

# ACCELERATION TECHNOLOGY ON BOOKS AS CULTURAL MEDIA ON HUMAN COMMUNICATION IN THE ERA OF INTERACTIVE COMMUNICATION

Asthararianty

Petra Christian University

**Abstract:** Dromology is a speed that characterize progress. One of the affected is the culture of reading books. In the past people reading a book in the conventional manner, but in recent years, Internet technology has brought man reading a book in a different way, namely through the e-book. These changes ultimately led to a cultural shift in communication, especially in reading the book. The method used in this research is the study of literature. Results from the study showed that the reading culture (human interactions in a conventional book) has been turned into a reading culture that is synonymous with technology and also acceleration. Characteristics, sensations and experiences have changed. Technology (e-book) has become the new devices in cultured (communication / human interaction).

**Keywords:** book, dromology, interpersonal communication, new culture

**Abstrak:** Dromologi merupakan kecepatan yang menjadi ciri kemajuan. Salah satu yang terkena imbasnya adalah budaya membaca buku. Pada saat yang lalu orang membaca buku dengan cara konvensional namun dalam beberapa tahun terakhir, teknologi internet telah membawa manusia membaca buku dengan cara yang lain, yakni melalui e-book. Perubahan ini pada akhirnya membawa manusia pada pergeseran budaya dalam berkomunikasi, khususnya dalam membaca buku. Metode yang dipergunakan dalam penelitian ini adalah studi literatur. Hasil dari penelitian menunjukkan bahwa kebudayaan membaca (interaksi antarmanusia dalam sebuah buku konvensional) telah berubah menjadi budaya membaca yang identik dengan teknologi dan juga percepatannya. Karakteristik, sensasi dan pengalamannya telah berubah. Teknologi (e-book) telah menjadi perangkat baru dalam berbudaya (komunikasi/ interaksi antarmanusia).

**Kata Kunci:** buku, dromologi, komunikasi interpersonal, budaya baru

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*Author is a lecturer in Petra Christian University, email: [astha@petra.ac.id](mailto:astha@petra.ac.id)*

## INTRODUCTION

Communication is one of the important things nowadays. It becomes very identical to everything people will do. Today the science of communication and its application become one of many sciences preferred by society. Consciously or unconsciously, people communicate anytime through a medium or the others. Every information that people receive or share is a form of communication between one another. It is also stated by Fiske (2012) that communication is a message transmission, in which since long time ago people have communicated orally. In the World War II era, people had a thought on how to communicate efficiently (Fiske, 2012).

Bungin (2011) said that the history of the development of human communication is same as the history of human life itself. For instance, the discovery of language in the beginning is as one of the most advanced form of interaction at that time, which later developed into a book (written and printed).

Book, according to Vivian (2008), is the primary tool for social values teaching from the old generation to the new generation, in which as a medium it accelerates the process of idea and information exchange between people. This means that book is one of media for humans' communication.

Book has developed from just a sketch on paper into more advanced form because technology found the printing machines that developed rapidly. Not only the making process, but also the distribution, up to now book can be accessed in printed version or *online* version.

In the books media technology development occurs dromology or acceleration. Books that previously have a physical appearance recently experienced the development to be online. This is supported by the advances of technology that evolve since the new discoveries related to technology are found

and become the media that make it easy used for humans. It is easy because through the internet, people can read the books wherever they are without having to hold the books in physical form. Therefore, the formulation of the question in this research is how is dromology in the technology development of booksmedia as human communication?

## **THEORETICAL BACKGROUND**

Communication theory used to talk its portion about how humans communicate from the beginning. How the need of human communication from one era to the next era and develops to the final stage. This theory is based on the theory of communication in the Fiske's book (2012), the introduction to science of communication, which discusses a little bit about the theory of communication together with its acceleration process in a certain period and also talks a little bit about the medium.

Medium is the technical or physical device that changes message (in this case can be called as a communication) into a signal so that it enables to be transmitted on a channel. Medium has three categories, namely media presentation, representation media, and mechanical media. It can be seen from these three media, the development on the channel for the source of information in communication has changed and continues to develop up to now. Fiske (2012) says that media are mutually overlapping each other, due to the possibility to ease by putting them together. Between one medium to another medium, it is described how they relate each other. This relationship depends on the of the user's needs.

The theory that talks about medium also said that book is the medium used most often to enhance one understands about him.

For Rustan's (2009), book medium as part of the printed media is able to provide readability and comfort in reading because its function in conveying information can be packaged and developed more creatively.

The second theory used in this research is about the technology based on the Don Ihde's thought of technology philosophy from Lim's books (2008). Lim (2008) says that nowadays human life have been fully mediated by technology. Lim says that Don Ihde asserts that human cannot live in a non-technological park on earth. Technology in that era has different views. Technology can be considered as a negative thing but it can also be positive. The emergence of various views on technology makes Ihde think that the reflection of technology can be a starting point for the basis of philosophy of science. This book also explains how a technology changes people experience and perception. It is related to public acceptance in receiving information which represents the results of human communication through a technological advancement.

This communicating matter among the people develops through the communication media and technologies. Everett M. Rogers in Bungin (2011) says that in the era of communication is divided into four parts. Those four parts are written era television, printed media era, telecommunications media era and interactive communication media era. In the last era, technology is so rapidly developed and until now people experience it.

But this thought is much more widely viewed by Sayling Wen. Media according to Wen Sayling in Bungin (2011) are not only as a medium of interpersonal, but as a medium for data storage and as information medium as

well. There are book and paper, camera, tape recorder, film camera and projector, video recorder and optical disk as the data storage media.

According to Bungin, the inception of the interactive communication era is marked by the advent of information technology diversification. This integration leads to the merger of telephone, radio, computer and television that people now call Internet.

The following theory used is dromology. Virilio in Piliang (2010) defines dromology as the speed which is as the advancement characteristics forms the advances in high tempo, not only the power of science but also the power of movement.

In today's culture of global capitalism, the acceleration means moving continuously, and at rest it will be crushed because of that acceleration. This concept becomes a concept of the advancement which represents the heritage of enlightenment philosophy becomes a new paradigm in modern life.

The motive behind that acceleration is the difference in speed to narrow the difference gap in order to condense the time among the differences. In social context, interactions between one individual to the other individual is an attempt to meet the goal of influencing each other in exchanging information.

Nasrullah (2012) says that this interaction brings out a value of the process as a culture. More precisely, culture for Nasrullah (2012) is the social practice or value that still prevails and exchanges in human relationships either as individual or as a member of society.

This cultural development is also followed by technological development. Nowadays that is a natural thing in life that is affected by this acceleration. In his book, Nasrullah (2012) says that the technology development

has an effect on the culture communication. The human interaction process is mediated by medium which is an indulgence to today's society. Technology has become a tool for culture itself this time.

### THE RESEARCH METHOD

The method used here is library research. Library research means conducting a series of activities by means of data collection, reading, recording and analyzing research materials as well (Zed, 2008). According to Zed (2008), library research has some characteristics, one of them is the researcher directly deals with the text and does not conduct field research and the data is ready to use.

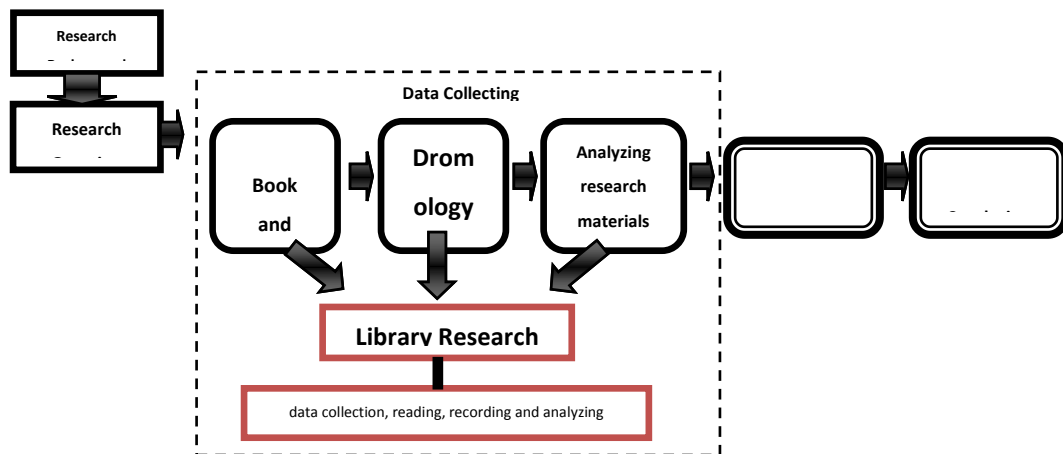


Figure 1. Scheme of the research

### RESULT AND DISCUSSION

It is inevitable that one of the information resources that people usually use is a book. There are many things we know and learn from a book. The book is a group of several pieces of paper stapled together. Up to now, people are still

keen on reading book. Book has a great impact on human life. Books are said to be the collection of a great number of written words which are compiled together.

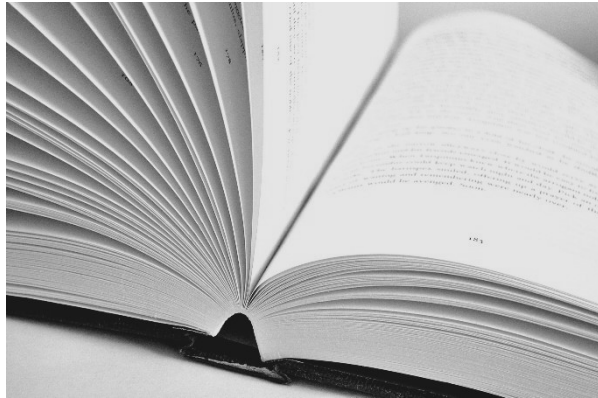


Figure 2 the picture of book

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Book as a source of information offers various types of information for children up to adults. As a source of information, books spread the messages namely knowledge that we needed. Book, one of a variety of mediums, is a means or pattern of human interaction. This human communication process is mediated through a book which represents the dissemination of information from one human to the other human.

In the dissemination of information, during this time, people get book conventionally, this means the book is "real", people can hold, touch every page, smell the paper, and so forth.

But nowadays people live in the developed era. One of the advancement in various aspects of human life is the advancement of technology and communications media as a means of looking for a source of information and

providing information. This occurs in the interaction between one human to the other human or otherwise or to a particular group.

In theory, communication in a society is known as the four eras of communication. These eras are written era, print media era, telecommunications media era and interactive communication era. The communication media are not only as a medium of communication but also as a medium of information storage. The information storage media can be said to be in any such communication era.

This form of storage media can be book and paper, camera, tape recorder, film camera and projector, video recorder and optical disk. Book is one of the information storage media that lasts for a long time. This becomes one of the reasons why up to this time book is the source of information that is still preferred by many people.

Books are always present in every era of communication as mentioned above. But nowadays due to the advancement of technology, it can be said that people live in the interactive communication era. In this era, people face a medium called internet that is supported by the advancement of technology devices which is getting smarter and more sophisticated, such as smartphones, tablets, etc.

So many supporting electronic devices currently pop up and compete in order to obtain customer's prepossessing. Electronic devices emerge as a lifestyle for every customer. Along with the era advancement, electronic devices have become an identification of a way of life for most people, and become an interest and activity for each individual own. These devices are also equipped by many features and functionality that are practical and attractive. One of them is that it can be used as a means for reading books.



Book, has a "real" form as the conventional media since long time ago. While reading, people will be in a specific time and space, both in real space and time, that is where they read and also the needed time or space, and space and time that occurs in the reading process.

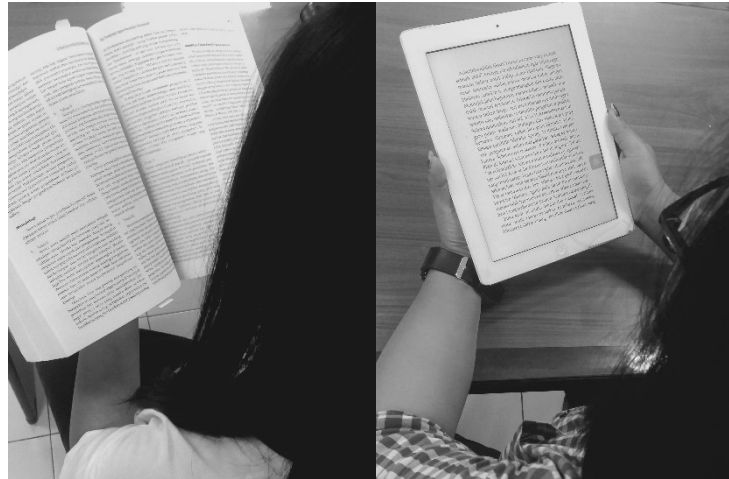


Figure 2 Reading a book vs reading an e-book

Source: Personal Documentation

Along with the entry of the interactive media era, as human beings, people should be able to adapt. Media are available to be processed and used immediately, either the technology or their contents. This dissemination of information is so developed and has many kinds.

The interactive media era is a speed in human life. All things are identical with the speed. This speed was caught as a theory called dromology, the science of speed. As stated by Foucault in Piliang's book (2008) that discourse of politics, social and culture of global capitalism, a power has not only *power/knowledge* but also *power/speed* as the source.

Currently, all those things have changed. In the technology awareness era, the information deriving from books, experiences changes in its media. It is no longer from a conventional real book, but it has become an electronic book, or

commonly called *e-book*. This time, reading activity has changed, it is holding and looking at not only a conventional book but also a technology-based gadgets. The existence of the traditional printed books will gradually be replaced by *e-books*. *E-book* or *electronic book*, according to its own terms, is an electronic form of traditional books. *E-books* are usually read through electronic/digital media (Danesi, 2010).

This advancement is as one of the phenomena in a dromology. Dromology itself tells about the science of rapid growth, in which speed is a characteristic of advancement which forms the advances in high tempo.

In the era of technology development today, such as letter versus email, also books versus *e-book*, have a limitation of time and space disappeared. *E-book* as one of the era and technology advancement products enables overcoming place and time barriers.

Previously, reading is in indoor activity, now it has changed. Reading can be done anywhere, indoor, in public transport, in a private vehicle, in the park, etc. Through a super-sophisticated gadget, today reading becomes a lifestyle in a society in which everything is required to be fast, immediate and instant, a lifestyle that has been undergone by almost all people. People today live in a speed without a compromise to wait.

The speed of accessing information from an *e-book* no longer needs space and long time. As the explanation about space earlier, this also happens in time, in which people do not take a long time in accessing information from *e-books*. For instance, when people need a few books, they just click on those *e-books* and then they will obtain *e-books* that they need. This thing has an impact on not only time but also space. In other words, using the conventional book takes a large space

rather than using a gadget that contains dozens of e-books in it. People do not take time in browsing bookshelves to seek what they need, but they only click.

These speeds can also be viewed and connected as part of the emergence of an impact on the era advancement, we have to adapt to this era due to the existence of this speed (dromology). People have enter to a new culture in terms of communicating.

## **CONCLUSION**

Novelty in the culture of global capitalism that is permitted to continued, but acceleration will not stop. Acceleration is spinning through the dynamics of difference. The duration and tempo of life is getting faster, but also faster for emptiness and fatalism. It traps people in an accelerated rhythm that increasingly narrowing the space and time in the course of a life.

Our need for space and time has been compressed because of instant speed and convenience of this immediately. Compression of space-time has created a framing time model. In other word, human being inside of time and framed with a density of time. Usually, man engaged in a space and time, but now the man lived in the speed that moves surrounds a human.

Without any movements by humans, it can be said that the acceleration of this technology has affected a human life. Adaptation by humans becomes fast paced, if not sooner then as though we will be squashed no longer simply be left behind. Now, technology comes to inhabit the space and time that exist within human life. From here, there will be a variety of consequences such as not only the human process of reading. But, time, space and speed can not be separated

from the people's lives in other areas, such as in the discourse of political, social, cultural and global capitalism.

This problem of course also related with how information, acceleration, media and technology make an interpersonal communication into a different culture. Through the advancement of technology, a culture of reading (of human interaction in a conventional book) has been turned into a reading culture that is synonymous with technology and also, the acceleration. Characteristics, sensations and experiences have been changed. Technology (e-book) has become the new culture ini human communication.

Further research suggested using a quantitative approach to find the motive use of e-book at various ages.

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