

Ammatoa Indigenous Communities in The Middle of Production Technology Advancement and Communication

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Abstract. The Ammatoa indigenous community is a traditional group inhabiting the protected forest area of Kajang in Bulukumba Regency, South Sulawesi, Indonesia. This community lives harmoniously with nature, adhering to a way of life that involves nurturing the forest as a source of sustenance while practicing traditional agriculture. An intriguing aspect from a communication perspective is that the Ammatoa Adat community communicates verbally using a local language and wears all-black attire without footwear. In their daily lives, the traditional Ammatoa society strongly upholds their customs while intentionally distancing themselves from the influence of production and communication technologies. This study aims to understand the social structure of the Ammatoa indigenous community and their level of acceptance or rejection towards technologies that might bring about changes in their lives. The research employs a qualitative descriptive method with an ethnographic communication approach, utilizing in-depth interviews and participatory observations. The study draws upon the Social Construction of Technology (SCOT) theory and the Identity Negotiation Theory by Stella Ting-Toomey to explore how the identity of the Ammatoa Adat community plays a role in their interactions. The findings reveal that the Ammatoa indigenous community is open yet selective, utilizing technologies such as mobile phones, the internet, and other social media platforms as long as these do not disrupt their customs. In this manner, the Ammatoa Adat community strives to preserve their cultural identity by embracing changes selectively. Various social norms were also identified within their culture, such as prohibitions against pruning trees during flowering seasons, capturing animals during their breeding periods, and the obligation to plant trees for sustenance and environmental conservation. Consequently, it can be inferred that the Ammatoa indigenous community possesses a functional biculturalism ability, allowing them to transition between different cultures with ease. This capability empowers the Ammatoa Adat community to integrate into external cultures without compromising the essence of their sustaining customs.

Keywords: Identity, Ammatoa, Kajang.