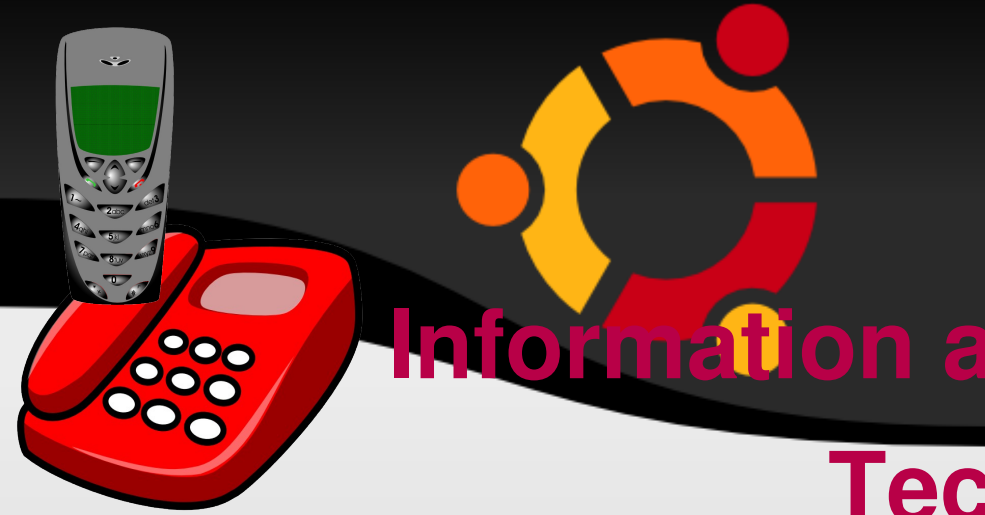


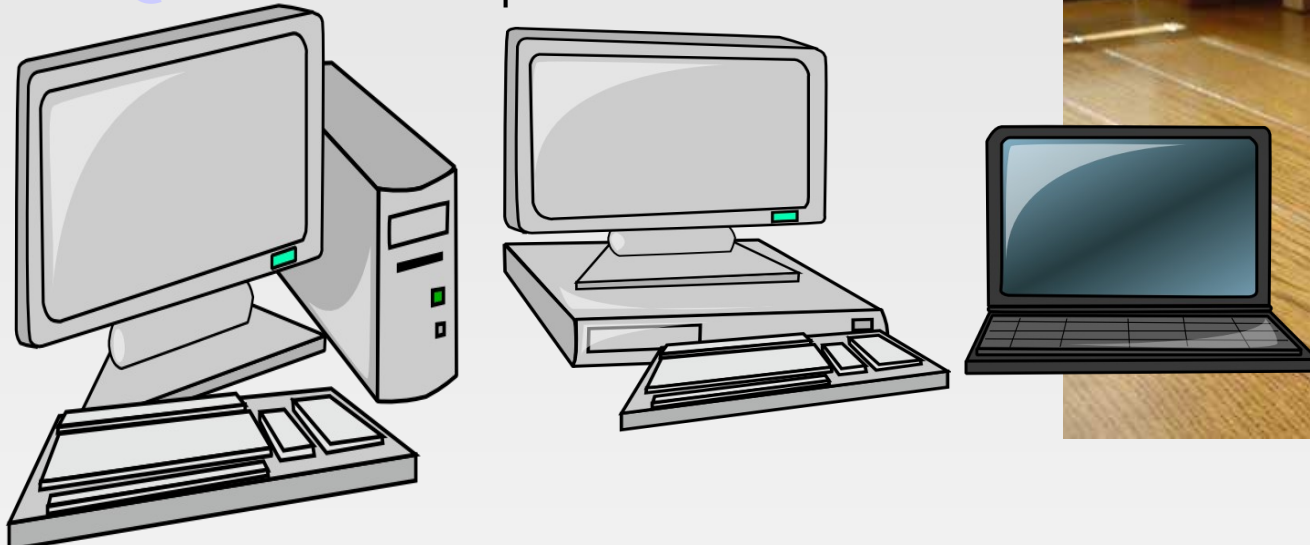


Information and Communication Technology:

The Meaning of TECHNOLOGY

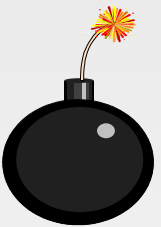
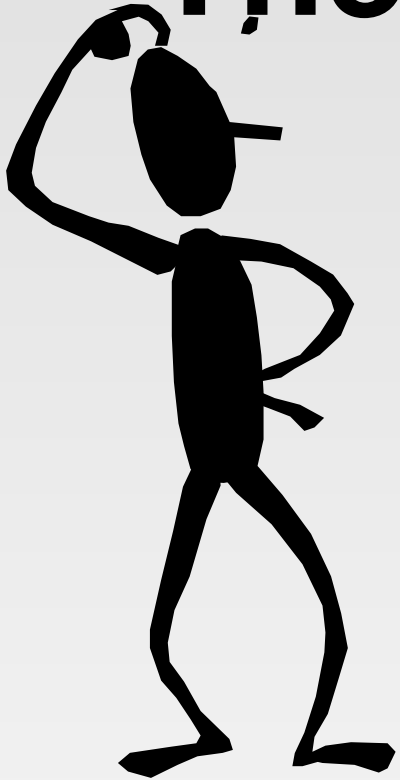
presented by: **Rhiza S. Sadjad**

rhiza@unhas.ac.id <http://www.unhas.ac.id/~rhiza/>



Teknologi:

- The ISOLATED meaning
- The EXTENDED meaning



The extended meaning of technology

- Tugas 1/2 Pembuatan PAMFLET

"TINGKATAN" TEKNOLOGI????

- *HIGH TECH* --> CANGGIH
- *LOW TECH* --> SEDERHANA

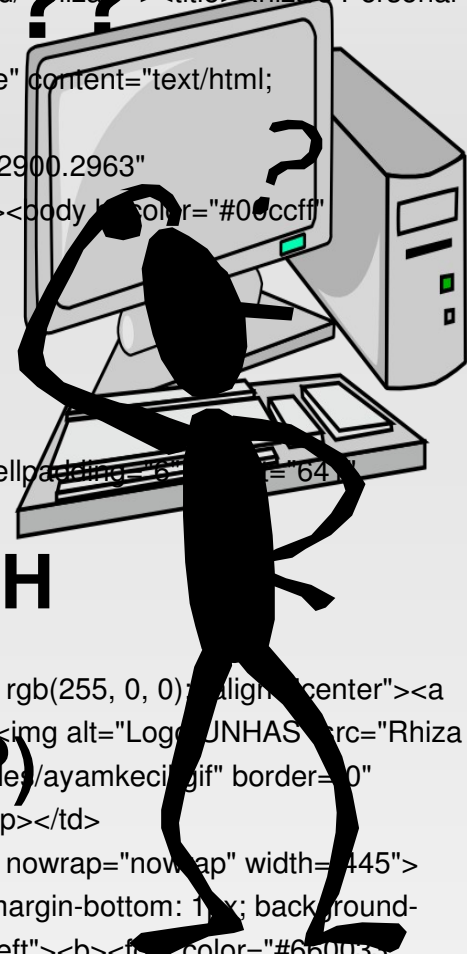
Issue ekonomis:

MAHAL (PADAT MODAL) vs MURAH MERIAH

Issue ke-tenaga-kerja-an:

OTOMATIS vs MANUAL (PADAT KARYA???)

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0
Transitional//EN">
<html><head><!-- saved from
url=(0030)http://www.unhas.ac.id/~rhiza/ --><title>Rhiza's Personal
Notes</title>
<meta http-equiv="Content-Type" content="text/html;
charset=windows-1252">
<meta content="MSHTML 6.00.2900.2963"
name="GENERATOR"></head><body bgcolor="#00ccff"
link="#0000ff" vlink="#800080">
<div align="center">
<center>
<center>
</center><center>
</center><table border="0" cellpadding="6" cellspacing="6"
width="642">
<tbody>
<tr>
<td height="126" width="57">
<p style="background-color: rgb(255, 0, 0); text-align: center"><a
href="http://www.unhas.ac.id/"></a></p></td>
<td colspan="2" height="126" nowrap="nowrap" width="445">
<p style="margin-top: 0px; margin-bottom: 10px; background-
color: rgb(255, 255, 0); text-align: left"><b><font color="#660033"
face="Tahoma" size="6">My Personal
Notes</font></b></p></td>
```



The extended meaning of technology ... ?

- ***HIGH TECH*** : Teknologi Canggih

Alat : Komputer + ***Colour Printer***

Bahan : (tidak menjadi issue, kecuali

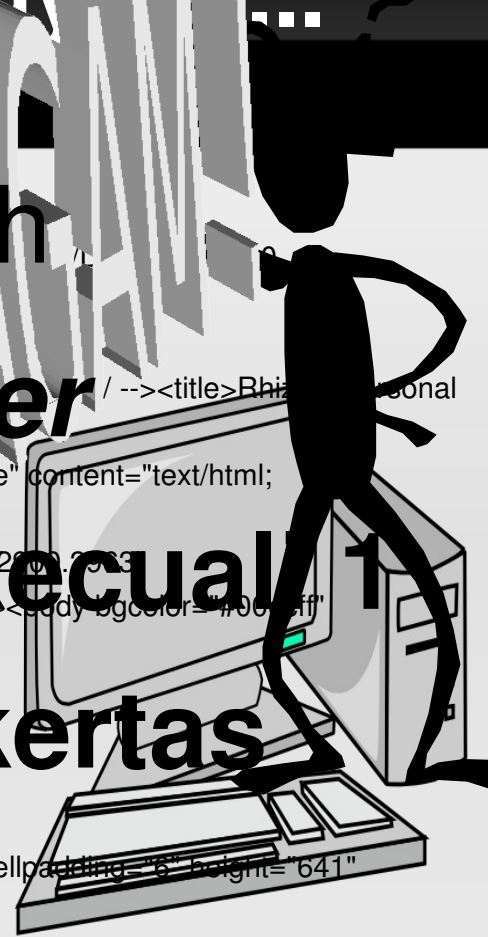
memakai kertas mengkilap, 1 kertas foto)

Desain: Dominasi Gambar/Text, ***Full***

Colour, Monochrome

Metode: ***Cut (Copy) and Paste, Layout***

```
!DOCTYPE html><html><head><title>Rhiza Personal Notes</title><meta http-equiv="Content-Type" content="text/html; charset=windows-1252"><title>Rhiza Personal Notes</title></head><body bgcolor="#0000ff" link="#0000ff" vlink="#800080"><div align="center"><center><center></center><center></center><table border="0" cellpadding="6" height="641" width="642"><tbody><tr><td align="center" height="126" width="57"><p style="background-color: rgb(255, 0, 0); align="center"><a href="http://www.unhas.ac.id/"></a></p></td><td align="center" height="126" nowrap="nowrap" width="415"><p style="background-color: rgb(255, 255, 0); align="left"><b><font color="#660033" face="Tahoma" size="6">My Personal Notes</font></b></p></td></tr></tbody></table></div></body></html>
```



The extended meaning of technology

- **LOW TECH** : Teknologi Sederhana

Alat : Gunting, lem, crayon (3), pensil (2), pensil warna ?
(4), mesin tik (1)

Bahan : kertas biasa, potongan huruf/gambar

Desain: Dominasi Text/Gambar, berwarna,
Monochrome

Metode: *Cut and Paste (5), Layout,*
Free Hand Drawing (13)

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0  
Transitional//EN">  
<!-- saved from url=(0030)http://www.unhas.ac.id/~rhiza/ --><title>Rhiza's Personal  
Notes</title>  
<meta http-equiv="Content-Type" content="text/html  
charset=windows-1252">  
<meta content="MSHTML 6.00.2900.2963  
name="GENERATOR"><trad><body vlink="#0000ff" vlink="#800080">  
<div align="center">  
<center>  
</center><center>  
</center><table border="0" cellpadding="6" height="41"  
width="642">  
<tbody>  
<tr>  
<td height="126" width="57">  
<p style="background-color: rgb(255, 255, 0); align="center">a  
href="http://www.unhas.ac.id/"></a></td>  
<td colspan="2" height="126" nowrap="nowrap" width="445">  
<p style="margin-top: 0px; margin-bottom: 1px; background-  
color: rgb(255, 255, 0); align="left"><b><font color="#660033"  
face="Tahoma" size="6">My Personal  
Notes</font></b></p>
```



The extended meaning of technology

- **HIGH TECH** : Teknologi Canggih

- **LOW TECH** : Teknologi Sederhana

- **APPROPRIATE TECHNOLOGY** :

Teknologi Tepat Guna

"Ideologi KETERTINGGALAN"

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0
Transitional//EN"
>
<html><head><!-- saved from
url=(0030)http://www.unhas.ac.id/~rhiza/ --><title>Rhiza's Personal
Notes</title>
<meta http-equiv="Content-Type" content="text/html"
charset="windows-1252">
<meta content="MSHTML 6.00.2900.2963"
name="GENERATOR"></head><body bgcolor="#000000"
link="#0000ff" vlink="#800080">
<div align="center">
<center>
<img alt="Rhiza's Personal Notes logo" data-bbox="560 530 610 550" />
</center><center>
<table border="0" cellpadding="6" height="112"
width="642">
<tbody>
<tr>
<td height="126" width="57">
<p style="background-color: rgb(255, 0, 0); align="center"><a
href="http://www.unhas.ac.id/~rhiza/notes_files/a/ankecanggih" border="0"
height="112" width="97"></a></p></td>
<td colspan="2" height="126" nowrap="nowrap" width="445">
<p style="margin-top: 0px; margin-bottom: 1px; background-
color: rgb(255, 255, 0); align="left"><b><font color="#660033"
face="Tahoma" size="6">My Personal
Notes</font></b></p>
```





SELESAI

The END
The END

THE END

Selamat mengikuti
KULIAH ini
dengan SEKSAMA