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## THE ADVANCEMENT OF TECHNOLOGY AND ITS IMPACT ON SOCIAL LIFE IN INDONESIA

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### ABSTRACT

#### KEYWORDS

Technology, Life, Social

Technological advances have had a significant impact on social life in Indonesia. One of the most significant impacts of technological advances in Indonesia is the emergence of social media. The emergence of social media has had a major impact on the way Indonesian people interact with each other. This research aims to find out the impact of the influence of technological advances on social life in Indonesia. This research uses a qualitative research method, while the data collection technique is done by literature study. Then the data that has been collected is analyzed descriptively. The results showed that technological advances have had a major impact on social life in Indonesia, one of which is changing the way people interact in social life. This is because social media has enabled people to connect over long distances, facilitating communication and collaboration between people who may never meet. In addition to changing the way people interact with each other, technological advancements also create new challenges that must be overcome to ensure that all Indonesians can benefit from these technological advancements.

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### INTRODUCTION

The significant impact of technological advancement on social life in Indonesia can be seen in various aspects, one of which is the emergence of social media. According to Nasrullah (2015), social media is an online platform that allows users to represent themselves, interact, collaborate, share information, and communicate with other users to form virtual social relationships. Social media has become one of the most significant impacts of technological advancement in Indonesia. Social media platforms such as Facebook, Twitter, and Instagram have become increasingly popular in Indonesia, with millions of people using these platforms every day to connect with friends, family, and colleagues (Junawan, 2020)

The emergence of social media has had a significant impact on the way Indonesian society interacts with one another. Before social media, social interactions in Indonesia tended to be done directly through face-to-face or through communication media such as telephones or letters. Distance and time limitations often become obstacles in social interactions, especially for people who are in distant places (Melinda, 2018).

Social interactions were also limited to the social environment around someone, such as family, school or university friends, neighbors, or colleagues (Lestari, 2013). This can result in a person only being exposed to limited perspectives or thoughts, and not having broad access to information and opportunities. While there were limitations to social interaction before social media, it can also have advantages. Social interactions that are carried out directly can build closer and personal relationships between individuals, as well as strengthen trust and solidarity among community members. In addition, direct social interaction also allows a person to gain direct experience in communicating and interacting with others (Darmawan et al, 2019).

Advances in technology also have a significant impact on the Indonesian economy. E-commerce platforms such as Tokopedia, Shopee, and Lazada have revolutionized the way Indonesians shop, with more and more people choosing to buy products online rather than in physical stores (Sazali & Rozi, 2020).

Changes in people's shopping habits from conventional to online have also changed the interaction of social life in Indonesia. Before online shopping, people usually carried out social interactions by meeting in person at shopping centers or traditional markets (Brata, 2016). However, with online shopping, people can make transactions online without having to meet in person. This shift towards online shopping has created new business opportunities for entrepreneurs and has driven the growth of a dynamic e-commerce ecosystem in Indonesia (Banjarnahor et al., 2023). Therefore, based on the background of these problems, researchers are interested in conducting research with the title "Technological Advancements and Their Effects on Social Life in Indonesia".

## RESEARCH METHOD

### Types of research

This study uses a qualitative research method, a qualitative research method is a research method based on the philosophy of positivism, used to study the condition of natural objects (different from experiments) in which the researcher is the key instrument (Sugiyono, 2019).

### Data collection technique

The data collection technique was carried out by means of literature study. Literature study is a method of collecting information or data that involves consulting scientific articles, reference books, and other published materials that can be accessed in libraries (Ruslan, 2003).

### Data source

The source of data in this study comes from secondary data, secondary data, namely data sources that do not directly provide data to data collectors, for example through other people or through documents (Sugiyono, 2019). In this research, the source of secondary data is in accordance with the Labor Law, books, journals, articles related to the research topic regarding internal control systems over payroll systems and procedures in an effort to support labor cost efficiency.

### Data analysis

Then the data that has been collected is analyzed descriptively. Descriptive data analysis techniques in this qualitative research are in the form of analysis, descriptions, and summaries of events or phenomena obtained through documents.

## RESULT AND DISCUSSION

Changes in social life after technological advances can be seen from several aspects. One of the most visible aspects is the change in the way individuals interact. With the existence of technology, people can communicate easily and quickly without being bound by time and space constraints. Through social media, Indonesian people can connect with other people from various places, even from long distances. This allows people to stay connected with their family and friends even if they are in different places. Apart from that, social media also facilitates communication and collaboration between people who may have never met before. There are rapid and significant social changes that affect the basics of people's lives. In a sociological perspective, for a revolution to occur, there are several conditions that must be met, including (Soekanto, 2009):

- 1) There is a general desire to make changes
- 2) There is a leader or group of people who are considered capable of leading the community

- 3) The leader must be able to understand the wishes of the people and turn them into programs and movement directions
- 4) Leaders must be able to show clear goals for the community
- 5) There must be the right momentum to start the movement.

Communication technology affects the social and cultural aspects of a group of people through online media such as virtual worlds or websites. When a person is too fixated with technology such as cyberspace, he or she will spend hours just interacting with friends or acquaintances virtually. In the Indonesian context, advances in information and communication technology have had an impact on Indonesian culture. However, the advancement of technology can create problems for regional cultures in Indonesia. Regional cultures can be eroded because people forget or do not develop existing cultures. Information communication technology can replace cultures that rely on wisdom and cultural symbols, creating humans who depend on technology (Yoga, 2019).

In addition, technology also affects the way we work, learn and play. This shift occurs mainly because it is driven by global environmental factors, such as the globalization process, which in turn affects the media industry (Flew, 2018). The development of technology has brought significant changes in the way people work. Now, with technology, people can work remotely, without having to be in a physical office. In addition, technology also allows people to connect with teams located in different locations due to advances in information and communication technology such as the internet, cell phones, and software that allows people to connect in real-time, thus expanding the scope of collaboration and communication between team members separated by distance and time (Fawziah & Irwansyah, 2020). In addition, technology has also enabled access to information and resources that were once difficult to access, allowing people to work remotely in a more effective and efficient manner. This is also supported by changes in ways of working and lifestyles where many people now seek flexibility and balance between work and personal life (Bali, 2019). This not only makes work easier, but also opens up new opportunities for career and professional development.

According to Robert M. Macleaver and Charles H. Page in an article entitled "Technology and Social Change", they state that every technological advance allows humans to achieve certain results with less effort and cost, and at the same time technology helps speed up human work, including in the dissemination of messages (Bali, 2019). Along with the development of technology, public consumption in the way of obtaining information is also getting higher, so that the delivery of broadcast media messages or products requires more sophisticated broadcast technology devices. The existence of technology has changed the way people work, where people can work remotely and connect with teams located in different locations.

In education, technology has changed the way we learn. Technology has changed the way we learn by enabling access to various learning resources and information online. Students can now access e-books, journals, learning videos and other learning resources from their computers or mobile devices. In addition, technology also enables distance learning or e-learning, which allows students to learn without having to be in the same place as their teachers or lecturers (Anshori, 2017). Technology also enables collaboration in learning, where students can work together on projects and assignments online, even if they are in different locations (Alimuddin et al., 2023).

As for entertainment, technology has changed the way people access and enjoy entertainment as streaming platforms and online gaming allow people to watch movies, television shows and listen to music anytime and anywhere via the internet. This has replaced traditional means such as watching on television or buying physical CDs or DVDs. In addition, technology has also enabled people to play online games with players from all over the world, which allows for a greater social and interactive experience in the gaming world (Alia &

Irwansyah, 2018). In addition, technology has also allowed fans to engage in the entertainment industry through platforms such as YouTube and TikTok, where they can create their own content and create their own fan base online.

However, these changes also pose new challenges, such as an increasing digital divide and emerging privacy and data security issues. While many Indonesians have access to the internet and the latest technology, others lack even basic access to technology. This gap can create significant disparities in education, employment and economic opportunities, especially for those living in rural areas (Hadiyat, 2014). Therefore, a concerted effort is needed from various parties to overcome these challenges so that technological advances can have a positive impact on social life. In addition to creating new opportunities and changing the way people interact with each other, technological advancements also create new challenges that must be overcome to ensure that all Indonesians can benefit from these technological advancements.

## CONCLUSION

Technological advances have had a significant impact on social life in Indonesia, where one of the impacts is the change in the way of interacting in social life. Such changes occur due to the existence of social media that allows people to connect with others from a distance, facilitating communication and collaboration between people who may never have met before. Although technology provides benefits, it also poses new challenges that must be overcome so that all Indonesians can utilize this technology effectively and efficiently. Therefore, a joint effort from various parties is needed to overcome these challenges so that technological advances can have a positive impact on all Indonesian people.

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