

The Implications of Technological Media Towards the Social Life

Field Study in Aikmel Community of Aikmel District East Lombok

Abdul Hafiz¹, Ahmad Tohri^{2*}, and Lalu M. Istiqlal³

^{1,2,3}*Hamzanwadi University, Lombok, Indonesia*

*Corresponding author. Email: tohri92@gmail.com

ABSTRACT

The development of information and communication technology is what brings the most significant changes in social life. The purpose of this research is to determine the implications or effects caused by technology media on the social life of the community in the village of Aikmel, Aikmel District East Lombok Regency. Based on the results of the research, it is concluded that the wider the reach of the community in obtaining information and expanding the association, so there are also shifts that occur and affect the character and culture of the community itself, such as ways of communicating where people prefer to communicate through social media rather than to meet directly with the interlocutor, the people's lifestyles tend to be hedonistic or happy to show off their ownership both in real life and virtual life, ways of dressing are more likely to imitate outside cultures.

Keywords: implications of technological media, the social life

1. INTRODUCTION

In the current era of globalization all life activities have undergone a shift and change, where it is supported by the advancement of science and technology which gave birth to various types of tools that can help humans make it easier to meet their needs. Information and communication technology media has a huge influence on people's lives both in terms of behavior, attitudes, ways of communication and lifestyles where this is influenced by the songs broadcast by the technology media. The existence of information and communication media is a sign of changes in human civilization from one culture to another. Today no one is left untouched by information and communication networks, even though the community is in a region far from urban centers or remote areas. Information is like blood flowing in the body of an organization so that if a system lacks information it will become whole, stunted and eventually die (Hartono, 1990).

When the technology media began to replace the role of family, friends and community institutions as the point of civilization, the point of interaction and formation began to center on the technology media. This situation is not much different from life in various countries in other parts of the world. Some things that become a habit of children and adolescents and even parents at the moment include doing facebook (fb), instagram, twitter, dissolve in online video games, play

musical instruments using mobile phones, and so forth. This activity certainly has a variety of impacts both positive and negative impacts.

Various life activities that are exhibited and exhibited through this media technology can affect people's lives, especially those in the Aikmel Village community. Information presented and exhibited through technology media packaged in various ways and models exhibited with a variety of variations, this is the effort of each producer to capture consumers, all products and their results are competing promoted through technology media, it is supported by so much interest and the demand of the community in meeting their daily needs even though this is not very important.

After that humans need to make signs that can be deciphered and express human thoughts. The marks in the form of strokes or graphics can be recalled when viewed. Thus born words in the form of graphic symbols or specific images that can be arranged as sentences to convey an idea (Wibowo, 2007). Thus it can be concluded that Information and Communication Technology is an activity of processing and disseminating information using electronic computing technology to become an effective and communicative information to be transmitted to those who need it. In line with the statement above, the Poverty Reduction Dictionary also includes the definition of ICT as Ways of finding, gathering, and manipulating information and then presenting or communicating it. ICT includes making computers and providing software,

programming and communication services such as email and the internet (Seafeld Research and Development Services, 2012).

Humans from birth always have the instinct to live with others, live together and in groups to get to know each other, interact, work together and coexist peacefully. Thus, the community is a group of people who live and work together for quite a long time, so that the community can arrange and adjust themselves according to the situation and condition of the community with clearly defined boundaries (Soekanto, 2002). Community are groups of people who occupy a certain area (territorial) or who live relatively long, communicate with each other when the discovery of information and communication technology as described above, develops at a mass scale, then the technology has changed the shape of society or people from the global world community, a world that is very transparent to the development of information, transportation and technology that is so fast and so large that it affects the civilization of human life, so that the world is also dubbed as the "big village" (the Big Village), (Bungin, 2008; McQuail, 2010).

2. METHODS

The type of research used is descriptive qualitative research. Qualitative descriptive is the data collected in the form of words, images and not numbers. That was caused by the application of qualitative methods. In addition, everything that is collected is likely to be the key, to what has been studied (Moleong, 2005). In this study, researchers used a qualitative research approach. Qualitative approach is an approach that seeks to capture social reality as a whole, intact and complete as a unity of reality. A researcher who conducts qualitative research is usually oriented to existing theories. In this qualitative study, the researcher limits the theory to the understanding of a systematic statement relating to a set of propositions derived from data and empirically tested again.

This research is located in Aikmel Village, Aikmel District, East Lombok Regency. Aikmel Village consists of seven events, namely Batu Belek, Kampung Karya Induk, Kampung Karya Barat, Dasan Bruk, Kampung Remaja, Cepak Daya and Cepak Lauk. In accordance with the researchers' consideration, this research is focused on Batu Belek and Kampung Karya Induk. This research will be carried out for a maximum of three months, according to the data requirements expected by the researcher.

The subject of this research is the implications of media technology for the social life of the community. Regarding the subject of this study, the researcher will limit the number of informants to 10 informants. With

the following details: 5 informants from the community concerned, while 5 other people from elements of the community who are roughly researchers know and understand about the themes raised by the researcher. Regarding the object of this research, the researcher limits the object of his research to the people in the Batu Belek and Kampung Karya Induk. In accordance with the results of the researchers' initial observations, the community that will be the object of this research is the community whose lives are heavily influenced by the influence of these technological media.

In this study researchers used 3 types of data collection methods, namely: observation, interview, and documentation (Sugiyono, 2009 is the giving or gathering of evidence and information such as: pictures, quotations, newspaper clippings and other reference materials. In analyzing this data, researchers used descriptive data analysis techniques narrative. The main goal is simply to record the events or activities carried out by a group of people observed in a certain period. The observations are presented as stories and try to connect in the field with other phenomenon or with certain theories (Anggoro, 2007).

3. RESULTS AND DISCUSSION

1. An Overview of the Benefits of Media Technology for Aikmel Village Communities

Media Technology, especially information and communication technology is an infotainment media that presents actual information both from within and outside the country and with interesting programs can be used as a medium of public entertainment for the day-to-day (interview with Abdulah Hilmi, 30 June 2018). Other informants also argue that technology media is also a source of information that can be used to find out things that happen at home and abroad and the development of human life on this earth, adding insight and knowledge that is positive which can certainly be a guide or reference in daily life (interview with Fatmawati, July 1, 2018).

Technology media has such a large influence on society, which sometimes makes the technology media user community forget the time, obligation and work when using a handphone. Even when praying is often late because of using media technology, (interview with Eko Prihartono, July 4, 2018).

Utilization of technology media in the community in Aikmel Village as a means of entertainment and information gathering. And the community in Aikmel Village also often uses social media to fill in the free time and rest time after doing activities and some teenagers also spend more time on technology media both day and night, especially during holidays. The Aikmel Village community utilizes technology media in

their daily lives and becomes an instant consumerist society, of course in this case negative consumerism that is spending time using technology media especially social media and making other work unimportant, so in terms of meeting the needs of others is implemented not optimally.

Based on the results of the study it can be explained that the majority of Aikmel Village people tend to use technology media in their daily lives, especially in interacting and communicating. This tendency will gradually become a habit that is difficult to break because the use of media technology has been introduced by parents since the child is 3 years old. Children when crying to ask for something, the parents try to cheer him up by providing media technology in this case in the form of a cellphone or pad.

In people's lives, along with the development of science and technology in the digital era, information and communication technology has brought the most significant changes. Following are the changes produced by the improvement of technology for people's lives, among others (1). The digital age makes it easy for people to get information. (2). As technology improves, information from all over the world can be easily accessed by everyone without exception. Starting from parents of adults, teenagers to children under the age of age can also easily obtain various kinds of information via the internet. (3). The digital world makes it easy for humans to live their lives.

2. Implications of Technological Media on Community Life in Aikmel Village

Media technology, especially information and communication technology, is an information center that people never feel bored using, even though they are used at all times and for a long time. This is because the technology media contains information that is very closely related to the needs and behavior patterns of everyday life, (interview with Muh. Ihsan, 10 July 2018). After researchers went to the field to conduct a study, researchers found and saw the condition of the people who were informants of this research, most of the people could no longer avoid using technology media to meet their needs. This can be seen from people's lifestyles, which have been contaminated with what is seen in the technology media, for example clothing styles, hairstyles that are easily imitated by teenagers and adults, housewives often show each other products new products or goods that are owned without seeing each other's economic class and do not want to be told about the times, (interview with Nur Hidayati, 12 July 2018).

There are some informants who are reluctant or do not want to be said to be people who are dependent on

this technology media, but in fact their behavior patterns are the same as other respondents who frankly say that their lives cannot be separated from technology media especially social media. In this study the researchers tried to divide respondents into four (4). This was done to compare the views of the four respondents on the implications of media technology in everyday life. These four respondents were respondents who did not graduate from junior high school, respondents who graduated from high school/equivalent to bachelor degree, respondents whose economy was quite well-established/rich, and respondents who worked in government. The interview results are as follows:

"(1). Informants who have not graduated from junior high school; view that what is seen / witnessed in technology media can be imitated or used as a reference / guide in everyday life as long as it is able to follow it. (2). Informants who have graduated from high school or are up to graduate; view that there is no guarantee that people with high education or people with low education are not affected by the influence of technology media. The difference is that highly educated people will be more responsive to quality information. (3). Informants whose economy is quite well-established / rich; having the view that the economic capacity is sufficient, so that the information obtained through media technology is related to the material needs to be immediately available in a very short time through online purchasing services. (4). Informants who work in government; view that the government cannot be separated from technology media because technology media are partners of the government as a means of providing development information to the public".

Based on the results of the interview above, it is a description of the condition of the people of Aikmel Village who always use technology media in their daily lives. The mass media is considered to have contributed to the polishing of social reality. Even the mass media has influenced the change in the shape of society "They not only meet human needs for information or entertainment, but also illusions or behaviors that may not have been fulfilled through other traditional communication channels", (Subandy, 2004).

The wider reach of the community in obtaining information and expanding relationships, then there are also shifts that occur and affect the character and culture of the community itself. The development of media technology that is so fast and sophisticated can sometimes not be balanced with the ability of humans to accept the technology, this will have an impact on the imbalance of social life in society. The norms or traditions prevailing in society are no longer valued and

respected. Individual life has taken root in society. This can be seen from the way of communication where people prefer to communicate through social media compared to meet directly with the other party. Today's lifestyle tends to hedon, or likes to show off its ownership both in real life and in the virtual world.

4. CONCLUSION

In the life of the community along with the development of science and technology in the digital era today information and communication technology brings the most significant changes. Following are the changes produced by the improvement of technology for people's lives, among others (1). The digital age makes it easy for people to get information. (2). As technology improves, information from all over the world can be easily accessed by everyone without exception. Starting from parents of adults, teenagers to children under the age of age can also easily obtain various kinds of information via the internet. (3). The digital world makes it easy for humans to live their lives.

This will have an impact on the imbalance of social life in the midst of society. The norms or traditions prevailing in society are no longer valued and respected. Individual life has taken root in society. This can be seen from the way of communicating where people prefer to communicate via social media rather than meeting face to face with the other person. Today's lifestyle tends to hedon, or likes to show off its ownership both in real life and cyberspace.

REFERENCES

- [1] Anggoro, M. T., (2007) *Metode Penelitian*. Jakarta: Universitas Terbuka.
- [2] Bungin, B., (2008) *Konstruksi Sosial Media Massa*. Jakarta: Perdana Media Group.
- [3] Hartono, J., (1990) *Analisis dan Disain Sistem Informasi: Pendekatan Terstruktur Teori dan Praktek Aplikasi Bisnis*. Yogyakarta: Andi Offset.
- [4] McQuail, D., (2010) *Teori Komunikasi Massa*. Jakarta: Salemba.
- [5] Moleong, L J, (2005) *Metodologi Penelitian Kualitatif*. Remaja Rosda Karya: Bandung.
- [6] Moleong, L J., (2007) *Metodologi Penelitian Kualitatif*. Remaja Rosda Karya: Bandung.
- [7] Seafeld Research and Development Services. Information and Communication Technology in Poverty Reduction Dictionary. [Online]. Available: <http://www.srds.co.uk/mdg/dictionary.htm> [6 Februari 2012]
- [8] Soekanto, S., (2002) *Sosiologi Suatu Pengantar*. Jakarta: Rajawali Press.
- [9] Sugiyono, (2009) *Memahami Penelitian Kualitatif*. Alfabeta: Bandung.
- [10] Subandy, I. Idi , (2004) *Sirannya Komunikasi Empatik*. Bandung: Pustaka Bani Quraisy.
- [11] Wibowo, (2007) *Manajemen Kinerja*. Jakarta: PT. Raja Grafindo Parsada.