



Information and Communication Technology:

The Meaning of TECHNOLOGY

presented by: **Rhiza S. Sadjad**

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



ubuntu

Teknologi:



- The ISOLATED meaning
- The EXTENDED meaning



The extended meaning of technology



- Dari buku: *Rogers* [1986, page 1]

Technology is a **design** for **instrumental action** that **reduces the uncertainty** in the **cause-effect relationship** involved in achieving a **desired outcome** [*Rogers*, 1983, p. 12]

The extended meaning of technology



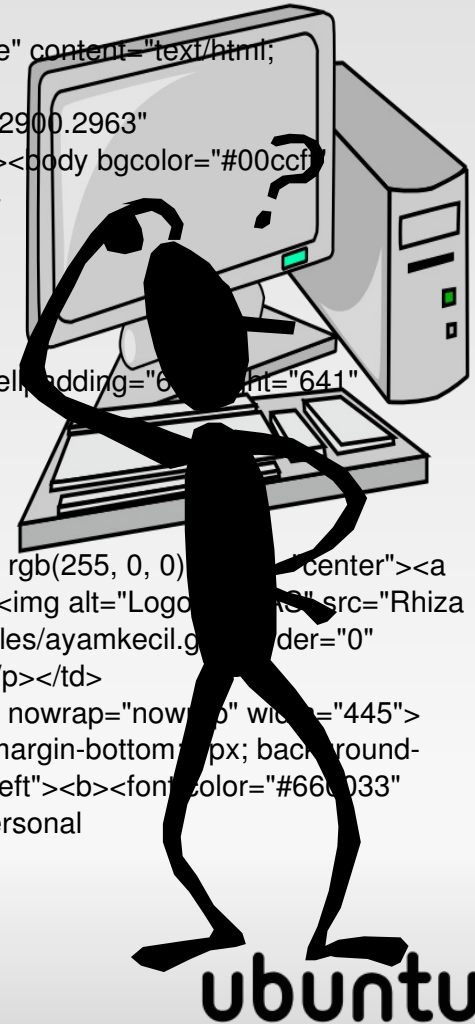
- Dari buku: *Rogers* [1986, page 1]

A technology usually has both:

- a hardware aspect
- a software aspect

andhumanware!

```
<!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="#00ccf  
link="#0000ff" vlink="#800080">  
<div align="center">  
<center>  
<center>  
</center><center>  
</center><table border="0" cellpadding="6" width="641"  
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: 0px; 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



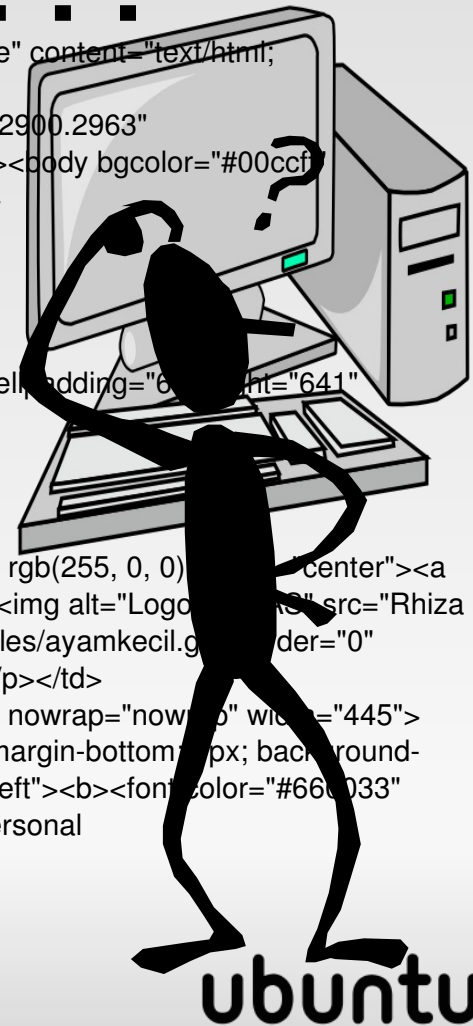
- Contoh lain:

PENGUASAAN TEKNOLOGI ?????

”menguasai” =

- memiliki?
- menggunakan?
- membuat?
- memahami cara kerjanya?
- bisa memperbaiki?

```
<!DOCTYPE HTML PUBLIC "-//W3C//DTD HTML 4.0  
Transitional//EN">  
<html><head><!-- saved from  
url: (0000)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="#00ccf  
link="#0000ff" vlink="#800080">  
<div align="center">  
<center>  
<center>  
</center><center>  
</center><table border="0" cellpadding="6" cellspacing="0" 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: 0px; background-  
color: rgb(255, 255, 0); text-align: left"><b><font color="#660033"  
face="Tahoma" size="6">My Personal  
Notes</font></b></p>
```



The extended meaning of technology



- Contoh lain:

"TINGKATAN" TEKNOLOGI????

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

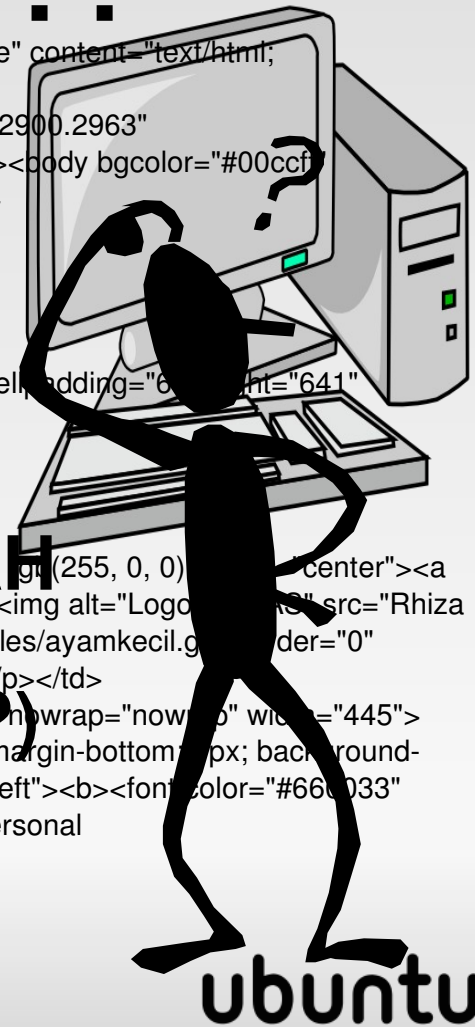
Issue ekonomis:

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="#00ccf"
link="#0000ff" vlink="#800080">
<div align="center">
<center>
</center><center>
</center><table border="0" cellpadding="6" cellspacing="0" width="641"
height="641">
<tbody>
<tr>
<td height="126" width="57">
<div align="center"></div></td>
<td height="126" width="57" rowspan="2">
<div align="center"></div></td>
</tr>
<tr>
<td height="126" width="57">
<div align="center"></div></td>
<td height="126" width="57">
<div align="center"></div></td>
</tr>
</tbody>
</table>
</div>
</body>
</html>
```

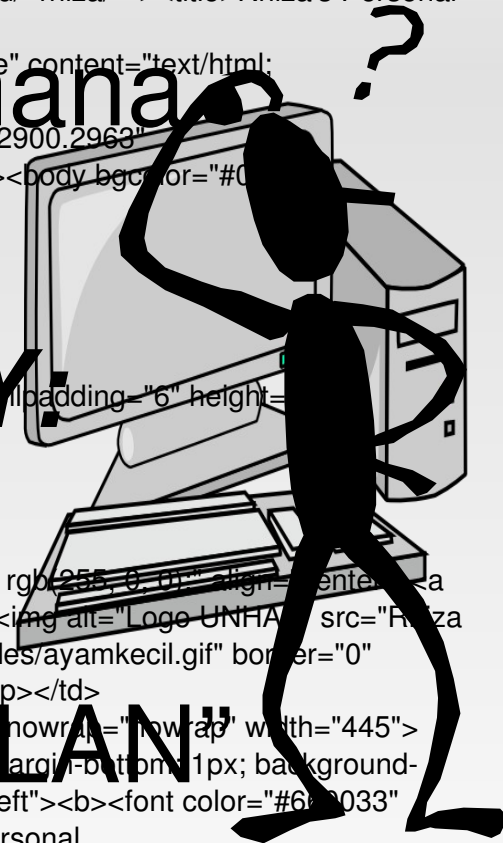


The extended meaning of technology



- **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>  
<center>  
<table border="1" cellpadding="6" height="126" 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/"></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