Digital Communication in Moving Comunity Culture Through Social Change

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Article Information:	ABSTRACT
	The development of information and communication technology has become a means of various activities in our daily lives.Technology can provide many conveniences that have penetrated various aspects of life, including economic, social, cultural and educational. In general, technology is developed to meet human needs and desires to make it easier to interact in their lives. The purpose of this research is to describe digital communication in driving the culture of society through social change in Luwuk District, Banggai Regency In this study, researchers used a qualitative descriptive methodology in which researchers tried to review digital communication in driving societal culture through social change by using data collection that had been determined through literature review, observation and interviews. In this study, researchers try to see digital communication through social change. **Keywords:** *Culture, Communication, Digital*

INTRODUCTION

It cannot be denied that humans are social beings who need each other, so we cannot separate society and the social environment. in the science of sociologis it is argued that humans are social beings who cannot live alone, humans must communicate and interact directly with each other. One way of communication is through Da'wah

which has a significant impact and is a crucial activity in driving social change that occurs in society in today's digital era where many aspects of everyday life are uncertain. The development of technology, especially information technology, has many roles in human life, including as a disseminator of information and expanding networks for communication, especially over long distances (Rahayu, 2019).

The flood of information in the digital age, especially as social media has become increasingly popular, has caused confusion to arise. Information is now available instantly via the smartphone that almost everyone has, eliminating the need for people to wait for news schedules via television. The problem is that not all material can be properly labeled on social media, many of which are not (Zuhriah, 2019).With various social media being developed, then used by various parties, especially the current younger generation who dominate the use of social media(Ahmad et al., 2020). In this role, substantial effort must be made to ensure that the information is accurate throughout the communication process. There are many ways to communicate, such as through contact with the perpetrators of the event directly or through preaching. In order to provide a full explanation of the implied information, good communication skills are needed.

It is possible to communicate verbally or nonverbally. Verbal communication refers to direct communication that occurs face-to-face or "live" without the use of any technology. Verbal communication uses verbal symbols, namely one or more words, to convey messages. (Justisiani, 2014). While nonverbal communication is a type of indirect communication, which means it involves the use of tools in conversation between two or more parties. However, nowadays, many people use this medium for communication, especially with the advent of fast communication devices such as cell phones and laptops. Nonverbal communication, or communication without using spoken or written words, uses nonverbal symbols. (Justisiani, 2014).

Technology shapes the way individuals think and behave in society, and it guides humanity from one technological age to another (Prayugo, 2018). In the digital era, there are a number of significant problems that have developed into obstacles in the world of da'wah. All these difficulties must be overcome. First, the increasing prevalence of bad behavior, which has the potential to dominate the digital realm. (Hayat et al., 2022). The digital era is an era where everyone in carrying out their activities has used digital media both in acting, communicating, socializing and so on. (Danuri, 2019). The advent of the digital age has made it easier to spread content, even content that contains crime. For example, pornographic and gambling content can be quickly and widely disseminated online. The digital era also drives people's culture in social change.

In view (McLuhan, 2006) Technology has changed the way humans communicate. The perspective of "Medium is the Message" emphasizes that the mode of social interaction and human communication is very dependent on the technology that develops in society. The development of times and technology has changed the pattern and system of social life in modern society. Technology that has experienced

very significant development has certainly had a very big impact on the life of human society today.

Conveying messages or information to others for a specific purpose is a communication process. Another way to describe communication is as scattering by two or more people with the intention of informing and conveying messages in such a way that the object of communication understands the intended meaning. There are many things that can be done with social media such as entertainment and information seeking centers. For this reason, da'wah also needs to keep up with existing developments by making digital da'wah a strategic millennial generation propaganda media in efforts to deliver da'wah. (Mardiana, 2020) in (Parhan et al., 2020).

This suggests that effective communication must exist between everyone because otherwise the meaning of the message will not be understood in line with the intent of the sender. This causes problems, such as differences in message understanding, which can lead to misunderstandings in receiving messages and improper communication of the intended message. (Ramadanty, 2014).

Information and communication technology is here to make it easier for us to work, learn and understand many things without having to go there for confirmation. This means that a wave of change in the world of digital technology has occurred, so we must be ready and able to face it in order to survive (Brett, 2019).

The acceleration of digital transformation is not only at the technical and technological level, but more importantly at the cultural level. Digital culture is a prerequisite for digital transformation. Because adapting to digital culture is about changing the mindset to adapt to digital developments. A strong Digital Culture will increase productivity and innovation to maintain a competitive advantage. (Microsoft, 2018).

Preserving culture requires developing community involvement, rather than relying solely on the government. Understanding culture is a determining factor for the success of an act of communication. Since then, cultural elements have begun to be studied as significant variables in the study of communication and its effects. (Purwasito, 2003). Building a digital culture is certainly not an easy task. But what is certain is that digital transformation requires a strong commitment from leaders in building a digital culture.

According to (Geertz et al., 1999) in (Agusyanto, 2010) Defining culture is shorter, that is, culture is understood as human interaction in which there is a regulated system of meanings and symbols. As for according (Selo et al., 1974) in (Rosana, 2017) formulate culture as all the work, taste, and creation of society. The work of the community produces technology and material culture that are useful for the needs of the community to take advantage of the natural surroundings

The social impact of technological progress and development, especially telecommunications, multimedia information, will be very influential in changes in organizational structure and social relations, due to the flexibility and ability of telematics in every aspect of human life. (Yoga, 2019).

Cultural preservation is an effort or form of preserving traditional artistic and cultural values or developing them in a more dynamic and flexible form in order to adapt to the changing conditions of the times. nothing but the revitalization and improvement of culture. Looking further, Indonesian culture is currently experiencing a decline, not only in urban areas, but also in rural areas. As an example of the culture of Banggai Regency where local cultural values are starting to be abandoned because they are not in accordance with modern culture where people are increasingly influenced by foreign cultures with the development of increasingly sophisticated modern technology. With the help of the rapidly growing mass media, (Soerjono Soekanto, 1990) in (Ngafifi, 2014) all changes that occur in social institutions in a society, which affect the social system. (Gillin and Gillin, 1954), defines social change as a change in the accepted way of life, either due to changes in geographical conditions, material culture, population composition, and ideology as well as due to diffusion or new discoveries in society.

Social change according (Ogburn et al., 1953)is a change that includes elements of culture both in terms of material and non-material which emphasizes the great influence of elements of material culture on non-material elements.

According to (Larson, 1992), introduces the concept of social change related to the introduction of technology, namely social change is a continuous process from time to time. The use of certain technologies by members of a community causes observable social changes in the behavior of members of that community.

Symptom Which can cause happening change social own characteristic features among others (Martono, 2012):

1) Every society does not stop developing because it experiences changes, both slow and fast.
2) Changes in some social institutions follow changes in other social institutions.
3) Rapid changes in society can cause temporary disturbances as an adjustment process.
4) Change is not limited by material or spiritual realms because the two have a strong reciprocal relationship.

Digital culture is a culture that cannot be avoided nowadays. Social media has changed the traditional society into a modern lifestyle society. Passing on cultural customs to the younger generation is very important to be passed on to the next generation. As culture according to Koentjaraningrat, there are three forms of culture. (1) Culture as a complex of ideas, concepts, values, norms, and rules. (2) Culture as a complex of human behavior activities in society. (3) Objects as human works (Koentjaraningrat, 2015).

From the definition of change above, it can be concluded that socio-cultural change is a change that covers many aspects of life such as art, science, technology, rules of organizational life, and philosophy. So, technology is one of the factors that influence the occurrence of socio-cultural changes.

According to (Soemardjan. Selo, 2009), Social change is a change in social institutions that affect the social system, including according to the values, attitudes and behavior of social groups. changes that occur in society are normal phenomena. Its influence can spread quickly to other parts of the world thanks to modern communications (Soerjono Soekanto, 2009). One similarity between social change and cultural change is that both are concerned with the introduction or improvement of new ways in which people satisfy their needs. Furthermore, social change cannot be separated from communication and cultural change, where culture is a consequence of the existence of society, so that there is no culture if there is no supporting community and no society that has culture. So digital communication in driving the culture of society through social change is defined as changes that occur in society or in social interaction relations, which cover various aspects of life.

The purpose of this research is to equip readers with more in-depth knowledge about cultural behavior in moving society through digital communication in mobilizing indigenous peoples so that cultural transmission to recipient generations takes place in an approach or way that is acceptable to them. With a better understanding, the use of digital media to foster culture can be further developed by applying digital media to various media and industries as well as society.

RESEARCH METHODOLOGY

The approach used in this research is a quantitative approach.According to(Nugroho, 2018), quantitative research is a type of research that is systematic, planned, and structured. According to (Santoso et al., 2021), the quantitative method is called that, because the research data is in the form of numbers and uses statistics as a tool.

According to (Creswell W. John., 2013) Quantitative research is an exploratory approach to studying the relationships between variables. The variables presented can be measured with certain instruments, in this case the numerical information obtained from research results can be used to analyze through statistical procedures. The data in this study are in the form of numbers and then analyzed using descriptive statistics to obtain results in the form of percentages regarding digital communication in driving community culture through social change.

This research is a form of quantitative research using survey methods because the purpose of this research is to find out digital communication to society through social change. According to (Sugiyono, 2013), population is a generalization area consisting of objects or subjects that have certain characteristics and characteristics that have been determined by researchers to be studied and from there conclusions must be drawn. The population of this study is the people who live in the Luwuk District.

Sample according (Creswell W. John., 2013) is a sub-group of the population that is considered to represent the population through selection in a certain way. So that the population is a subject that has certain qualities and characteristics that are applied by researchers to study and draw conclusions. While the sample of this study was 25

people with an incidental sampling technique, where researchers took samples randomly. The research was conducted in October-December 2022, taking the research location in Luwuk District.

The data collection technique was carried out by interviewing the community using a prepared questionnaire. While the data analysis in this study uses the percentage technique with the following steps:

1) Preparation, at this stage the activities carried out are checking each answer collected from the respondent by checking the completeness of the respondent's identity, the completeness of each questionnaire sheet, and the completeness of the answers given by the respondent.

2) Data tabulation, namely entering data from the results of data collection through filling in by respondents.

3) Percentage of data, namely looking at the comparison of the size between the frequency of answers in the questionnaire that has been calculated in each percentage. The formula for calculating percentages is as presented in the following formula:

$$P = \frac{f}{N} x100\%$$

Information:

f is the frequency that is being searched for the percentage,

N is Number of cases, and

p is the percentage number.

Indicator	Respondent Answer Score										Amount		Score %
	5		4		3		2		1				
	F	X	F	X	F	X	F	X	F	X	F	X	
Digital communication through social change	9	45	12	48	2	6	2	4	0	0	25	103	82.4
	9	45	11	44	3	9	2	4	0	0	25	102	81.6
	10	50	12	48	2	6	1	2	0	0	25	106	84.8
	8	40	13	52	2	6	2	4	0	0	25	102	81.6
	8	40	12	48	2	6	3	6	0	0	25	100	80.0
	9	45	11	44	2	6	3	6	0	0	25	101	80.8
	10	50	11	44	3	9	1	2	0	0	25	105	84.0
	9	45	12	48	3	9	1	2	0	0	25	104	83,2
	11	55	11	44	2	6	1	2	0	0	25	107	85.6
	11	55	10	40	2	6	2	4	0	0	25	105	84.0
	12	60	10	40	1	3	2	4	0	0	25	107	85.6
	11	55	10	40	2	6	2	4	0	0	25	105	84.0
Average 997.6 : 12 = 83.13%													

Information:

F = Frequency of respondents who answered according to the category of answers

X = Frequency multiplied by the weight of the answer category

From the results table above shows thatdigital communication is able to drive the culture of society through social change through ideas, norms and values as well as human behavior.

RESULTS AND DISCUSSION
Digital communication as a complex of ideas, concepts, values, norms and rules in social change

Technological progress follows the progress of science, it is something that cannot be avoided in today's digital era. Every new invention aims to improve human life in some way. In addition, technology offers new conveniences and approaches to carrying out daily tasks. The last ten years have produced a number of technological advances that are very beneficial to humans.

Humans use the concept of new technology to refer to the emergence of a technology that has an important impact on social life. Changes in human life that were originally based on agriculture to become based on industry are also heavily influenced by technological developments

Social change, experiencing a movement that has implications for the development or shift from the original direction to a newer direction. The development of today's society will definitely change along with the development of science and technology as well as information. This development will directly or indirectly affect a person's behavior towards certain groups of people, resulting in cultural or social changes.

Social change according (Ogburn. William F, 1982) is a change that includes both tangible and intangible cultural elements that emphasize the great influence of material cultural elements on immaterial elements.

According to (Koentjaraningrat, 2007) Social change itself involves certain material and cultural values to achieve common goals, therefore society is a social group that lives in one place. The social term itself is used to express the relationship and relationship between humans and their lives, this often happens in society, so that the way this relationship changes over time, so that it leads to changes in society. (Gazalba, 1983).

Deep revelation (Mutiani et al., 2019) the concept of local wisdom, which in cultural terminology can be interpreted as knowledge originating from a unique community culture, having a relationship with nature in a long history, adapting to the local ecological system, is dynamic and always open to additional new knowledge. In other words, unique local knowledge comes from the culture of the local community and forms the basis for decision-making at the local level in various fields of human life.

It is necessary to pay attention to the aspect of social change from the values and norms that apply to society, because this is related to the culture of that society. Social and cultural change is a change that involves all aspects of life such as art, science, technology, organizational rules of life, and philosophy. Therefore, technology is one of

the factors that influence social and cultural change in society. According to (Al-Muchtar, 2005) in (Abbas, 2018) Socio-cultural changes are very fast and touch changes in value systems, thus affecting the intensity of socio-cultural problems.

Technological developments have reduced the frequency of individuals meeting face to face. All needs to interact can be met by utilizing technology. In today's era, interactions can be made at any time by telephone, mobile phone, email, chat, Facebook, and various other advanced technologies.

Digital communication as an activity of human behavior in society.

The digital era is an era where everyone can communicate closely even though they are far apart. We can find certain information quickly, even in real time. One of the developments in today's digital era is digital communication media technology. Digital communication is a form of outgoing communication that utilizes digital technology to convey messages.

Almost all Indonesian people from various backgrounds and ages own and use social media as a means of obtaining information and communicating with the public. This is in line with the results of a survey conducted by We Are Social (2021) in (Boestam et al., 2022), who found that the average Indonesian spends 8 hours 52 minutes daily using social media for digital communication. (Maskartini, 2021).

The implication of changing a cultural system that is adopted by the community results in a significant influence on cultural values, if we see social change as a result of technological developments, it is easy access to the internet which non-religious people can use for negative things. (Shamsidar, 2015).

The influence of socio-cultural changes due to advances in science and technology is the transformation of thinking in education, along with the social changes that occur in society, education is also changing. (Yasmadi, 2005).

The development of technology towards full digitization is currently increasing rapidly. In this digital era, people tend to have a new lifestyle that is inseparable from all electronic devices. Technology is a tool that can meet the needs of most people. Human behavior is any human action or activity, both those that can be observed directly or those that cannot be observed by outsiders (Notoatmodjo, 2003). Various behaviors of the Luwuk people occur as a response to the current digital era technology. As with spreading the news, in the past the Luwuk indigenous people often read news through newspapers or listened to the radio, but now to get news, people only need to open social media such as Facebook to find out various news.

Digital communication has now become a common thing for people to do. The presence of digital communication also brings changes in behavior in society as research conducted shows that digital culture is able to change the culture of society, which initially communicated face-to-face to change into communication through the digital world. Humans and communication technology have fused, interact and influence each other.

Humans develop communication technology, then complete it with its functions and these changes require improvement, technological development. Because the

human brain is basically adapted to the technological environment in which it is used. Digital communication is able to change everything in society, including changes in behavior and social changes in the social order.

CONCLUSION

The factor that influences every activity and human behavior is technology. Technology has the power to change human interactions and relationship patterns. Technology is a fact of existence that cannot be isolated from humans. The presence of technology affects human behavior in various levels. Increasingly complex tools in the domains of information and communication technology, satellites, biotechnology, and genetic engineering are hallmarks of today's technical advances. Digital society is developing in many areas of life, which is a testament to technological advances. The existence of communication technology, according to research findings, has the power to change the culture of society through social transformation.

Everyone's thoughts, attitudes, and actions or behaviors that will immediately attract individuals to a lifestyle have been shaped by this digital communication. Digital communications can cause a clash with real life and a clash of cultures for people who overuse them. Digital communication can be used to influence changes in people's behavior and to improve the quality of life. This information and communication technology revolution has a variety of effects, including: The ability to process information more quickly can enhance talent and ability. In each system, these new methods offer more individual convenience. Individuals will not only enjoy greater efficiency in carrying out daily tasks, but also significantly more interact with people and other interests.

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