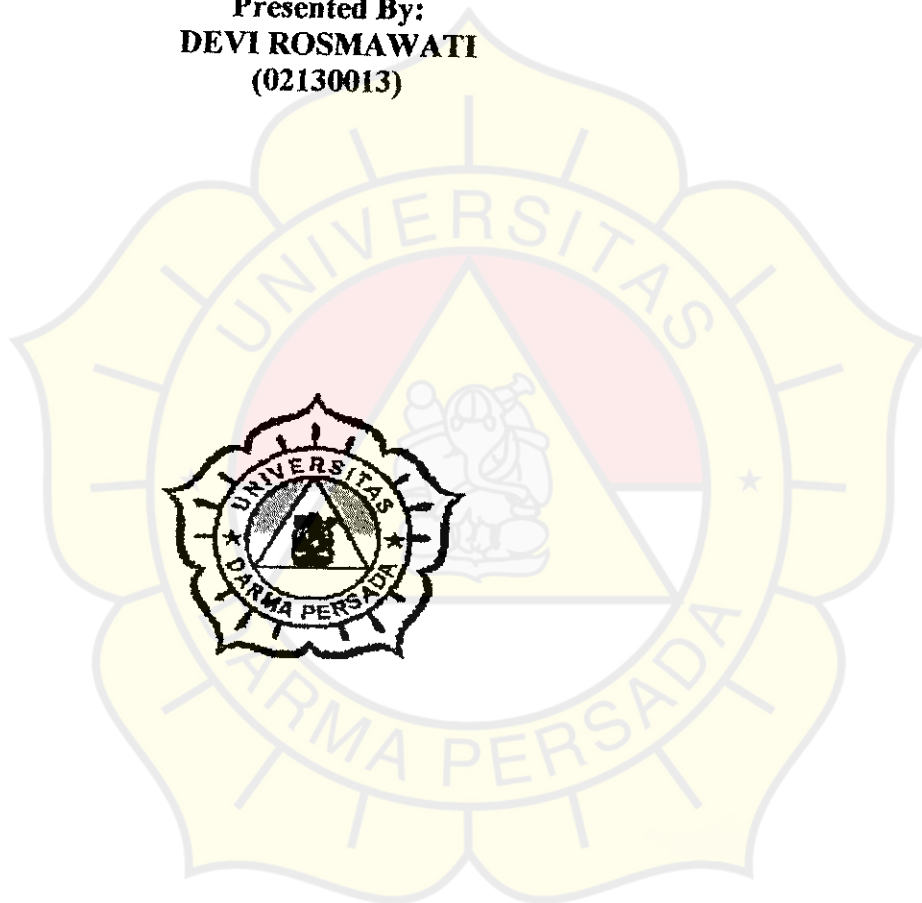


**THE AMERICAN VALUES INFLUENCE
THE INTERNET TECHNOLOGY IN USA**

A Thesis

**Submitted in Partial Fulfillment of the Requirement
For the Bachelor of Art Degree**

**Presented By:
DEVI ROSMAWATI
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**ENGLISH DEPARTMENT STRATA-I
FACULTY OF LETTERS
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Jakarta
2006**

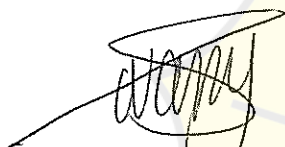
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Has been approved in July 2006

The Head of English Department



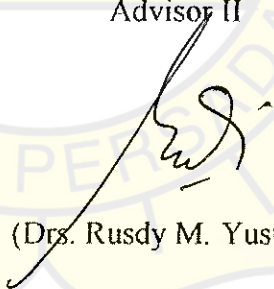
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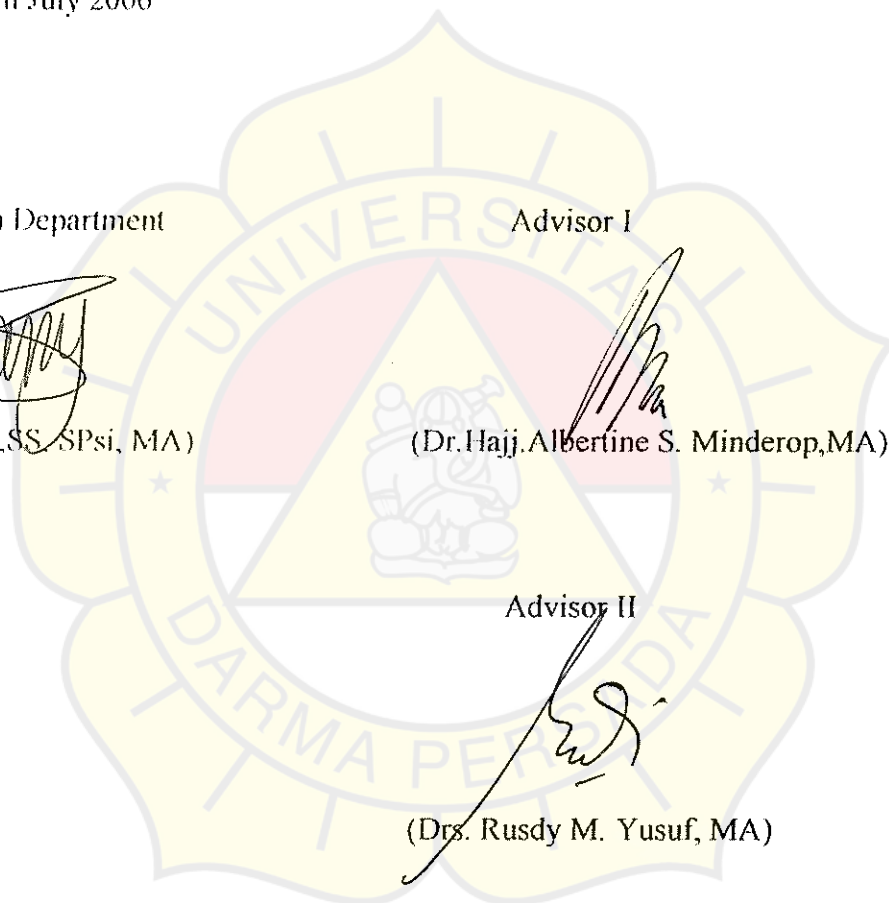


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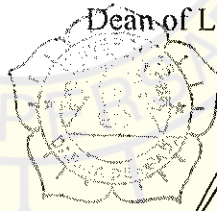
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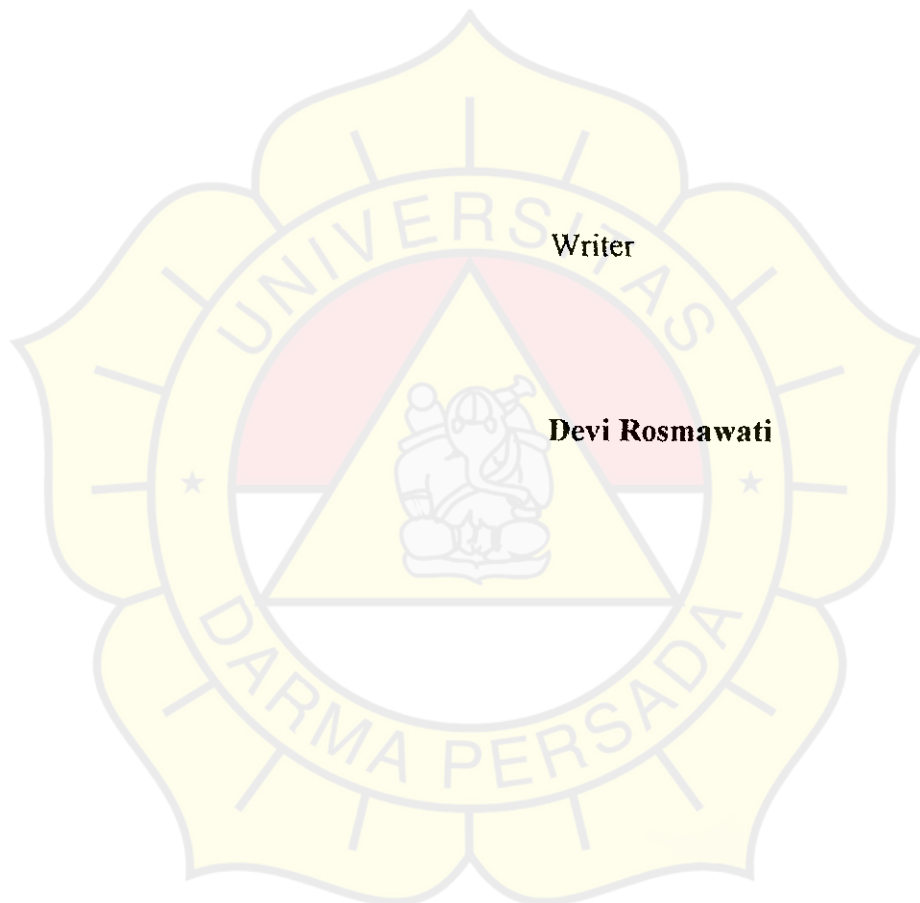
(Dr. Hajj. Albertine S. Minderop, MA)

The thesis is entitled

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This thesis is scholarly work that I arranged under the guidance of Dr. Hajj. Albertine S. Minderop, MA and Drs. Rusdy M. Yusuf, MA. The thesis is not a plagiarism of another thesis or works, a part or all of it. The contents become fully my own responsibility.

I write the statement in truth in Jakarta July 2006



Writer

Devi Rosmawati

ACKNOWLEDGMENT

Assalamualaikum Warahmatullahi Wabarakatuh

First of all, I would like to thank to Allah SWT for blessing and giving me strength to finish this thesis entitled

THE AMERICAN VALUES INFLUENCE THE INTERNET TECHNOLOGY IN USA

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Jakarta, July 2006

Devi Rosmawati

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CHAPTER I

INTRODUCTION

A. Background

The last 19th to the 20th century has been dominated by technology. The key of technology was information, gathering, processing, and distributing data. The growth of technology becoming faster in recent times to fulfill the daily needs of society. Among others developments, computer industry is the youngest compare with radio, television and telephone networks, it also have spectacular progress in a short time. The invention of IT (*Information Technology*) would be benefit for many people around the world.

Information Technology (IT) has been very useful and will be even more useful to humans in learning about the cultures of different communities. However, exposure to different cultures brings both advantages and disadvantages. It helps one community to understand the cultures of others, and by selectively borrowing from these, a community will be able to a powerful culture. If, on the other hand, one community is exposed to a powerful culture and absorbs it without discrimination, the cultural identity of that community will be lost.²

The phenomenon about the technology of internet which has been used by billion of people recently for they daily activities makes me interested to have research about the topic Here, I will describe globally the connection of American Values that could influence the emerge of Internet technology in USA. Furthermore, I will also describe how, when, who, and why this technology was created.

The magnificent computer network (*internet*) has been existed since 1969, the first aim was to improve technology that could connect the researcher in one university to other universities. This mission was donated by the US Defense of Department (DoD) during the cold war era. This project was called ARPA (*Advances Research Project Agency*). The ARPA tried to improve the networks in switching package to transfer data The switching package was used first time for military in

² Inose, Hiroshi *Information Technology and Civilization*. (New York, 1984).p.121

purpose for security reason in delivering information via networks that was supported by DoD. The DoD needed to create network to link computer in universities and research labs. Practically, the data was split into several package that has many different route to destination place. Those routes would be differentiated, so if one of those routes broke or fail, other route still can be used and furthermore, the data couldn't be recorded by the enemy. Internet is at least one system that was designed and built in a totally free environment by the people who knew best how to design that system. It also so vast and is comprised of such a varied collection of computer and connection that it can not be destroyed without destroying the nerve centers of every developed quotation.³

The succeed of ARPAnet finally could cultivate networks connected to other networks. Then, these systems evaluated into "organism" which its growth become wide that may included millions of people and millions of networks.⁴ In recent time, internet and other networks have been used by scientists, engineers, lecturers, librarians, students, businessmen, also congressmen to their activities such as; to communicate to their friends, to accept journal, to receive e-mail, and also to access bulletin of current news.

B. Identification of the Problems

Based on the background above, I identify the problem as follows: The character and the American Values which pragmatist, thinking in progress, dynamic, and optimist, impact the emerge of internet technology. I assume that the theme of the thesis is "*The American Values Influence The Internet Technology in USA*".

1. Limitation of the Problem

According to the identification above, I limited the problem to the chronologies of the internet history, the use of internet in several aspects, and the growth of internet. The limitation of this problem was analyzed through the American Values.

Ronald L. Wagner. *The Word Wide Web Training Manual*. (USA, 1996). p.6

Tracy Laquey. *Internet Companion: A beginner's Guide to Global Networking*. (USA, 1993). p.9

D. Formulation of the Problem

The main aim of this analysis is about internet technology (IT) which began from America until it influenced to several aspects of activities in many countries.

According to the explanation above, the formulation of the research are:

1. What is the background of this information technology?
2. Was this IT connected to the American Values?
3. What are the benefits of the Internet and how its growth recently?

E. The Aim of Research

The aims of this research are:

1. To analyze whether the invention of this information technology connected to the American Values.
2. To explain the chronologies of the emerge of internet and its growth.
3. To give the benefit of this IT into several aspects.

F. Theoretical Frame Work

Based on the aim of the research above, I use the American values theories by Albert & Williams on their book *Making America "The Society and Culture of the United State"* which are progressive, an active people, mobile and change, scientific and rational, pragmatist, and optimist.

As we have seen before, *Information Technology* (IT) has been very useful and will be even more useful to humans in learning about the cultures of different communities. However, exposure to different cultures brings both advantages and disadvantages. It helps one community to understand the cultures of others, and by selectively borrowing from these, a community will be able to a powerful culture. If, on the other hand, one community is exposed to a powerful culture and absorbs it without discrimination, the cultural identity of that community will be lost⁵

There are some important culture changes in US since the end of civil war during around 18th century. The existence of some laboratories and universities was as a basic changes in America. The existence of science and technology which called

⁵ Inose Hiroshi, *op.cit*

“revolution of science” was brought by Europe. The development of science and inventions from year to year flows well until the development of modern science in recent times.

In the age of cultural pluralism, what is meant by American Culture? Is not the United States several streams of culture flowing side by side? There is probably more acceptance of this idea today than at any time since the founding of the country. Like **technology** is solidly from Europe, and even more subtle social values, such as egalitarianism, seem to be European derived, but modified to suit local conditions, as the core of American Culture.⁶

Where does this American character come from? As mentioned. It seems to come from a European base that has been subsequently modified to meet local conditions. The values derived from life on the frontier, the great open spaces, the virgin wealth, and the once seemingly limitless resources of a “new world” appear to have affected ideas of freedom. Individualism seem to have been fostered by a commitment to “progress” which in turn was derived from expansion over three hundred years.⁷

Definitions of *value* vary from Robin Williams’s “criteria for selection in action” to Ralph Henry’s “an ideal, a paradigm setting forth a desired and esteemed possible social reality.” Concurring that they “are by definition criteria, that is ideals, goals, norms, and standards,” Ethel Albert cautioned that values, known chiefly through verbal behavior, not be mistaken for the actualities of conduct. Furthermore, cultures tend to maintain two orders of value: “high-level ideals [that] are not intended for universal, literal realization,” and the secondary values that are the practical guides of behavior. The contrast between its ideal and realistic values- and between its standards and achievements – help define the characteristic tension of society. Tracing those tensions has been major task of modern American historians and social scientists. Many inventories of America’s traditional core values have been

⁶ James P. Spradley and Rynkiewicz A. Michael, *The Nacirema* (USA:1975)p. 364

⁷ *ibid.*

made, some of which have been cited above. In the early 1960s, Albert and Williams drew particular attention to these salient features:⁸

Here are several concepts for the research:

- A progressive rather than traditionalist or static view of the history, governed by optimism, confidence in the future, and a belief that progress can be achieved by effort
- An activist approach to life, based on mastery rather than passive acceptance of events
- Science and secular rationality, encouraged by a view of the universe as orderly, knowable, and benign, and emphasizing an external rather than inward view of the world
- Mobility and change

a. Progressive

As mentioned above, one of the American values is think in a progress than traditionalist or static view of the history, governed by optimism, confidence in the future and belief that **progress** can be achieved by effort. An effort is good in it self, and with proper effort one can be optimistic about success. Thus, with enough effort, man can improve himself and manipulate the part of the universe that is around him. This national confidence in effort & activity, with an optimism that trying to do something about a problem will almost invariably bring success in solving it, seems to be specially expansion of American Culture during the past three hundred years, first along America's frontiers and later in its industrial growth. Obstacle existed only to be overcome, and bad conditions needed only be recognized to be rectified.⁹

By the year 1913 the history expert has called that by that time was as climax of progressive era. On that era is an era which think to the future, which consists of confidence to the bright change. One of the main principle by the time was think in *progress*.

⁸ Luther S. Luedtke, *Making America*. (Washington D.C.:1987)p.23

⁹ James P. Spadley and Michael A. Rynkiewicz. *The Nacirema*. (USA:1975)p.371

Masa itu adalah masa memandang kedepan, yang mengandung keyakinan terhadap kemungkinan cemerlang di masa depan. Salah satu semboyan utama atau kata kunci pada waktu itu adalah kemajuan. Kemajuan berarti meninggalkan yang lama dan yang ketinggalan zaman menuju tahap-tahap baru.¹⁰

The meaning of progress and trust of progress it self come into the thought of American in the middle of 19th, as of that the American it self do not realize that it's already as belief. The simple philosophy from the history of American was every generation started their life with on the shoulder of the generation before them. Although the life is hard, people of American must keep through their challenge to face the bright future.

Arti kemajuan dan kepercayaan pada kemajuan masuk ke pemikiran Amerika pada pertengahan abad ke-19 sehingga orang tidak menyadarinya lagi sebagai suatu kepercayaan. Falsafah sederhana mereka akan sejarah Amerika ialah bahwa setiap generasi memulai kehidupan dengan berdiri diatas pundak generasi sebelumnya. dan walaupun sulit perjalanan orang Amerika akan terus berjuang melewati jalan yang berat tantamngannya menuju puncak masa depan.

b. An Active People

As mentioned, another American values is an activist approach to life, based on mastery rather than passive acceptance of events. Americans are an active people. They believe that problems should be identified and effort should be expended to solve them. The high value connected with this often causes Americans to cite the principle that "it is better to do something than to just stand around". This thinking is based on the concept that the universe is mechanistic (it can be understood in terms of causes and effects), man is his own master, and he is perfectible almost without limit¹¹

Energy and power has signed variant west culture in America since the beginning of England colony in 17th. An obligation to keep life in front line in small areas has impulse of the active it self. Activism or spirit to keep fight is as a requirement to keep

¹⁰ Ralph H. Gabriel, *Nilai-Nilai Amerika*. (Yogyakarta. 1991)p. 89

¹¹ James P Pradley .*op.cit.* p.371

life. By then, it is keep continuing and developing to reach stability and wealthy. It will causing some classification between individual based on their succeeded.

Aktivisme atau semangat juang, yang pada mulanya dituntut sebagai syarat untuk mempertahankan kehidupan dan kemudian terus berlanjut dan berkembang pada waktu pemukiman New England mencapai stabilitas dan kemakmuran, menyebabkan terjadinya penggolongan secara alamiah di antara individu sesuai dengan prestasi kerjanya.¹²

e. Scientific People

In the 18th century was known as ratio time in America. By this time Newton has implicate his theory of mathematic and logic, by then America has left their superstitious time in this century.

Amerika memasuki era pencerahan (1680-1800) suatu era dimana para penulis dan pemikir menolak superstisi (takhyul) masa lalu. Mereka lebih menekankan pada kekuatan nalar, terutama pada dunia alamiah. Para filsof pencerahan memiliki visi tentang sebuah "republic of science" ketika ide tambah berkembang dengan bebas dan pengetahuan yang bermanfaat dapat meningkat sebanding dengan kebutuhan manusia. Semenjak lahirnya hingga kemerdekaan suatu negara, Amerika Serikat telah mengutamakan sains dan penemuan.¹³

The movement of science has pressed the meaning of freedom and humanism that taught The Creator of nature has given every human **ratio** to know the rule that has been put by Him. The gift was given so every human can step forward from generation to generation until they get succeed.

d. Mobile and Dynamic

Change has reached into a climax in the decade of 20th. There are three factors that appeared: the getting faster of science that support our civilization, especially in science and technology; different shape and the power of culture that also has changed in

¹² Ralph H. Gabriel, *op.cit.*, p 120

¹³ Albertine S. Minderop, *Prenata Masyarakat Amerika*, (Jakarta: 2001)p. 40

every world, variant values in our civilization that become our belief. Those three factors has appeared in the 20th era that become some perspective to our next generation.

We have seen people in America in the middle of 20th in the same time they press their power to create some innovation with the wisdom that they could reach, adjust their life and their society to a change that can run fast.

Kita menyaksikan insan Amerika pertengahan abad ke-20, pada waktu yang sama memeras tenaganya untuk memacu inovasi dan dengan segala kebijaksanaan yang dapat digapainya, menyesuaikan kehidupan dan masyarakatnya dengan perubahan yang melaju secepat kilat.¹⁴

Henry Adams, an American historian expert have made conclusion that the change of science and the development of technology brought changes into society. By this changing, the US tried to balancing their ability with the Europe in science and technology. Thus make the universities, fabrics, and some institution give their thought of inventions to the public. Government of United State has made science and invention as an element of National Defense.¹⁵

There is a change in the way American think since the colonies from Europe coming to this land. Heredity not any longer as a prestige in life for the key of success, but it will be seen by his or her work.

Di koloni-koloni munculah sistem kelas terbuka dimana status seseorang tidak lagi ditentukan oleh asal-usul keturunan tetapi sebagian besar ditentukan oleh mutu dan prestasi seseorang. Sistem kelas terbuka di Dunia Baru dengan ditunjang oleh sumber-sumber kekayaan alam dan jumlah penduduk yang relatif kecil membuat Koloni Inggris dan kemudian Amerika Serikat menjadi negeri harapan untuk memperoleh kesempatan meraih kehidupan yang layak.¹⁶

e. Pragmatic

Activist and pragmatic values rather than contemplative or mystical ones are the basis of American character. Concentration on pragmatic effort seems unchanged, and

¹⁴ Ralph H. Gabriel, *op.cit.*, p 102

¹⁵ *ibid.*

¹⁶ *ibid.*, p 175

even those Americans who are most disillusioned with the current state of affair seem convinced that enough effort will produce success – for their new goals, however rather than the old ones.¹⁷

The American pragmatist, C.S. Pierce, William James and John Dewey have their own way to describe the method of science. The pragmatist can live in science by doing the positive and facing the uncertainty of life. Lincoln Steffen tried to write the biography of the scandal news hunting in the end of 1920s. He faced the sad idealism Which was in the sharp article about corruption in big city. In his carrier, Steffen now try hard to write for the pragmatism or for the practical goal and beneficial.

*sekarang menyadari kecengengan idealisme yang melatarbelakangi artikel-artikel tajam, yang pernah ditulisnya mengenai korupsi di kota-kota besar. Di dalam kariernya saat ini Steffen berusaha sekuat-kuatnya untuk berkarya demi **pragmatisme** atau tujuan yang praktis dan berhasil guna.¹⁸*

f. Optimistic

With an **optimism** that trying to do something about a problem will almost invariably bring success in solving it, seems to be specifically American. Such an attitude is probably a product of the continual expansion of America culture during the past three hundred years, first along America's frontiers and later its industrial growth. Effort and optimism permeate the life of the individual because of his cultural up bringing. Coming from an "open class system," where status is usually achieved rather than inherited, both privilege and authority should be deserved and won.¹⁹

*Berdasarkan konsep bahwa manusia yang beradab adalah manusia yang berkebahjikan, dan berdasarkan falsafah yang **optimis** bahwa umat manusia berada dalam perjalanan panjang menuju dunia yang lebih baik.²⁰*

¹⁷ James P. Pradley, *op.cit.* p. 371

¹⁸ Ralph H. Gabriel, *op.cit.* p. 71

¹⁹ James P. Pradley, *op.cit.*

²⁰ Ralph H. Gabriel, *op.cit.* p. 10

G. The Method of the Research

The method of the research in this thesis were done in two ways :

1. *Literary research*: I used qualitative method with the text sources from books and other literature that relevant to the problems
2. *Internet access*: I took some data by online networks that support the research.

H. The Benefit of the Research

The benefit of the research are to broaden my knowledge about the networks and the connection with the values of American, to share to everyone about IT and the connection with the American values. I hope that the research will be useful to them who have interest in Information Technology (IT). Furthermore for the colleges and lecturer could take information from the research and for everyone who may broaden the next research.

I. Systematical Presentation

- Chapter I** This chapter consists of background of problem, the identification of the problem, the limitation of problem, the formulation of problem, the purpose(s) of the problem, the theoretical frame work, the method of the research, the benefit of the research and the system of presentation.
- Chapter II** This chapter will describe globally the chronologies of the emerge of the internet with its growth and explain the facilities of internet, summary of chapter II
- Chapter III** This chapter will describe the analysis of the use and the development of internet technology into several aspects, summary of chapter III
- Chapter IV** This chapter expressed the theme of the research, the American Values influence the Internet Technology in USA, summary of chapter IV
- Chapter V** Entitled the conclusion, consist of conclusion and summary of thesis.