

Analysis of the Impact of Digital Technology on People's Social Life

Dewi Hartika¹, Gabriella Stepani², Nisa Andriani Regar³, Popy Sugihwarni⁴, Tiur Malasari⁵

^{1,2,3,5}Pendidikan Pancasila dan Kewarganegaraan, Fakultas Ilmu Sosial, Universitas Negeri Medan

⁴Pendidikan Guru Sekolah Dasar, Fakultas Pendidikan dan Psikologi, Universitas Negeri Medan

Email : gabriellastepani@gmail.com

Abstract

The development of digital technology has a significant impact on people's social lives, creating media integration in everyday life. This progress has positive impacts such as increasing access to information, ease of communication, economic growth, and improving quality of life. However, the negative impacts include problems in education and social aspects, including the risk of impaired concentration and pressure from social media. This study used qualitative descriptive methods to understand this phenomenon. The results showed that digital technology made a positive contribution such as increasing access to information and strengthening social communication. However, the negative impacts include excessive dependence that interferes with daily activities, decreased direct social interaction, the risk of depression and anxiety, and the spread of fake news that can lead to conflict.

Keywords: Digital Technology, Social, Society

Abstrak

Perkembangan teknologi digital membawa dampak signifikan pada kehidupan sosial masyarakat, menciptakan integrasi media dalam kehidupan sehari-hari. Kemajuan ini memberikan dampak positif seperti peningkatan akses informasi, kemudahan berkomunikasi, pertumbuhan ekonomi, dan peningkatan kualitas hidup. Namun, dampak negatifnya mencakup masalah dalam pendidikan dan aspek sosial, termasuk risiko gangguan konsentrasi dan tekanan dari media sosial. Penelitian ini menggunakan metode deskriptif kualitatif untuk memahami fenomena ini. Hasil penelitian menunjukkan bahwa teknologi digital memberikan kontribusi positif seperti peningkatan akses informasi dan penguatan komunikasi sosial. Namun, dampak negatifnya mencakup ketergantungan berlebihan yang mengganggu aktivitas sehari-hari, penurunan interaksi sosial langsung, risiko depresi dan kecemasan, serta penyebaran berita palsu yang dapat menimbulkan konflik.

Kata Kunci: Teknologi Digital, Sosial, Masyarakat

INTRODUCTION

The development of digital technology develops from time to time, and is inevitable. Every time has changes, there are even new technological discoveries every year. Digital technology has made all types of media integrated into people's lives. Advances in science and technology have provided new values while possibly strengthening or eliminating old values of society (Zinggara Hidayat, 2016). This shows that there is always a process of change and development in digital technology.

The increase of humans on this earth who increasingly use and depend on technology, triggers the creation of new technological media that are even more sophisticated, thus making people captivated, and dependent on technology. Historically, in every era, technology that develops is closely related to society in every period of technological development (Ayu Puspita, Anik Nur Handayani, 2022). With the rapid development of digital technology, people

must be prepared for all the impacts caused, both positive and negative impacts.

The positive impacts arising from technological developments are numerous, namely in the fields of education, health, increased access to information, as well as economic growth. Some of the positive impacts that are often caused are increased access to information and also ease of communication. Information technology makes it easier for people to find information they want to know quickly and precisely, and communication technology makes it easier for us to communicate with other people over long distances. Communication technology can also be viewed as the application of communication scientific principles through the creation of materials (technical tools) in order to improve the quality and quantity of the role of communication elements such as sources, messages, media, targets, impacts in accordance with the context of communication. In the perspective of communication science, communication

technology is a macro system which includes telecommunication technology, electronics technology, and IT (Liliweri, 2011: 854).

In addition to positive impacts, negative impacts are also caused by technological developments. This negative impact occurs in the educational and social fields of society. The development of technology has a negative impact on the field of education because the use of technology in getting information on learning, makes students lazy to read books and choose instant ways to get answers. Although technology can facilitate learning, too much exposure to electronic devices can result in impaired concentration and addiction in children. This can affect the quality of learning and the development of social skills. At the social level, social media and communication technology also have a negative impact. Increased use of social media can contribute to issues such as cyberbullying, adverse social comparison, and pressure to create the perfect self-image online. This can trigger conflicts between communities.

Previous research similar to the title "Analysis of the Impact of Digital Technology on People's Social Life" is "The Impact of Digital Technology on Social Behavior of Society 5.0" by Ayu Puspita, and Anik Nur Handayani. This research reveals that the impact caused to people's lives by technological developments in the era of society 5.0 can be seen from the behavior of happy people, because technology helps in making it easier to meet daily needs. Negative impacts are also caused by the development of technology, especially the impact on people's social behavior.

Next is "The Impact of the Use of Communication Information Technology on Communication Patterns of Village Communities (Study in Melabun Village, Central Bangka, Bangka Belitung Islands)". Through a qualitative approach with a case study method, this study revealed that the people of Melabun Village generally already use ICT, but the internet is only used by a small part of the village community. Although only a few villagers use the internet, the benefits are quite felt.

Some of the research that has been done has similarities with this study, namely analyzing the impact of the use of technology on society. In the

rapid and unavoidable development of technology, it turns out that the use of technology has a positive impact and a negative impact. This is very influential in people's daily lives. Therefore, people should be wise in sorting out what is good and what is not good from this technological development. So that technological developments can be utilized properly, and wisely.

METHOD

This research adopts a descriptive method with a qualitative approach. Qualitative method is an approach to understanding a phenomenon, where researchers collect, organize, and interpret data obtained from humans using the sense of sight or hearing as a means of filtering results (Suwarsono, 2016). This qualitative research aims to understand the research subject by the way the researcher is directly involved in the research process, allowing an in-depth understanding of the phenomenon being studied.

RESULTS AND DISCUSSION

Based on the results of research conducted, it has been found that there are positive and negative impacts of the development of digital technology on people's social lives. One of its main positive aspects is increased access to a wider range of information. Technology has made it easier to obtain information from various sources, both local and global, enriching their knowledge and understanding of current issues and cultures from various countries. Furthermore, digital technology has become the basis for the formation of new communities based on common interests. It facilitates interaction and exchange of information among community members, strengthening the sense of community and unity in society. In addition, technology has also increased social participation, allowing people to engage in various social activities, campaigns, as well as fundraising. All this has raised awareness of social issues and encouraged positive action in society. Thus, digital technology has made a substantial positive contribution in increasing knowledge, togetherness, and community participation in various aspects of life.

Then digital technology has made it easier for people to communicate with each other, without

being limited by geographical distance. This has strengthened social relations between community members. This more efficient communication has helped build stronger social networks and supported the exchange of ideas and experiences. ease of faster and more efficient dissemination of information. Through social media and other digital platforms, people can easily access the latest information, from global events to things happening around them. In addition, digital technology has also deepened social interaction, strengthening relationships between individuals both in the same location and far apart. People can continue to maintain relationships and expand their social networks with the help of this technology. Not only that, digital technology also encourages creativity and innovation, providing a platform for individuals to express themselves and share ideas more widely. This positive impact not only strengthens social relations, but also provides a wider space for collaboration and development of ideas in the community.

Furthermore, digital technology has opened up new opportunities for people to develop themselves. Individuals can gain education, skills training, and new career opportunities online. This has increased individual capacity and has the potential to improve the overall well-being of society. Digital technology has brought a very significant positive impact on people's self-development. One of the main aspects is the increased access to education which has allowed individuals to learn from various educational institutions at home and abroad through online learning platforms. This effectively expands their knowledge and skills. In addition, digital technology also opens up new career opportunities by allowing people to promote themselves and their work through social media platforms, helping them get attention from potential employers. Furthermore, technology has become a means for the expression of creativity and innovation, providing a platform for individuals to share their creative work, enrich ideas, and explore their talents. Interviews with respondents confirmed these findings, suggesting that technology has become the foundation for improved education, career attainment, and the expression and development

of individual talents. These positive impacts not only enrich individual capacities but also have the potential to improve overall social well-being.

However, in addition to the positive impacts caused by digital technology, there are also negative impacts on people's social lives, namely excessive use of digital technology and causing dependence that interferes with daily activities and has the potential to harm mental health. Individuals who experience digital technology addiction will find it difficult to break away from their digital devices, even when they are not needed. This can lead to problems in interpersonal relationships, productivity, and physical and mental health. Addicted individuals tend to be glued to their digital devices, neglect social interactions and may experience health issues such as sleep disorders and anxiety. In addition, digital technology also has an impact on decreasing direct social interaction. The ease of digital communication makes people less likely to choose online interactions over face-to-face, leading to missed opportunities to connect directly with others.

Then excessive use of digital technology can also lead to apathetic tendencies or anti-social attitudes in society. This happens because individuals prefer to spend time with technology rather than interacting directly with others. This impact can reduce the level of social and emotional involvement in the community, leading to a lack of sense of attachment between individuals. A lack of these skills, such as the ability to communicate, empathize, and cooperate, can hinder the formation of healthy social relationships. In addition, excessive use of technology can also result in a lack of attachment to others. Individuals who interact with technology more often tend to spend time alone, reducing the sense of connectedness and community that is important in strong social relationships.

Another negative impact is an increased risk of depression and anxiety. Excessive use of digital technology can create feelings of loneliness and isolation, which in turn increases the risk of mental disorders such as depression and anxiety. This has the potential to negatively affect an individual's social relationships.

Furthermore, the ability of digital technology to spread information quickly can be used to spread fake news, which in fact can cause unrest and conflict in society. Lack of digital literacy is a key factor influencing the perception of information. The ability to evaluate the veracity of information, identify credible sources, and distinguish true and false information is essential. Inability in digital literacy makes a person vulnerable to believing in misinformation, including hoaxes. The ease of disseminating information through digital technology is the main trigger for the spread of hoaxes. Technology facilitates the rapid dissemination of information through social media, instant messaging, and other applications. This allows hoaxes to spread widely before they can be detected or clarified.

The impact of spreading hoaxes is not only limited to information fraud. Hoaxes also have the potential to cause unrest and conflict in society. Provocative information often contained in hoaxes can be divisive and trigger disputes among individuals or groups. Awareness of the various consequences of spreading misinformation is crucial in understanding how serious the problem of spreading hoaxes through digital technology is.

Overall, the results of the study confirm that digital technology has made a positive contribution to people's social lives. Increasing access to information, strengthening social communication, and new opportunities open through digital technology have synergized to improve the quality of life of the community. However, on the other hand, the negative impact of digital technology on people's social lives can threaten their quality of life. It is very important to increase awareness and joint efforts in managing the use of digital technology to remain balanced and provide a sustainable positive impact in supporting people's social lives.

Digital technology has brought significant transformation in people's social life. With greater access to information, digital technologies are playing an important role in democratizing knowledge. People can now quickly and easily access information sources from different parts of the world, deepening their understanding of global issues, technologies, as

well as cultures that affect everyday life. This not only enriches individual knowledge, but also opens up opportunities for the exchange of ideas and experiences that have a positive impact on society.

Digital technology refers to the use of digital signals as the main foundation in storing, processing, and transmitting information (Rachmadi & Kom, 2020). Digital technology has revolutionized the way information is stored, processed, and sent. Digital technology relies heavily on digital signals as the main foundation in transforming data into binary representations. This process allows information to be processed with high accuracy and stored in a variety of efficient forms. Meanwhile, the binary number system, which consists of only two numbers, 0 and 1, plays a key role in the realm of information technology. The representation of data and instructions in binary form places the bit, which stands for binary digit, as the smallest unit. Although bits only have a value of 0 or 1, when several bits are combined, they have the ability to represent various elements such as numbers, letters, characters, and even instructions used in computing (Yudatama, et al., 2023). By relying on digital signals and binary systems, information technology continues to carve out profound changes in the way we process, store and use information. Digital data storage makes it possible to access information remotely, making it easily accessible and shared. According to Rahardja (2023), the main benefits of remote data storage include, first, efficiency arises because storage space on user devices can be saved through data storage on cloud servers. Security is also a major concern, avoiding the risk of file loss or damage with strict protection on cloud servers. In addition, collaboration features facilitate interaction between users with shared access to stored files, supporting cooperation on projects or tasks. According to him, the use of remote file storage to store data has demonstrated the security and authenticity of information due to the storage of data in blockchain servers. Overall, the integration of remote file storage has a significant impact in improving efficiency, security, and collaboration in the learning process.

In addition, in processing, digital signals enable fast and precise processing, enabling the creation of sophisticated applications and software that can perform a wide range of tasks with high efficiency. Speed and efficiency in data processing bring significant benefits to organizations and companies, increase productivity, reduce costs, and improve the quality of decision making (Saputra, et al., 2023). Factors such as the technology used, data processing methods, and effective data management play a role in determining the level of speed and efficiency in the data processing process. Digital signal processing has opened the door to revolutionary applications and amazing software thanks to its speed and precision. With the ability to process data instantly and accurately, digital signals enable the creation of systems capable of identifying patterns, analyzing complex information, and responding in near instantaneous time. The use of digital signals has changed the outlook on efficiency, enabling the creation of solutions that are not only technologically advanced, but can also improve quality of life and connectedness.

In recent decades, the development of digital technology has become a major driver of transformation in people's lives globally. The role it plays is vital in changing the way society interacts with the world. One of the most significant impacts is increased access to information. Digital technology expands the scope of information by allowing anyone to access various sources of knowledge and data quickly and easily, opening wider access to various knowledge and data. In many contexts, including access to general information, these developments have had a significant impact. This quick access allows individuals to easily dig up information from various sources, such as books, articles, and websites, strengthening the ability to understand a particular topic or field more deeply (Saingo, 2023). This has reduced the information gap and provided more equitable access to science, education, and other important information.

Not only that, digital technology has also made communication easier and revolutionized the way we communicate. According to Putri (2017), digital technology has opened up wider

communication opportunities, allowing people to use it more actively in their personal and career interactions. As for the use of digital technology, such as social media, instant messaging applications, and video calls, people feel the ease of communication. Social media and instant messaging apps have become the main platforms for communicating with friends, family, and others quickly. While video call applications allow direct communication from a distance.

Digital technology provides opportunities for people to expand communication. Developments in telecommunications and social media have made it possible for people to connect with people from different parts of the world within seconds. This faster and more efficient communication not only shortens physical distances, but also builds strong networks among individuals, groups, and communities. This facilitates the exchange of ideas, cross-border collaboration, as well as strengthening social ties around the world.

It is undeniable that the development of digital technology has opened up new opportunities. It creates a foundation for innovation, economic growth, and new job creation. From the industrial revolution to the rapidly growing start-up ecosystem, digital technology has been the catalyst for significant changes in the way we work and do business. By providing greater access to information, facilitating communication, and opening up new opportunities, digital technology is not only changing the way we live, but also improving well-being and empowering individuals and communities to achieve more.

The benefits know no geographical boundaries; All levels of society feel the ease of access to information and knowledge that is increasingly open. The adoption of digital platforms for marketing has increased people's incomes and living standards, while social connectivity strengthened through technology fosters togetherness and care among citizens. The application of digital technology is seen in various aspects of life: students use it to access online education, business people feel the ease of digital marketing, and people can participate in community activities or elections online (Mashis, et al., 2023). Although challenges continue to

emerge along with the development of these digital technologies, the benefits offered by digital technologies remain a key driver of positive change in modern society.

Based on the results of the study, it was found that digital technology has a positive impact on people's social lives through several main aspects. First, significant improvements in access to information enable people to efficiently access information from a variety of sources, which in turn increases their knowledge and understanding of various fields. Furthermore, ease of communication, as an additional positive impact of the use of digital technology, allows people to interact with other individuals without being hindered by geographical restrictions, thereby strengthening social networks and supporting the exchange of ideas and experiences (Iskandar, et al., 2023)

In this regard, the research findings focus that the development of digital technology not only expands access to information and strengthens social communication, but also opens up significant new opportunities for society. Along with the evolution of technology, individuals now have broad access to online teaching or employment opportunities, skills training, and new career potential (Alfiana, et al., 2023). By taking advantage of these opportunities, individuals can increase their capacity, create a positive impact on their own level of well-being, and overall, contribute to the improvement of society's overall quality of life. Therefore, these findings imply that digital technology is not only a means of providing information and communication, but also as a driving force for individual and collective progress in society.

However, based on research findings, it was revealed that the use of digital technology also has a negative impact on people's social lives. One significant impact is addiction, where excessive use of digital technology can lead to dependence that interferes with daily activities and potentially harms mental health. Dependence on digital technology, defined as dependence that disrupts daily routines and mental health, not only impacts individuals, but also social dynamics in society. The negative impacts that may arise from digital technology addiction on society include physical and mental disorders,

decreased direct social interaction. Excessive use of digital technology can also cause sleep disorders, mental health problems, and difficulty focusing and communicating well in offline social interactions (Wulansari, 2017)

In addition, excessive use of digital technology can also lead to apathetic tendencies in society. The effects of excessive use of gadgets go beyond individual boundaries and affect the quality of social interaction widely in society (Rahmandani, et al., 2018). This happens because individuals prefer to spend time with technology rather than interacting directly with others. This impact can reduce the level of social and emotional involvement in the community, leading to a lack of sense of attachment between individuals.

This phenomenon causes not only affected individuals, but also changes the way of interacting and communicating between members of society as a whole. Excessive exposure to digital technology can reduce the quality of social interaction in society. This is because, although technology provides convenience and connectedness, its impact can reduce face-to-face interaction, replace in-person interaction with communication through screens, and reduce the quality of social relationships that were previously more substantial and deep. According to Yuniarty, et al (2023), the negative impact of excessive exposure to digital technology on social interaction is very significant. First, the habit of individuals communicating virtually can make it difficult for them to interact in person. Second, a lack of direct social interaction can decrease social skills, such as the ability to understand other people's emotions. Third, excessive focus on the virtual world can reduce the level of empathy for others. Overuse also tends to alter collective behavior, influence social norms, and possibly decrease participation rates in previously conventionally carried out social activities. Thus, excessive use of digital technology not only creates an impact on individuals personally, but also affects the way of interacting and communicating in society as a whole.

The research findings highlight the risk of spreading misinformation or hoaxes through digital technology. The ability of this technology

to spread information quickly can be used to spread fake news, which in fact can cause unrest and conflict in society. This underscores the need for prudence and digital literacy in dealing with information received from digital platforms. In line with that, the negative impact of digital technology on people's social lives, which includes addiction, apathetic tendencies, and the risk of spreading misinformation, requires awareness and joint efforts to manage the use of digital technology (Fitriarti, 2019), in order to remain balanced and have a positive impact in supporting people's social lives.

In this regard, the negative impact of digital technology on people's social lives, such as addiction, apathetic tendencies, and the risk of spreading misinformation, shows the need for shared awareness and collaborative efforts. These efforts need to involve implementing better digital literacy practices, in-depth education about the risks involved, and educating people to become smart consumers of information in this digital age. That way, we can keep digital technology providing a sustainable positive impact in supporting people's social lives.

So although digital technology has a positive impact on people's social lives, research also reveals significant negative impacts. One such impact is addiction, where excessive use of digital technology can create dependence that hinders daily activities and potentially harms an individual's mental health. Meanwhile, too much dependence on digital technology can also give rise to apathetic tendencies in society. This happens because people tend to prefer to spend time with technology rather than interacting directly with others. This impact has the potential to reduce the level of social and emotional engagement in the community, which in turn can reduce close relationships between individuals.

Research also highlights the risk of spreading misinformation or hoaxes through digital technology. The ability of technology to spread information quickly can be leveraged to spread fake news, which has the potential to cause unrest and conflict in society. This emphasizes the importance of prudence and digital literacy in dealing with information from digital platforms. Overall, the negative impact of digital

technology on people's social lives includes addiction, apathetic tendencies, and the risk of spreading misinformation. Therefore, there needs to be awareness and joint efforts to manage the use of digital technology to remain balanced and have a positive impact in supporting people's social lives.

CONCLUSION

Based on the results of the research that has been described, it can be concluded that digital technology has a positive and negative impact on people's social lives. Positively, digital technology makes a substantial contribution in improving access to information, strengthening social communication, and opening up new opportunities for self-development. Increased access to information helps enrich people's knowledge of global and cultural issues, while ease of communication strengthens social connections and supports the exchange of ideas. In addition, digital technologies provide new opportunities in education, career, and expression of creativity, improving individual well-being and development.

Excessive use of digital technology can lead to addiction and dependence, interfere with daily activities, and potentially harm an individual's mental health. In addition, people's apathetic tendencies can arise because they prefer to interact with technology rather than fellow humans directly. This phenomenon can reduce the level of social and emotional involvement in the community, as well as hinder the formation of healthy social relationships. The risk of spreading false information or hoaxes is also a serious threat that can cause unrest and conflict in society.

SUGGESTION

It is important to maintain a balance in the use of digital technology and improve people's digital literacy. Awareness of potential negative impacts and joint efforts in managing the use of technology are key in ensuring that digital technology continues to have a sustainable positive impact on people's social lives.

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