



## Digitalization of Societies: The Strengths and Weaknesses of the Dynamics of the Digital Information Age and the Information Society

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### ABSTRACT

Several adagiums proposed by observers of the development of modern communication suggest that information has become one of the vital elements in society. Information becomes a fundamental need to be described as an impulse vein that supports political, social, and business decision-making. As a result, societies must be exposed to the growth and dynamics of new media as well as global communication. The faster cycles of information production, consumption, and distribution are experienced and owned by a new global society system supported by the strength and expansion of the economy, the networking of global information systems, and the contribution of digital technology. This research method uses a library study. This article will present alternative discourses to look at the advantages and weaknesses of the information technology processes that ultimately bring society into the digital age.

**Keywords:** Digitalization, information society, media industry, political economy perspective, social transformation

## INTRODUCTION

Communication experts are now beginning to agree that the modern era is marked by the information age. Information domination and hegemony can put power as a logical consequence. Alvin Toffler's prediction and analysis (1980) states that the human era is divided into three main eras, namely the era of agricultural society, industrial society and information society, which has been and is becoming a general fact that is unwilling to be acknowledged. Don Tapscott (1996), an observer of the development of information and communication technology in the United States—in his book *The Digital Economy, Promise and Peril in the Age of Networked Intelligence*—stated that world economic development is undergoing a shift from the dynamics of industrial societies based on steel, vehicles, and highways to the dynamic of new economic societies shaped by silicon, computers, and networks. (networking).

Several adagios that have been put forward by the observers of the development of modern communication show every human being that information is one of the constituent elements of a society. Straubhar stated that the information society is a society having political-social economic activity through the process of production, consumption and distribution of information. (Straubhar, 2002).

Information is the lifeblood that sustains political, social, and business decisions. The cycle of production, consumption and distribution of information is increasingly experienced and possessed by a new system of global societies supported by the strength and expansion of the economy, the networking of global information systems and ultimately backed by technology.

By measuring the evolution of communication from the influence of pre-literacy, oral traditions, writing, printing, mass media, and finally telematics, it can be estimated how slowly the cultural process of communication moves at the beginning but then accelerates rapidly and massively in recent times. (Briggs, 2002).

Technology in the development of the flow of production, consumption, and distribution of information plays an important role. The urgent role of technology in the process of massification of information occurs when the results of technology help transform the communication patterns limited by space and time into unlimited information communications. Thus, technology is good, so it is not surprising that there is a shift from traditional mass media to new mass media. In the end, new media in the context of technology and globalization undergo such a complex shift. Globalization has become one of the key factors in the industry and communication media technology.

In the discourse of new media communication, there are some considerations or considerations worth paying attention to. Some of those considerations are an understanding of the information society in the digital age, the development of contemporary media technology, the discourse of the media industry on the digital information era, the political-economic discourses in the context of the digital communication society, and some ethical-critical notes responding to some promises-ease and uncertainty of the future of the modern digital media industry.

The researchers referred to some previous research related to digitalization that is progressing today. The Covid-19 pandemic has had a huge impact on the Indonesian industry, especially in terms of the economy. Every business in Indonesia has experienced economic failure. Especially small and medium enterprises (SMEs) with insufficient capital to survive during the pandemic, even though SMEs make a major contribution to the economic sector. This service program aims to explore MSMEs' efforts to survive after the Covid-19 Pandemic. The methods used in this community service program are webinars and mentoring to approach the audience and use SWOT analysis. In addition, this program also limits itself to the food and beverage subsector, which is the largest contributor to state revenue from the creative industry. The results of this service program show that adjusting to changes in habits, behavior, and technology during a pandemic is an important concern for reshaping the vision, mission, goals, and business plans immediately and in the long term. Based on these results, it can be concluded that the food and beverage MSME sub-sector business actors in Purwakarta Regency are at the stage of adaptation to the digital era after the Covid19 Pandemic (Trena et al., 2023).

The second study on Garut Regency Government utilizes the website as a form of digitizing public services, especially in the field of Tourism and Culture. However, in its use, there are problems where there is still information that cannot be accessed by the public due to the error menu feature. The purpose of this study was to find out and describe the general description of the use of the website as a form of digitizing public services in Garut Regency, especially on the website of the Garut Regency Tourism and Culture Office. This research is a qualitative descriptive study. The research findings, which are seen from the three elements of digitizing public services in the implementation of e-government in Garut Regency, have been supported by the Garut Command Center. Utilization of the website is also supported by adequate human resource capabilities, the website's information presentation also provides fairly updated information. The conclusion of the research is that the use of the website as a form of digitizing public services in Garut Regency has been carried out quite well, but there is still a need to improve the availability of infrastructure and increase the capabilities and skills of human resources, especially managers of the official website (Nurrahman et al., 2021).

Further research related information digitization has grown in importance as a means of raising the standard of public services in the age of digital transformation. In Klatakan Village, there are problems related to limited access to information and a lack of interaction between the village government and the community. Through the development of the Klatakan Village website, this activity aims to improve public services in Klatakan Village by creating a village website that is integrated with online self-service as a means of digitizing information. The methods used in this community service activity are observation, coordination with partners, training and website assistance, data collection, soft launching and monitoring. The results of the service showed that community access to public services increased significantly when the village website was created. This digital platform makes village government and community relations more effective and transparent. Furthermore, after the village website was digitized, Klatakan Village's public services became better (Ambarsari et al., 2024).

Fourth relevant research related many changes have occurred in people's lives as a consequence of social distancing in pandemic era. This also affects the way government public services to the community have changed due to social restrictions, where face-to-face services are abolished and replaced by virtual services by utilizing information technology. Digital Government Transformation is the theory used in this research to see

the driving and inhibiting factors of the digital transformation process. This research investigates the factors that support and hinder along with the challenges experienced in Indonesia during the pandemic in the digitalization of public services. This study used a questionnaire survey and managed to collect 208 respondents. The results of the study can be concluded that the factors that drive the successful practice of public service's digitalization during the pandemic are professionalism in serving which is depicted from public service innovations, human resource capabilities, and work experience. Meanwhile, the inhibiting factors from the organizational and cultural perspective as lack of leadership guidance, lack of coordination between divisions, lack of operational support, a culture that resists change, and complicated bureaucracy have not proven to significantly affect the transformation process because these obstacles cannot stem the digital transformation of public services when faced with the Covid-19 pandemic condition that requires change (Sisilianingsih et al., 2023).

Next related research the development of mass media in Indonesia has undergone many changes since the advent of internet technology. This ultimately made the print media continue to transform so as not to be left behind and unable to compete. Example of media that has made innovations in fulfilling the guidance of an increasingly digital era is the Kompas news portal. The ease of accessing digital media has resulted in a change in people's attitudes in reading and has led to a new way of reading, many people decide to read news through online media rather than print media. It's attracts researchers to conduct research with the title "The Influence of Media Digitalization Development on Kompas News Portal on Public Reading Interest". This research has several objectives; (1) To determine how the development of media digitization on the Kompas news portal. (2) To determine the attitudes of the public's reading interest in the Kompas news portal. (3) To determine relationship between the development of media digitization on the Kompas news portal and the public's reading interest. The method we used on this research is quantitative research methods (Setiowati et al., 2021).

## **RESEARCH METHODOLOGY**

This writing is more focused on the qualitative type by means of library studies, as well as field studies, this study demands on the discussion of the combination pattern between library study and field studies (Adlini et al., 2022).

According to Zed, the method in this article uses library research, which is a method of gathering data by understanding and studying theories from various literature related to the research. There are four stages of library study in research, namely preparing the necessary tools, preparing work bibliography, organizing time and reading or recording research materials (Adlini et al., 2022).

## **RESULT AND DISCUSSION**

### **Understanding the Digital Information Society**

The obvious problem in understanding the information society is to what extent the definition of information society gets its right place and place in the entire context of the development of society. It is a fact that every social community has needs and demands of communicative-informative action Only indeed the dynamic development of human history puts communication in the context of an industrial information society triggered and assisted by technology capable of compressing the limitations of space and time.

As has already been said, the information society is a society that sees the production, process, and distribution of information as part of the entire socioeconomic activity of information in this context can be said as part of the "capital" constellation of capital and information is more seen as the process of commodification of information every day. That is, society sees that economic-social capital is based on information, so information has become a commodity. That is why, in the post-industrial society, which is much characterized by the commoditization of information-commodity mainly lies on the production, distribution, and consumption of knowledge. The process of komodifikasi informasi in contemporary informasi society is assisted by information technology. Technologies and media informasi ultimately affect the performance and communication patterns. One characteristic of the dynamics of information technology is the characteristic convergenst.

New Era of Television in the Perspective of Media Convergence. The rapid development of technology is directly proportional to the development of mass media. The presence of the internet in people's daily lives has a major impact on the sustainability of conventional media. One of them is television media that inevitably has to improve itself to welcome a new era, namely digital television. The emergence of this new media is changing the way people get information through the media. To be able to continue to compete as a source of information that interests the public, television media must innovate in a way that converges. The writing of this scientific paper is limited to conducting a literature study with a library research model that aims to find out media convergence carried out by television media, especially in changing conventional platforms to digital. Media convergence enables professionals in the mass media field to deliver news and present information and entertainment using a variety of media. The government as the regulator is fully responsible for creating regulations that can protect all elements of society from the bad influence of the media. Regulation becomes a logical consequence of the game of cultural symbols displayed by convergent media. The goal is clear, which is to avoid a conflict of interests that makes one party harmed, especially the users or the public, for they usually become the victim of the implementation of a convergence (Haquu, 2020).

Communication transformation process from analog communication to digital communication which is a must for transformation, especially in entering the current digitalization era. The development of communication technology will encourage a fast and accurate communication process (speed and accurate) so that the improvement and development of infrastructure and human resources is a must. So that information does not become biased and information erosion occurs, the development of human resources (HR) is not only focused on developing human resources for information sources but more importantly increasing digital human resources for information recipients because the digitalization era makes communication patterns run interactively and continuously. Therefore, the pattern of public communication in the digitalization era can support conversations on digital media so that the information is not cloudy and remains balanced (Syarifuddin; Djaffar, 2022).

In today's digital era, communication has undergone many changes, from the existence of conventional media to the convergence of media so that new media appears today. Along with the development of increasingly sophisticated technology, as well as easy access to new media, conventional media is slowly starting to compete. The students include users who are active in the use of digital media, how to use conventional media and new media in students of social sciences at university, and what are their critical



responses to communication in the current digital era. The purpose of this study is to find out how the comparison of the use of communication in conventional media and new media occurs among Unimal 2021 communication science students (Hasan et al., 2023).

The development of information and communication technology in the era of globalization, democratization and decentralization has become a need as well as a challenge especially for local governments in development communication for public services and community empowerment. The results showed that (1) The importance of development communication with information technology media and communication through e-Government to improve good, fast and responsive public services, active participation from the public and transparency of both the budget and development programs. (2) The need to anticipate the existence of information technology gaps so as to require increased human resource competence in local and public governments, as well as expanding information network access facilities (Windiasih, 2019)

### **Media Kontemporer Technology Development**

The development of modern communications technologies that are convergent is a congruence process of the whole process of mass media evolution. There are some considerations to be seen in the dynamic discourse of the development of contemporary media technologies. First, the change of components in the communication processes. Media convergence includes digitalisasi, the expansion of fiber optic technology and networking technology. Compression, digitalisasi, compression and akselerasi distribution- production and consumption of information affects the mental values that influence the entire communication process. The S-M-C-R pattern is a simple model of the classic communication pattern modified through knowledge innovation capitalist issues, virtualization issues, molecular issues, network integration issues, and problems of use and expansion issues of discordance.

The second consideration is about networking. A network allows for connectivity between one network and the other. This communication technology network has levels, both local, national, and global. Of course, the existence of information technology also improves and makes the reach of information wider and better. The main point of the process of convergence at the level of information technology is digitalisasi. Digitalization is the process in which all forms of information either numbers, words, images, voices, data, or movements are encoded into the form of bits (binary digits or those commonly symbolized with representations of 0 and 1) which allows manipulasi and transformasi data (bitstreaming). Digital technologies can combine, convert or present information in a variety of forms. Whatever the format is shown, bits can be explored at the same time manipulated, including cropping information as well as reductions as well as additions.

The third consideration is multimedia technology. Multimedia technology is not only changing the traditional way of communicating that is manual but is also digital, innovative, fast, and interactive. Digitalization has transformed and transformed media and communication technologies. Automated telephone networks that were previously operated manually can now be operated by computer-intelligent network devices with software that can configure intelligent networks with complex digital features. In the film industry, although it's ultimately celluloid, most editing is done digitally, while sound and special effects are done digital. The most obvious example of the use of this technology is the result of special effects in the films "Independence Day", "Lords of the Ring", "Spider-Man" or the series "Matrix". Digitalization also directs the convergence of

products and information processes apply that can do various audio-visual and computer things. Convergence communication products occurs when television and computers become one media production so that access to the Internet can be made from the television aircraft (see Indovision services that provide a computer network with a fairly wide band-width or which can be called broadband channels). On the contrary, many televisions can be via the Internet in real-time.

In terms of convergence or compression of the digital industry will be portrayed when in the old industry computer companies are defined as manufacturers of software (software) and hardware (hardware), publishers move in print technology as well as telecommunications companies are defined as sellers of telecom services, operating networks or making devices. Moments-moments dynamic communication technology is increasingly blurring the boundaries of conventional media and understanding-conceptualized in communication science. In the digital media and communications industry the existing and the role of the information equipment, so the production and consumption of new media is differentiated at the level of creation to the end of the consumer industry developed by publishers, film studios, and television stations has grown on the content of the media.

This is because in digital technology can be done conversion of cheap, fast, and ephemeral data and media from one to the other media model. This can be seen by making the film a game. The last James Bond film, *Die Another Day*, *Lord of the Rings: The Return of the King*, or a series of television shows titled "SmackDown" is available as a virtual gem version to be downloaded on a computer or in a PlayStation until the second generation of Street Fighter or Tomb Raider games produced by Eidos Interactive that can be played through devices such as a Playstation, a computer, and then made the film. Book publishers can also market their books in CD-ROM form. The convergence of television and computers is united with the network that runs the cable TV industry, which uses coaxial cables using hybrid fiber coax technology. This technology allows television services to be converged with high-speed internet access facilities and IP telephones that allow voice communications to PSTN, ISDN, or GSM. In addition to cable TV, digital technology also allows to development of broadcasting television via satellite connections or broadcast television via internet web addresses.

### **Wacana Modern Digital Media Industries**

At least the digital media industry has a unique character on the issue of production, distribution and processes of communication messages in society. Technology in the industrialization of media so crucial. The industrialisation of media communication requires technology to be an extension of the hand of voice effectively raise the scale of economic benefits obtained, but still there are some arguments to be studied, in addition to the economic arguments. First, is the arguments of the growing culture of communication. Argument that want to show the existence of development or change in human mobility and the limitations of space and time can affect the patterns of human communication. Human mobility or society contributes with the process of digital technology assisted by the modern mass media.

Second, is the argument of the development of the economic, social and cultural systems in which modern man lives. At least it is necessary to discern the significant relationship between the development of economic, social and cultural systems with the urgency of the use of technology in digital media industrialization. Third,

is the subjective argument of manuna who is always not satisfied with modern communication media development. The means of communication need to be adapted to the local mentality and patterns of human action.

Some beliefs that accompany technology as a system and practice. Technology as a system of values and work practices that follow it is in the constellation of the process of progress. Dynamics efficiency and specific purpose will not want to assume progress in technology. The efficiency of industry and technology resulted in the mechanization, automation, massification of production and consumption, expansion of distribution and stabilization of natural resources used for the development of technology itself. The industrialization of the production of content and the variety of communications media processes to become more convergent in terms of existing media technology, digital, optimizing fiber optic technology and networking technology at the node of modern communications technology (Dahlan, 2000) Industrialisasi distribusi isi and media variety will also be greatly influenced by the issue of changes taking place on devices and means of communication media itself.

The high level of mobility in the distribution of modern media has become a reasonable demand in the information society. In addition, the modern media komunikasi also centralizes duplikasi patterns, satellite systems, digitalisasi information remote, and tele-text throughout the process of distribution of modern media komunikasi.

Social media is a new trend that can provide extensive knowledge to every user. One example is the TikTok application. This application can provide various education for its users, such as mastery of public speaking. This research is experimental research using a One Group Pretest Posttest Design. Where this research aims to see the influence of the TikTok application on the mastery of public speaking of 11 students majoring in Hang Tuah University, Pekanbaru, who are the subjects of this research. The data analysis technique uses the Wilcoxon test with the help of the SPSS for Windows version 22.00 program. The instrument used is an observation sheet that refers to public speaking indicators, namely pronunciation and intonation, voice volume, fluency, relationship and accuracy of content to topic, gestures, and mimicry. The results of the Wilcoxon test showed that  $Z_{score} = 4.370 > 0.135$  and Asymp. Sig (2 tailed) is  $0.000 > 0.05$  so  $H_a$  is accepted and  $H_o$  is rejected. Based on these statistical tests, it can be concluded that there is an influence of TikTok social media on the public speaking mastery of students at the Communication Science Department, Hang Tuah University, Pekanbaru. This is also supported by the increase that occurred in the pre-test and posttest results, which were initially 46.91 in the Fair category to 76.63 in the Good category (Rahman, 2024).

Not only that, in advertising itself today also uses digital. Advertising is currently facing significant difficulties, whether people know the effect of the number of advertisements on advertising saturation. The public is presented with communication tools by the new era media. Anyone involved in advertising should be aware of this situation because the evolution of advertising is parallel to the new media movement. As a result, the expectations of the target market segment will be better met. A profession associated with a new style of advertising, driven by the appearance and popularity of social media, has responded to the challenges of today's new advertising style. utilizing social media as a new choice in communication strategies, such as Instagram social media which is a forum or place for building relationships, communicating with anyone and anywhere, showing pictures or short videos, expressing expressions using the available comments column, the function of Instagram social media is also a social media that



builds a good image or picture in the process of marketing products or services offered by entrepreneurs or business people (Silvira & Riswanto, 2024).

The results of the study indicate that user interaction through hashtags and geotags plays a crucial role in shaping expectations. Search features such as hashtags and geotags support the formation of tourists' initial expectations, encompassing the geographical overview of a place to nearby accommodations. Additionally, visually appealing content and information contained in tags or captions also play a vital role in users' decision-making (Syamsuddin & Ulum, 2024).

## CONCLUSION

The argument for the relationship of technology with media information is the logic of the expansive development of public communication processes globally. Society can no longer avoid the process of communication. Communication has become a primary need. Communication needs the media to be the transmitter (supporting the information technology that makes it easier for humans to write and receive messages). When space and time become the factors that block the communication process, then it is necessary technology that deals with such problems. Communication technology is created and developed to support the process of human communication. Communication development is remarkable. The dramatic development of communications technology is not just about the hardware system, it's about how to interconnect the communications network. Communication technology isn't just about goods, it's about network technology itself. Communication technology is a cost-intensive device, so only large-capital owners can master the technology, so it is not surprising that industrialization and communications media technology bring the media industry to the enterprise of conglomerates.

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