Social Cultural Changes and Development of Indonesian Society by Using Communications Technology

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A R T I C L E I N F O	A B S T R A C T
Keyword Socio Cultural Indonesian Society Communication Technology	The development of this communication technology is the current information material has reached the level of need for every community around the world. not only in its use as a channel of information communication between individuals in social interactions, but also in a wider scope between institutions and other institutions, between regions and regions to countries and continents. Indonesian culture, which is a marriage of all national cultures, has experienced a process of interaction and acculturation for a long time to form a new culture. It is this technology that helps and provides convenience in terms of aspects of people's lives and increases productivity, but also creates problems or impacts on the culture itself. Triggering the level of change and shift in lifestyle from patterns that rely on direct communication to communication using the media, the displacement of local wisdom in the context of customs and wider culture. This journal discusses how Islam as a source of values and teachings for its people encapsulates all the desires and rules of life of its adherents. Technology and culture grow and develop along with the progress of civilization which has the concept of religion and state. How does this concept become an urgent part of socio-cultural change in relation to Islamic da'wah and the benefit of the people? This journal discusses how Islam as a source of values and teachings for its people encapsulates all the desires and rules of life of its adherents. Technology and culture grow and develop along with the progress of civilization which has the concept of religion and state. How does this concept become an urgent part of socio-cultural change in relation to Islamic da'wah and the benefit of the people? This journal discusses how Islam as a source of values and teachings for its people encapsulates all the desires and rules of life of its adherents. Technology and culture grow and develop along with the progress of civilization which has the concept of religion and state. How does this concept become an urgent part of socio-cultural change in relation to Islamic da'wah and the benefit of the people.

Introduction

The development of communication technology is very, very fast at this time, enough to give effect to society. Changes that occur in society are called social changes, where these changes are inseparable from the consequences of social interaction of the community and the place where the community lives itself so that there are very rapid changes or developments. for society and culture, itself. The sophistication of technology that increasingly supports communication through cyberspace can now be seen through the crowds of people using a communication tool called. BlackBerry or other variants that are followers. The Indonesian Cellular Telephone Association (ATSI) noted that

BlackBerry users in Indonesia had exceeded 1 million by March 2010 (KSP, 2010). The use of these communication tools strengthens the use of Facebook and Twitter as media that can mediate people to be able to communicate intensely with one another. Often people refer to the phenomenon of the emergence of virtual social networks at this time, namely Facebook, Twitter or others mediated by communication technology as a sign of the emergence of a revolution in the field of communication. In the Media Ecology Theory (ecological theory) it is argued that the media binds together the world community. In the sense of the word that wherever a person is, he will easily communicate or still easily establish relationships with other people who are physically far from him. So it is said that the media as a binder of community togetherness, wherever they are. Let's just say that with the internet, everyone can communicate with anyone and from any country. This is what it means that in the end the world becomes a "global village Social media is media that is designed to facilitate social interaction that is interactive or two-way. Social media based on internet technology has changed the pattern of information dissemination from previously one to many audiences.

Nasrullah revealed that social networking sites or social media are media that are used to publish content such as profiles, activities or even user opinions, as well as media that provide space for communication and interaction in social networks in cyberspace. Social media excels in providing speed of information so as to make its users more dynamic and adaptive. The development of communication technology in this modern century is a progress in the field of mass culture, so that its influence occurs in all aspects of life. Both urban communities and people who are far from government centers have also experienced the changes that have occurred as a result of the development of communication technology. Technology and culture basically grow and develop along with the progress of human civilization which has the concept of religion and state. Also a brief review of change and development from an Islamic point of view, how this concept becomes an urgent part of social and cultural changes in society in relation to Islamic da'wah and the benefit of the people.

Research Methodology

The scientific article research method uses descriptive qualitative methods through library research, namely research through literature study and analysis of the development of problems in society, problems that occur in today's society, especially problems in social and cultural change in society and the development of very rapid communication technology. the development of communication technology helps and provides convenience in various aspects of human life and increases productivity, but also creates problems or impacts on the culture itself. Technology and culture itself basically grows and develops along with the progress of human civilization which has the concept of religion and state. advances in communication technology also always bring social and cultural influences on human life, this is a change and shift in lifestyle and interaction in life.

Results and Discussion

According to Riska Mariani (2019) social media is an intermediary tool for everyone to express themselves or communicate with each other. Social media is a communication tool for everyone near and far. Social media is a tool for sharing all information and broad insights. Even social media is very much used by children, adolescents and adults. Social media can be said to be a hope, but it can also be said to be an extraordinary danger in today's society. Even now, there are various forms of social media, starting from WhatsApp, Instagram, Facebook, Games, Tik Tok, and other social media. In the current era of globalization, social media has become a trend or a very extraordinary intermediary for society, especially among millennials. Social media at times like this is a convenience provided by super-sophisticated electronic devices. Everyone in this world can use it, even remote villages can use or use electronic devices in the form of social media. In fact, every age now can use it. Lots of young people, starting from elementary, junior high, high school children, especially those who are already students, must have used or used this social media. This social media can have a positive or negative impact on its users. Social media users can see broad insights just by using this social media.

Technological developments are growing day by day, this is evidenced by the emergence of many work and everyday devices that are equipped with high technology devices. The development of this technology was not wasted by telecommunications and mobile phone manufacturers to add the latest technologies in it. Deflur & Ball-Rokeach (1989) stated that humans in the nineteenth century had to develop their ability to read newspapers, but now, people have to become computer literate in the face of the emergence and success of computer-based mass media. Meanwhile the development of the education system emphasizes how to teach people to read, but now the education system for the community is important to develop computer literacy. The way humans communicate with each other that we encounter today, where humans have various ways to connect with each other; due to the availability of communication tools that allow them to have alternatives according to their needs and desires that are most appropriate to the existing situations and conditions, not through a process of one or two years or even ten years, but the way humans overcome these needs in communicating has gone through a period of time. such a long evolution.

As a creature of God that distinguishes him from other creatures, according to Bungin, humans are able to learn to adapt themselves to their natural surroundings and to create and use the tools (technology) needed to deal with their environment. Technology can shape how individuals think, behave in society and this technology ultimately directs people to move. Advances in communication technology also always bring social and cultural influences on human life. Changes in the way of communication will shape the way of thinking, behaving, and moving towards the next technology in human life. Communication equipment formed by humans, in the end it will actually affect human life itself. Communication technology can affect the social and cultural aspects of a community group such as cyberspace (websites). If someone already feels too preoccupied with technology like in cyberspace, they will usually spend hours just interacting with a friend or acquaintance. Advances in information and communication technology now have a distinct influence on culture in Indonesia. When technology is getting more advanced, it will raise problems with regional cultures in this nation. Regional culture will increasingly erode because the people themselves forget or do not develop the existing culture. It is possible that a culture that relies on wisdom and cultural symbols is replaced by information communication technology so as to form a completely dependent human being.

Talking about the development of Information Communication Technology certainly cannot be separated from the development of technology that allows the internet to be more usable by humans in meeting their needs for the speed of sending and receiving information. Today, the media has changed our world in many ways with the advent of the internet, the integration of communications technologies, changing media empires, new lifestyles, changing careers, changing regulations, changing social issues, and new dynamics of power in society, all of which we often see it when we do studies on media. The appearance of interaction between humans through the internet media has made communication theorists question again the forms of communication that occur via the internet. According to Mc Quail (1987), the communication process in society consists of six levels, namely intrapersonal, interpersonal, intragroup, intergroup communication, organizational communication, and communication with the wider community (including mass communication). West and Turner say that the boundaries between interpersonal and computer communication are not clear. The two often overlap, as the subfield of computer-mediated communications demonstrates.

The fact that intrapersonal communication and mass communication cannot be viewed as separate contexts has implications for our theorizing processes. The development of information technology has not only been able to create a global world community, but materially it has been able to develop new living spaces for society, so that without realizing it, the human community has lived in two worlds of life, namely the life of real society and the life of virtual society. As in real society, virtual society is built through social interaction among members of virtual society. The social contacts that occur between members of the virtual community have a broad meaning in their communication with one another, so that from there they build meaning in their intersubjective world about the world they inhabit. Technological changes and innovations change our communication behavior and may even change the communication process. New theoretical developments in computer-mediated communication have shed light on this. It doesn't matter whether new technologies will be part of the communications revolution or simply an evolution, we will need to examine our theories to see how well they explain questions about communication technologies. As new media enters our homes, patterns of media consumption tend to change. Based on a study, a third of internet users actually spend less time watching television than before when they started using the network and today the internet has become the opposite of conventional media such as Newspapers and television as new sources for many people.

Whether you realize it or not, a cell phone (later a cell phone plus a modem), of course, along with the communication network provided by the operator, is a tool that is actually a unification or amalgamation of various facilities and functions of informatics and communication technology (ICT) facilities. The form may be small but the benefits are enormous. Many things that in the past could not be done or were relatively more difficult are now easy thanks to the convergence of communication and telecommunications technology. Currently we see the computer as if as a new media. Many sites offer audio and video like text and graphics, this shows the convergence of mass media with computer media. The Internet is therefore modelled as a new communication media environment: high-speed computer networks with which we can view new stories, watch videos, listen to music, and communicate with family, friends, and co-workers with equal pleasure. Culture (culture) is the product of a whole series of social processes carried out by humans in society with all their activities. Thus, according to Bungin (2002), culture is the real result of a social process carried out by humans and their communities. According to Littlejohn (2002), culture is a general idea on which a society or group depends: its ideology, or the collective way of understanding experience. Both , culture is the practice or the whole way of life of a group or everything that humans do from day to day. The two concepts presented by Littlejohn are not separate things because according to him ideology is produced and reproduced through social practices, even in media and cultural studies, practices and ideas emerge together in a historical context. Apart from the ease of connecting with other people virtually, the identity that shows the existence of these technology users seems to be something that is also important to display. If we take a look at the study of

communication and culture, in cyberspace we can see that people are starting to form social communities to form an in-group to display social identity within the group. In the study of Computer Mediated Communication (CMC) there is an important concept, namely social presence, namely a situation in which an electronic medium imitates social cues that are present in face-to-face interaction. E-mail consisting only of the printed word can be said to have a low social presence, which theoretically makes it only suitable for the routine exchange of information. Two-way communication through videoconferencing has a high social presence because they carry important social cues in voice intonation and facial expressions and the flow of direct interaction goes both ways (Straubhaar, La Rose & Davenport, 2004). Looking around us at this time, it feels familiar to us to see people communicating with each other via the internet network. Communication technology has made it possible for humans to be able to carry out these communications which appear with new names such as e-mail, Facebook, Twitter, and so on. In the transition to an information society, we no longer think of various communication media such as books, newspapers, magazines, radio, television, film, telephone and computers as completely different things. Advances in computer technology and telecommunication networks have made all of them experience unification or convergence with conventional mass media. radio, television, movies, telephone and computers as different things altogether. Advances in computer technology and telecommunication networks have made all of them experience unification or convergence with conventional mass media. radio, television, movies, telephone and computers as different things altogether. Advances in computer technology and telecommunication networks have made all of them experience unification or convergence with conventional mass media.

Conclusion

We can conclude that in the current era of globalization where technology is a form of culture because we are already dependent on using technology which is very fast nowadays. because this technological development will have a major impact on all aspects of people's lives including activities at school, in the office and various other types, from all of these activities we definitely want good quality for technological development to be more effective for the progress of the nation and state. With this research, people are abler to pay attention to the impact of current technological developments so that we are not overly dependent on using this technology and use it for positive things and also remember when using technology, minimizing the impact on the body so that eye health and other health are better maintained. Socio-cultural changes in society as a result of advances in communication technology and information media in the times cannot be avoided. The existence and ability of the community to make the best use of technology is a wise alternative, using it as a means and media in improving the quality of knowledge is a solution that should be pursued by all groups. thus the socio-culture in society with all its values will be maintained and preserved.

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