awal 2020-2021**



# PERTANYAAN

*What is the ICT?*  
APA ITU *ICT* atau TIK?

# PENDEKATAN LEKSIKAL (A Lexical Approach)

ICT = Information and Communication Technology



A “lexical approach”:  
3 (three, ..... actually 4?)

words:

- (1) TECHNOLOGY
- (2) INFORMATION
- (3) COMMUNICATION

Pendekatan “**leksikal**” dalam mendalami suatu ungkapan (phrase) menguraikan **kata demi kata** yang membentuk ungkapan tersebut

# Kata Pertama: TEKNOLOGI



*What is TECHNOLOGY?*

- A. *The ISOLATED MEANING*
- B. *The EXTENDED MEANING*

*Done with the ISOLATED meaning of TECHNOLOGY*

*Now with the EXTENDED meaning of TECHNOLOGY*

*next*

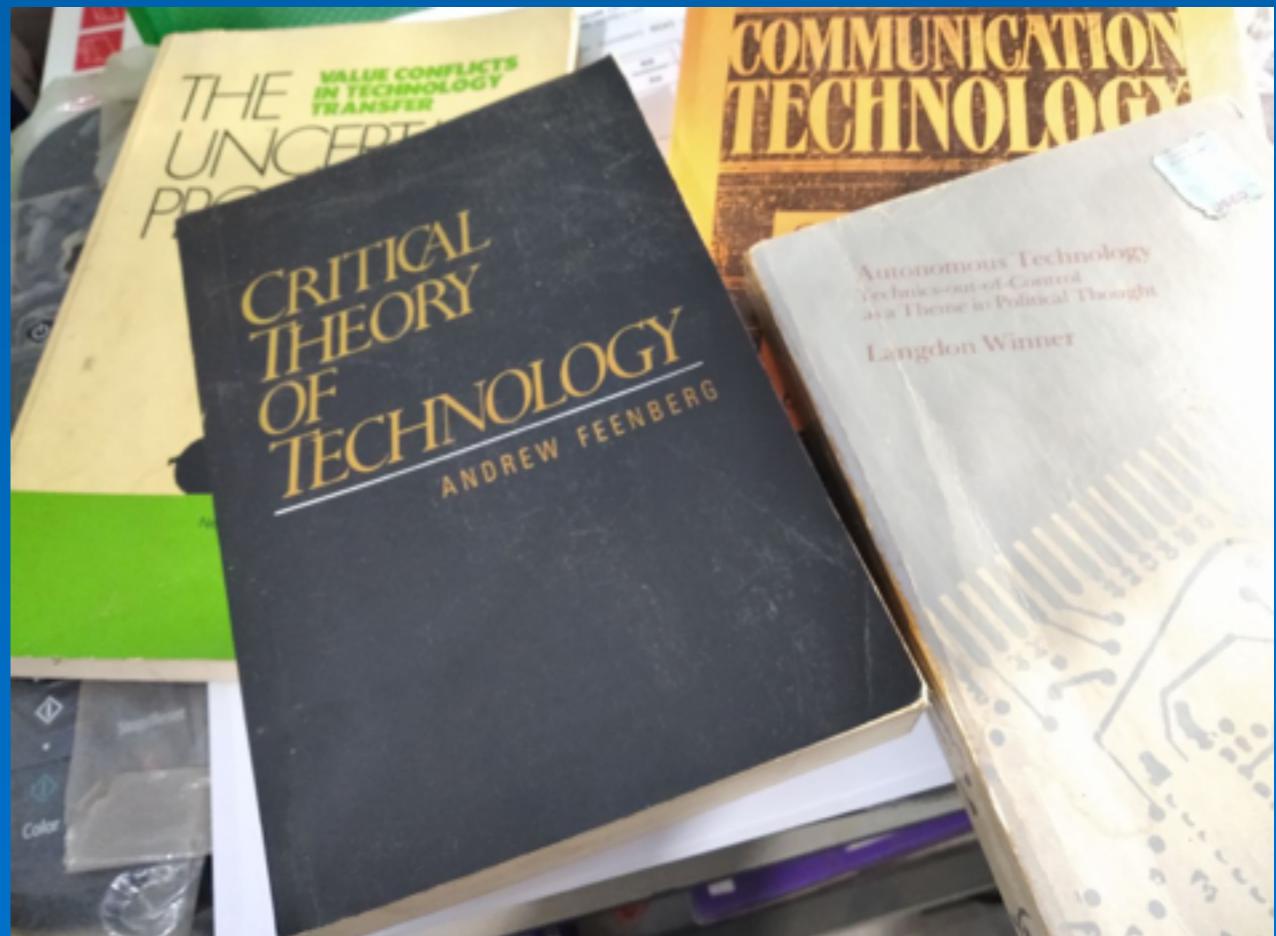
**“EXTENDED”**



..... dikaitkan dengan sesuatu  
di luar kata itu sendiri

## Sumber REFERENSI:

- Buku-buku dan karya tulis lain dengan judul yang menggunakan kata **TEKNOLOGI** (atau **technology**)
- Ungkapan atau *phrase* yang mengandung kata **TEKNOLOGI** (atau **technology**)



# “EXTENDED MEANING” of “TECHNOLOGY”

- Contoh: dari buku **Rogers, [1986]**,  
**“Communication Technology”**, hal. 1

Kata-kata kunci (silakan didalami maknanya masing2):

- **design**
- **instrumental action**
- **reduces the uncertainty**
- **cause-effect relationship**
- achieving a **desired outcome**

Renungkan hubungan antara definisi “**teknologi**” dari Rogers ini dengan “**komunikasi**”, terutama kata kunci: “**reduces the uncertainty**”

## CHAPTER 1

### The Changing Nature of Human Communication

“Technological change has placed communication in the front lines of a social revolution.”

William Paisley, 1985

The word *technology* comes from the Latin root *texere*, to weave or to construct. So technology should not be limited just to the use of machines, although this narrower meaning is often implied in everyday speech. *Technology* is a design for instrumental action that reduces the uncertainty in the cause-effect relationships involved in achieving a desired outcome (Rogers, 1983, p. 12). A technology usually has both a hardware aspect (consisting of material or physical objects) and a software aspect (consisting of the information base for the hardware). For instance, we distinguish between computer hardware (consisting of semiconductors, electrical connections, and the metal frame to protect these electrical components) and computer software (consisting of the coded instructions that enable us to use this tool). Both the software and hardware are essential for any practical use of the computer, but because the hardware technology is more visible to the casual observer, we often think of technology mainly in hardware terms. It is an oversimplification to think of technology as an autonomous, isolated force that is disconnected from the rest of society (Slack, 1984). In this book, we stress the context of the new technologies of study.

# PRESENTASI (untuk REFERENSI)

Silakan klik:

[https://web.unhas.ac.id/rhiza/arsip/  
kuliah/ICT4CommStudies/  
Presentation/ICT4CommStudies-  
technology\\_ext.pdf](https://web.unhas.ac.id/rhiza/arsip/kuliah/ICT4CommStudies/Presentation/ICT4CommStudies-technology_ext.pdf)

# TUGAS MANDIRI (tidak dikumpul)

- Kajilah dengan mendalam makna beberapa ungkapan berikut:
  - menguasai **TEKNOLOGI**
  - *high TECHNOLOGY*
  - *low TECHNOLOGY*
  - *appropriate TECHNOLOGY*
- Pelajari tentang beberapa topik berikut:
  - *economic issue*: **EXPENSIVE** (*capital intensive*) vs **CHEAP**
  - *labor issue*: **AUTOMATIC** vs **MANUAL** (*labor intensive*)

# TUGAS MANDIRI LANJUTAN (tidak dikumpul)

- Carilah buku atau karya-tulis lainnya yang judulnya menggunakan kata **TEKNOLOGI** (atau **technology**) lalu bacalah halaman2 atau paragraf2 pertama, carilah “**definisi operasional**” dari **TEKNOLOGI** (atau **technology**) yang dimaksud penulis.
- Pelajari halaman2 pertama buku tulisan **Rogers, [1986], “Communication Technology” ..... (fotopy-an disediakan)**

# PERSIAPAN TUGAS KELOMPOK

- Bagilah seluruh peserta menjadi 4 (empat) kelompok @ 7 s/d 8 anggota per-kelompok, boleh “campuran” REGULER dan KOMINFO.
- Setiap kelompok ada ketua-nya.
- Paling lambat pekan depan sudah tersusun ke-empat kelompok dan dikirim nama2 anggota dan ketua-nya masing2 ke WAG.
- Thema tugas kelompok: “SIKOLA”
- Tugas kelompok akan terdiri dari:
  - KUNJUNGAN
  - PRESENTASI HASIL KUNJUNGAN
  - LAPORAN HASIL KUNJUNGAN
  - WAWANCARA
  - LAPORAN HASIL WAWANCARA

# MODUL PEMBELAJARAN (NEXT)

- MODUL 01: MOTIVASI
- MODUL 02: TEKNOLOGI
  - Sub-MODUL 02A: Makna Ter-isolasi
  - Sub-MODUL 02B: Makna Diperluas
- **MODUL XX: TUGAS KELOMPOK**
- MODUL 03: INFORMASI
- MODUL 04: KOMUNIKASI
- Setiap MODUL akan terbagi menjadi beberapa SUB-MODUL



# SEKIAN

Terimakasih