

TECHNOLOGICAL DEVELOPMENT AND ITS IMPACT ON COMMUNITY SOCIAL BEHAVIOR

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Abstract—Today technology seems to be a primary need, where its presence can no longer be underestimated. Every aspect of life and every element of society seems to depend on the use of technology. In fact, the first time humans started the day began with the use of technology, such as the sound of an alarm clock, viewing a smartphone, and so on. Technology is always around us and is involved in every activity we do, both light work and even the most difficult work. This study uses a qualitative method with a descriptive approach that seeks to see the technology in the midst of society and try to describe various technological phenomena that affect people's lives. The results show that technology has now entered every space in human activity. The presence of technology seems to be inseparable from humans as users. Society is increasingly dependent on technology. Because technology offers convenience and everything that is practical, instant, flexible, and efficient. Thus, the presence of technology indirectly also changes a person's social behavior in everyday life.

Keywords—*Social Behavior, Social Change, Society, Technology.*

I. INTRODUCTION

Globalization does bring many impacts on human life, and one of the effects of globalization is the presence of technology as a result of human creativity itself, as well as forming a new culture. Technology is now inherent in every human activity and even has become part of life like a separate organ outside the human body [1]. Technology is the whole means to provide goods needed for the survival and comfort of human life [2]. Technology has affected people and their surroundings in many ways. In some groups, technology is instrumental in helping to improve the economy, including the global economy today. Many technological developments have influenced the value of a society, and new technology often raises new ethical questions. Just as ideas spread about efficiency in the context of human productivity and the challenges of traditional norms. The presence of technology creates new phenomena and cultures. On the one hand, technology can accelerate towards progress, on the other hand, sometimes progress is not in line with the norms that already exist in certain communities. Even deliberately technology collides with

traditional norms that create conflicts between groups. Changes seem to be inseparable from the role of technology. Conflict cannot be avoided. However, the community will continue to move forward. There are challenges going forward, namely how technology can be coupled with local culture and able to move together in progress.

II. METHOD

This study uses qualitative methods with a qualitative descriptive approach in looking at technological phenomena in the midst of society. Qualitative research is an active process that expresses logically, systematically and empirically the social phenomena that occur around to be reconstructed to reveal the truth that is beneficial to the life of society and science. The truth in question is the order that creates security, order, balance, and welfare of the community [3]. According to Miles and Huberman [4], qualitative research is more or less analogous to the investigation process, not much different from the work of detectives who must get an overview of the particular phenomenon being investigated. Kirk and Miller [5] define qualitative research as a particular tradition in social science that is fundamentally dependent on human observation in its own region and in contact with these people. [5] propose qualitative research methods as research procedures that produce data descriptions in the form of written or verbal words from people and observed behavior. This study attempts to explain social phenomena in society with the presence of technology that causes social change in society. This paper describes sociological arguments for existing social phenomena related to technology, one of which is the presence of online transportation in the midst of society.

III. FINDING AND DISCUSSION

A. *Technology in a Sociological Perspective*

Technology in sociology is viewed structurally. With the presence of technology, the rules that finally enter

technology and are trapped in it, inevitably humans as technology users must submit and comply with the rules inherent in each technology that wants to be operated. Current technology seems to be considered as a new norm in society because its existence increasingly regulates and impacts human life. Technology has procedurally patterns that must be adhered to when humans will use it, inevitably the users must obey the procedural device as a norm that must be obeyed. The presence of technology today is increasingly having an impact on society, even some causing dependence. Every human life cannot be separated from technological involvement. On the one hand, technology is the work of humans, and on the other hand, humans depend on technology in living their lives. Technology has now been used in every aspect of life, even the current elections have led to the use of technology such as the presence of e-voting, where technology is used and is the most important means in the midst of election euphoria. Then concerning the presence of the phenomenon of online transportation today, actually is a journey of social change from the traditional beginning to modern, and that can be estimated. If it is viewed through the theory of evolution it should later occur as any change, then it can be estimated for the future. However, for the State of Indonesia, it is still impressed that there has not been an in-depth estimate regarding the presence of phenomena regarding technology whose presence is a necessity. So, in the end, this causes conflict in social life in society. Why can it conflict? Because that was the case, there were symptoms that made a balance that was initially awake in the community from the past, so there was a wave because of the presence of technology as a breakdown of traditional culture to be unwilling to be forced to accept a new culture that is in a more modern direction. If it is related to the needs and perceived aspects that interfere with the flow of needs that cause reduced needs, then there will be a conflict or what is referred to as social conflict between groups or groups, namely between the traditional and the modern, and indeed that is something very natural. If we see it from a functional structural perspective, that society is interconnected with each other, and in it has a rule. But, what is called online transportation, comes first, the need is there, but the rules are not immediately made or set, therefore it is natural that this causes conflict. If the conflict itself is actually not a problem. The existence of conflict is good, but at the end, we will never know where the conflict will originate. Is it heading towards solutions as problem-solving? Or will it actually lead to ongoing conflict that is even endless / does not originate? In addition, this is also strengthened by the existence of unemployment, yes indeed, unemployment in Indonesia is always increasing every year, and with this online transportation, actually absorbing unemployment is quite a lot too. In addition, in terms of income, the drivers of online transportation are sure to increase in terms of the results obtained. However, the government was not cautious

from the start regarding the presence of this phenomenon. The beginning of the emergence of online transportation has been rife since 2011, and there is only a Law in 2016. That means, structurally there is no functional, so the value is not immediately regulated, there is no discussion of the concept carefully, and it feels every policy is felt still very less than the word solution. Actually, there is nothing to fear from the conflict.

B. What is the Role of the Government?

What is the government's duty? The government should sit together with those involved in the conflict to jointly discuss and jointly find solutions, but unfortunately, the role of the government is still halfway. Now instead throwing into the autonomy of each region to make their own rules, now this is felt to be increasingly ambiguous, because there are no rules that are solutive from the center to be sent to each region, so sometimes the area itself is frustrated in responding to thousands of times who demand their rights, because there is no clear reference. There are several rules related to regional autonomy, such as in Medan, that the presence of '*bentor*' / *becak motor* (motorized pedicabs) has yellow plates and their presence is legalized by the local government, even there are online motorized becak namely Go-Cak [6]. This is also similar to what happened in Gorontalo that the presence of *bentor* was also endorsed by the local government, besides that, *bentor* became a vehicle of local wisdom there, even now in Gorontalo, it has also been integrated with the Go-Jek company (Gorontalo Regional Regulation No. 6 the Year 2006). However, the presence of *bentor* turned out that not all regions allowed it, even there had been a lot of *bentor* in the area, but there was no policy at all that led to what the *bentor* was supposed to be. In Yogyakarta, for example, conflicts that have not yet been facilitated by legitimate rules to operate, but their existence has been spread evenly throughout the city, so *bentor* in the area continue to operate without policies that protect them, in the sense that they operate illegally but the government also seems to let [7]. This has become a public secret that the role of the government is still considered to be less than optimal in making policies and to overcome the problems that arise regarding the existence of technology as a means or mode of public transportation in Indonesia, both conventional and online. When viewed through the lens of evolutionary theory this must be prepared, the government should impose a policy not "top-down" but more towards "bottom up" so that there is an attempt to sit together with the people and try to dig up data from below, so that hope can converge on solving solutions that are created consensus rather than authoritarian and always with policies that are considered obsolete.

C. Online Transportation Phenomenon and Its Impact on Social Behavior

So far, where are the roles of experts, and what do they do, so why are these problems still not resolved? When viewed from the perspective of social science, seeing the presence of online transportation at this time causes damage to social solidarity, which was once the community together to earn a living and not bend each other, not elbow each other, but nowadays the portrait that occurs in our everyday social reality is very clear there are even unhealthy competition between online 'ojek' (online taxi bike) and conventional 'ojek' (conventional taxi bike). They both work as ojek drivers, but they are different from each other, so that in one profession there are divisive intrigues, so that the emergence of individualism from each ojek driver to pursue targets in fulfilling needs, regardless of the bond of solidarity with fellow ojek drivers, especially the bond between a conventional ojek and an online ojek. So, in this case, there is a loss of social solidarity ties between ojek drivers. Furthermore, regarding the expansion of rational choices, the more modern this era, the more influential the rational choices of humans will be. Humans now prefer something that leads to instant, practical, efficient and flexible nature. This is in line with the concepts offered by technology. The more sophisticated the technology, it will create a rule or norms that are more directed to things that are practical, instant, flexible, and efficient. The presence of technology especially with the presence of online transportation, on the one hand, does offer a lot of benefits, for example, everyone who has a certain desire would prefer a faster, instantaneous, easier, safer, convenient, inexpensive, and practical. Humans will tend to choose with some beneficial consequences, not harmful ones. So it's not one of the consumers if they prefer online transportation compared to conventional transportation, yes because indeed with online transportation people will be free to choose, there are lots of features offered, easily accessible using applications, cheap, and fast. This is not what conventional transportation has. So, rationally, people will prefer online transportation because more benefits and benefits are obtained. Then, the reconstruction of values and norms, for example, generally when we order conventional transportation, we have to go to the base or walk first to a crowded area or on the central road, but if online transportation offers a pickup feature to the front of the house, even between goods get home just by using the smartphone application. That causes instant constructs to penetrate into us and cling to self-control, that our body will be directed automatically, without thinking, certainly preferring the practical and instant, according to taste. So, there is indirectly a reconstruction of changing values in humans from the past to the current development of modern technology. The clear reconstruction is the loss of prestige, for example, if you used to go in a taxi, it looks cool, but now it's normal, and it's cooler to use online

transportation because more types of luxury vehicles are used. So, prestige has changed, this is due to the development of needs that always follow the flow of the times, even the current prestige that we can still enjoy and we embrace may change again after the flow of times increasingly more dynamic in the future. The orientation point of the orientation is towards the future or acceleration of time. So that slowly like conventional little by little has been abandoned, because it is considered not in accordance with the times. Perhaps this has become a problem that must also be solved, because indeed nowadays the people, especially in Indonesia, have been very complacent and lulled by technological caresses that are increasingly developing and increasingly sophisticated and experiencing very rapid development towards meeting future needs, which is future-oriented. So indeed the name of development must be followed because its nature is a necessity, so we can't help but be forced into it and become part of it. Therefore, transportation should also be fostered to be able to develop, because the name of the country cannot fight the name of desire or the development of the community. Today's society has been formed indirectly in accordance with the times, then the policy should also adjust to the times, or maybe the policy remains like that, but must also be evaluative and adapt to the current conditions and needs of the community. So the need for the government and the community and stakeholders to sit together and carry out deliberations together. So that the creation of the results of a discussion that is the win-win solution, in the end, all elements can be represented in solving the problem from the solution offered. If the problem solving is given to regional autonomy, what is feared is the existence of the independence of the leaders of certain regions to certain social groups, so this does not solve the problem. There needs to be a role for experts other than the government, the involvement of experts in the field of academics and government to be involved in discussing solutions that can be made to solve the problems that exist in society.

IV. CONCLUSION

Globalization does bring many impacts on human life, and one of the effects of globalization is the presence of technology as a result of human creativity itself, as well as forming a new culture. The presence of technology should make society more advanced, instead of experiencing decline because of various endless conflicts. The presence of technology should be a unifier, both government, private, and society in general. The presence of various phenomena related to technology will not be avoided, so the use of technology must be wiser. Communities whose technology is growing rapidly must also be balanced with an increasingly intelligent society, instead of making people more dependent and increasingly lulled to become apathetic with creativity

and social life. The government as a policymaker, as well as the public as policymakers, must work together in utilizing technology for the advancement of the nation.

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