

# Astro 2.0: langitselatan as the Implementation of Web 2.0 in Indonesia

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**Abstract.** Online media become popular among public in recent time. World Wide Web growth rapidly. Social networking, video sharing, blogs, wikis are part of this new web 2.0 era. It allows users to interact with other users, share minds, build community and doing their hobby together in cyber world. In contrast with non-interactive websites that are limited to passive viewing only.

This model of communication can be implemented to astronomy communication. The traditional methods need to be expanded to meet the new social system. An unclub astronomy is a new model to those who has interest in astronomy. Through cyber world, amateur astronomer can be educated more than before. Data sharing, remote observation become a choice to learn astronomy in cyber world. One of the example here is langitselatan, which using web 2.0 as an implementation of astro 2.0 to communicate astronomy in Indonesia.

**Keywords.** web 2.0, astronomy, media, Indonesia

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## 1. Introduction

In 2001, the bursting of dot-com marked as a turning point for the web. Along with that, web rapidly increase and the needs of the web is not only as an information media. Web plays an important part to engaged people with the same interest to have collaborative network between each other.

In 2004, the concept of web 2.0 began with a conference brainstorming session between O'Reilly and MediaLive International. Since that time, the term of web 2.0 become widely known as a term that associated with web applications that facilitate interactive information sharing and collaboration on the World Wide Web.

Web 2.0 application that mostly used by internet users is web-based communities, web applications, social-networking sites, wikis, blogs, video sharing sites, folksonomies and hosted services. Most of them have purposes to build collaborative networking between each other. In recent time, web 2.0 application also used by entrepreneurs, policy-makers, and researchers. The increasing of web 2.0 users also increase the chance and opportunities for business, education, national security, and beyond.

Social networking and social media sites also play an important role to engage casual people but they could be use to play serious role on building astronomy networking in a

term of Astro 2.0. The term 2.0 refers to a term for the next generation of communicating science/astronomy using web 2.0 application

## 2. Astro 2.0

Coined Web 2.0, technologies such as blogs, social networks, wikis, photo and video sharing sites, podcasts and micro-blogging have been adopted by the astronomy community and exciting things are happening as a result.

In global network, wikipedia, youtube, facebook, twitter, blogs, and etc are use as a media to share information and news of astronomy events. Outer space missions also take benefit from social sites to engaged people with their missions live report. Aside of that, the modern life also bring people to easily engaged to internet to get new information, recent news, educational topics and discussion room. Without going anywhere a person could learn many things through internet.

For an enthusiast astronomy, as well as amateur astronomer, social sites will foster relationships with professional astronomer or with another astronomy hobbyist. this kind of experience become common and give us evidence that the way people engaged with astronomy has been change in irreversible ways. Through world wide web, public can have access to educate themselves in astronomy. They can change their thoughts and minds through online discussion, and enjoy many educational resources through video sharing sites. Internet access to telescopes and digitized surveys give opportunities for amateurs and enthusiasts to watch the stars online. It also arise a collaborative network between communities and countries to have remote observation for research and educational purposes.

Through web 2.0 application astronomy could build a largest information base and network by harnessing collective intelligence. The application will be use by societies as a resource. Especially students. The open access of astronomy information will also make scientific progress more collaborative and more productive. Unfortunately with an open access like this, the information or data sharing will be widely use by others. this will bring another issue of plagiarism except if the information or data is dedicated as a common licence.

## 3. langitselatan as web 2.0 implementation

In Indonesia, there are several astronomy blogs but most of them are private blogs or community blogs. After discontinue our web service on 2006, we changed our service as astronomy media with a blog. In 2007, we started again our services in astronomy education and popularization media with blog as a form. The idea of interactive web between users impress us to have interactive communication with our readers. As a fact, astronomy is a rare subject that not much people knew, so it would be very useful if we could communicate with our readers to fulfill their needs. Blog is our first choice, but later on we also use other social sites and media to engage our reader and build a community.

By harnessing collective intelligence, langitselatan could have wide range of astronomy topics and deliver it directly to the readers through RSS. langitselatan also use social networking site to build community and microblogging sites as a tools to spread a new idea and building interactive communication with the readers.

To educate people in astronomy, langitselatan also use a video sharing to share the knowledge on hands on activities with its community and to share our activities with public. All these give a glimpse on astronomy knowledge to our readers and viewers and



**Figure 1.** langitselatan as an implementation of web 2.0

also build an astronomy awareness among public. However we must admit that social media become a great public relation for an institution, a group or a certain subject such as astronomy. Along with the beautiful photographed from astrophotographer, and pictures from various mission we could bring universe down to earth and engage more people into it. Rapid sharing of information and news also become important in a modern world like this. It is not the reader who come to the news but it is the news that come to them. This is a new way of delivering an astronomy news and knowledge to users. Aside of that, rapid sharing of news and information is also a new way of public education and science dissemination.

With online media such as langitselatan, we give an opportunity for the unclub astronomy to grow. An unclub astronomy is a new term for those who has interest on astronomy but have no time for club meeting. These are people who spare their time mostly to learn through blogs, wikis, and online sharing sites. Or we could say this is a new era of armchair astronomy, an era to engaged people to astronomy without leaving their chair or home.

Without doubt, langitselatan blog, facebook, twitter, and youtube page give an impact that help us to communicate with public and recognize their need and to adjust misconception that raised among them. It also become an aggregator from online discussion. Web application that we use in the blog also gave a chance for users to check an astronomy events or to get an online viewing of sky map.

#### 4. Results and Challenges

Web 2.0 era changed the way people think of internet. It is not only a one way information sharing but it become an interactive website that gave users a chance to communicate and interact with each others. So does langitselatan, the blog become widely known as astronomy media after using the application of web 2.0.

The challenge is the lack of press release or news from local institutions, while people really need a rapid sharing of news and information. An example, the news about asteroid impact or meteor impact had it release from NASA and not from local institution sites.

As an online media, we will need more news and information regarding local events from local institutions that we could deliver the news rapidly to our reader.

## 5. Future plan

In recent time, langitselatan already use web 2.0 application as it service. In the future, we plan to build a collaborative network between amateur astronomy, astronomy enthusiast and hobbyist through social sites and media and endorse the growth of an unclub astronomy.

Through our affiliates, we will also build a collaborative network for remote observation and research network among students in Indonesia. And also to provide more astronomy resources through video sharing sites. Aside of that, we will build langitselatan as an astro 2.0 media that cover many things in the future t bring astronomy right to our users without leaving their chair.

This will be a long term work but it could be an open door to those who live outside Bandung of Jakarta which have the center of astronomy.

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