

New Media in Indonesia and its Impact: 10 Years of langitselatan

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The internet and new media become top resources of science news and information as it can deliver all the knowledge to the most remote area in almost real time. It also enables greater dialogue in science and created direct access to the scientists where public can ask questions or comment via online media. Because of this, new media become a major focus of science communication practice, including astronomy.

In Indonesia, the increasing of public interest in astronomy can be seen through the increase in number of amateur astronomy clubs and astronomy related websites. In 2005, there were no astronomy media in Indonesia which motivated us to start an astronomy magazine and website. Two years later, the astronomy magazine and website transformed into an astronomy blog named **langitselatan** which made strong use of new media as its service platform.

In this paper, we discuss the impact and challenge of using new media as astronomy communication platform in Indonesia based on 10 years of **langitselatan** experience. We also discuss the effectiveness of astronomy online media together with the social media network to communicate with public. Subsequently, we evaluate the communication techniques and the best media platform to reach the whole country, specifically in Indonesia.

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