



## Citizen and Netizen Society: The Meaning of Social Change From a Technology Point of View

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### ABSTRACT

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Technological developments in the era of society 5.0 require that society be divided into two types, firstly citizen society, which means people who are free to express their opinions in public, while netizens are people who are active on the internet and are present in online communities. Social changes occur as a result of technological developments that change social structures and interactions between communities which result in a shift in norm values in society, this study aims to explain the meaning of social change from a technological point of view, this study uses a qualitative approach with literature studies related to citizens, netizens and change social. The results of the study explain that social changes that occur among citizens are freedom of expression in the public space so that technology has an impact for them to actualize themselves, while the netizen community changes the interaction process that prioritizes information technology and shifts values and norms in society and has negative and positive impacts.

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### 1. Introduction

The dynamics of social change occurs along with technological developments, social changes encourage people to adapt to new habits, in line with industrial progress in urban areas, making values and norms in society change. Social change is defined as changes related to physical elements and values that result in dynamics in society. Social change in the era of society 5.0 is a refinement of the 4.0 revolution. Over time, technology made by humans is growing. One of them is Society 5.0 which was initiated by the Japanese state. This concept allows us to use modern science-based (Poluakan et al, 2019; Achmad, 2021; Sidiq et al., 202; Servaes et al., 2021) for human needs with the aim that humans can live comfortably. Society 5.0 itself was just inaugurated 2 years ago, on January 21, 2019 and was made as a resolution to the industrial 4.0 resolution.

The concept of Industrial 4.0 and Society 5.0 resolutions actually do not have much difference, but the Society concept focuses more on the context of humans. If the industrial revolution uses AI, and artificial intelligence as its main component, while Society 5.0 uses modern technology, it only relies on humans as its main component. The concept of Society 5.0 is a refinement of the previous concepts. Where as we know, Society 1.0 is when humans are still in the era of hunting and knowing writing, Society 2.0 is an agricultural era where humans are familiar with farming, Society 3.0: has entered the industrial era, namely when humans have started using machines to help with daily activities -days, Society 4.0: humans are familiar with computers to the internet and Society 5.0 an era where all technology is part of humans themselves, the internet is not only used to share information but to live life (Frennert, 2021; Managi et al., 2021; Chen et al., 2021; Younis et al., 2021).

In Society 5.0 where the main component is humans who are able to create new value through technological developments, it can minimize the gap in humans and economic problems in the future. Indeed,



it seems difficult to do in a developing country like Indonesia, but that does not mean it can't be done because currently Japan has proven it as a country with the most advanced technology.

According to Piliang (2012), globalization of information cannot be separated from the role of global communication spaces in it, such as cyberspace, which disseminates information on a global scale. Information about a remote corner in Indonesia, through the development of surveillance technology, can be obtained in real time in America, which can also be accessed instantly by the wider community, if the information is conveyed via television or web-side on the internet network. This phenomenon of 'communication globalization' is one aspect of what is known as an open society. Meanwhile, according to Cahyono (2016) Technological progress is something that cannot be avoided in this life, because technological advances will run in accordance with scientific advances. Every innovation is created to provide positive benefits for human life. Technology also provides many conveniences as well as a new way of doing human activities. Humans have also enjoyed the many benefits brought by technological innovations that have been produced in the last decade (Tuftte, 2017; Albert, 2021; Pontones et al., 2021; Billore, 2021; Cooper et al., 2021; Tan et al., 2021).

Social change from the netizen's point of view where social interactions and cultural developments have shifted, some changes are fairly rapid and make values and normal shifts, facts and phenomena provide new habits where online communities and their interactions are more frequent on social media, the value of good manners Changes in cyberspace result in shifting norms. There are four categories of media that have developed in the New Communication Technology community, which greatly affect human life, namely writing media, printing media, telecommunications media, and interactive communication media (Yoga, 2016).

Change is a continuous process that occurs in every society. There is a process of change that runs in such a way that it is not felt by the people who support it. Such a change in motion is called evolution. Sociology has a picture of a change in the evolution of society from a simple society to a modern society. The process of moving this change is within a range of goals into modern society (Ngafifi, 2014; Firdaos, 2015; Cahyono, 2016). Departing from Comte's theory of evolution about social change. Comte's starting point is his view of society by making use of social concepts, which can be summarized. First, society develops linearly (unidirectional), that is, from primitive to more advanced society. Second, the evolutionary process experienced by society results in changes that have an impact on changes in values and various assumptions held by society. The three subjective views of value are mingled with the ultimate goal of social change. This happens because modern society is a form of society that is aspired to have a better and more perfect label, such as progress, humanity, and civilization. Fourth, the social changes that occur from a simple society to a modern society take place slowly, without destroying the foundations that build society, so that it requires a long time (Rafiq, 2020; Ardelia & Anwarudin, 2020; Maulida, 2020; Maulida & Nugrahenti, 2019).

In connection with the above, that social change has been introduced by several classical sociological theorists including, Karl Marx, Max Weber, Emile Durkheim, and George Simmel. The four discuss the issue of the emergence of the influence of modernity. According to Marx, that modernity is determined by a capitalist economy, he recognizes the progress brought about by the transition of previous societies to capitalist societies. In his works, however, much of his attention is devoted to criticizing the capitalist economic system and its flaws with regard to alienation and exploitation. According to Weber, the most decisive problem of modern life is the development of formal rationality. Weber's formal rationale includes the actor's thought process in making choices about tools and goals. In this case the choice is made with reference to customs, rules, and laws that are universally applied. All three come from various large-scale structures, especially bureaucratic and economic structures. This state of rationality resulted in the emergence of the iron cage of rationality (Hifzul & Sumarni, 2020; Simarmata et al., 2020). Humans are increasingly imprisoned in these iron cages and as a result are increasingly unable to express some of their most basic human traits.

Technology has shown its role in human life. Thanks to technology, many aspects of human life can be facilitated, both social aspects, economic aspects, political aspects and various aspects of human life. The existence of technology can also make it easier for humans to access information. There are many more conveniences that humans get from technological products. According to Martin Heidegger has questioned the phenomenon of technology as a matter of philosophy. Heidegger defines technology as a form of existence in the world, which reflects that humans are gripped by the desire to always increase the

completeness and convenience for them to nature in order to guarantee their existence (Yanis, 2020; Budiyo, 2020). Thus technology forms a relationship that is characterized by a desire to exploit nature as far and efficiently as possible. This means showing a change in human attitude towards nature which was originally determined by norm values that can be explained by numbers. Therefore, this study intends to explain the shift in values and norms from the point of view of citizens and netizens so that it changes the pattern of interaction that depends on technological developments.

## 2. Method

The type of research used in this research is a literature study or library research, or a library research. This type of research is used by researchers to obtain data and information by examining written sources such as scientific journals and proceedings that are relevant to the title to be studied. According to Yuliansyah (2016) Literature study is a series of activities related to the methods of collecting library data, reading and taking notes, and managing research materials.

In general, library data is a secondary source or material from the second hand, not original data from the first hand so that it can contain bias, then library data is limited by space and time or static info (dead data) stored in written records (text, numbers, images, tape recordings, or films in the contemporary context of digital data). Referring to the type of research carried out is library research, the data source used is secondary data source, namely national journals, accredited for the last 10 year interval with a total of 45 pieces.

The data collection technique used in this research library research is in the form of library data that has been selected, searched and analyzed. Given the data used by researchers from written works in the form of journals and national proceedings, in collecting this data the researchers traced, then read and recorded the results needed to obtain information related to social change from a technological point of view.

## 3. Results and Analysis

### 3.1 Citizen Society Social Change

Humans at first did not know the concept of technology. The presence of ancient humans in pre-historic times only knew technology as a tool for foraging for food, aids in hunting, and processing food. The tools they use are very simple, made of bamboo, wood, stone, and other simple materials that they can easily find in the wild. For example, to make a fireplace, he uses rocks that can generate sparks. At first technology developed slowly. However, along with the advancement of the level of human culture and civilization, technological developments are developing rapidly. The more advanced the culture, the more developed the technology because technology is the development of a rapidly advancing culture.

In a pragmatic concept with the possibility to apply academically, it can be said that science (body of knowledge) and technology as an art (state of art) which contains the meaning related to the production process; concerns the way in which various resources, land, capital, labor, and skills are combined to realize the goals of production. Conventionally includes mastery of the physical and biological world, but broadly also includes social technology, especially social technology development so that technology is a systematic method to achieve every human goal (Sahay, 2015; Nurmandi et al., 2015; Shao, 2021).

Sociologically, technology has a deeper meaning than tools. Technology establishes a framework for the non-material culture of a group. If the technology of a group changes, the way people think will also change. It also impacts the way they relate to others. For Marx, technology is a tool, in the view of historical materialism it only refers to a number of tools that humans can use to achieve prosperity. Weber defines technology as an idea or human mind itself. Meanwhile, according to Durkheim, technology is a collective consciousness that is even predicted to replace the position of religion in society.

Technological development will go through several cycles. Jacob describes several cycles of the development of science and technology into five stages. The five stages are expressed as five consecutive cycles, namely a cycle that will repeat itself every 50 years. The five cycles are: first, starting with the technological revolution (1760); second, marked by the expansion of the railway network (in 1848); third, starting with the invention of the conveyor belt (in 1895); fourth, marked by the discovery of atomic energy and mass motorization (1945); and fifth, marked by the development of micro-electronics and biotechnology (Goi, 2009; Chang et al., 2018; Purwasito, 2018).



Technology is a symbol of progress. Anyone who has access to technology will experience little or much progress in one direction or another. A person will not miss any information when he holds a technology. Technology has influenced the lifestyle, and even technology has also become a lifestyle itself. Hanners describes four possibilities that will occur in connection with the unification of culture in the future. First, global homogenization. Western culture will dominate all over the world. The whole world will become a copy of the lifestyles, consumption patterns, values and norms and ideas and beliefs of western society. In this condition, the uniqueness of local (native) culture will disappear due to the domination of western culture. Second, saturation is a special version of the global homogenization process. The emphasis is on the time dimension. Gradually, the marginalized society will absorb western cultural patterns, which increasingly saturate them. In the long term, after passing through several generations, the form, meaning, and appreciation of local culture will disappear among the marginalized communities. Third, damage to indigenous culture and damage to western culture that is accepted. Clashes between indigenous cultures and western cultures further undermine the accepted values of western culture.

Changes that occur in society are called social changes, where these changes cannot be separated from the consequences of community social interactions. According to Zhu (2016) "social change is a variation of accepted ways of life that cause changes in geographical conditions, material culture, population composition, ideology, diffusion and new discoveries in society.

Citizen social changes are seen in changes in social interaction so that in the communication process more use of technology, this can be seen in the interaction process that occurs between the Urban Citizen community and the surrounding community, which is more often carried out by the citizens of the Citizen community (Formenti, 2012; Ritonga & Syahputra, 2019). Intentional or unintentional communication (intentional communication or unintentional communication), the interactions that occur can be said to be intense, especially at the age of teenagers, the desire to socialize widely cannot be dammed. It's something you can't hold back, it just flows. Actually, what is worried is that the culture of the Society which has been preserved, not only by the Citizens themselves but also by the Company, Government Institutions and other Institutions, is fading, due to intense communication contacts. Because, as it is known that if there are two cultures meet or intersect, then it remains only to choose which culture will be more dominant in the "relational life". And usually, traditional culture will be carried over to modern culture. In other words, it will tend to change the daily behavior of the traditional cultural life. This is a condition that can inevitably occur in any culture. It is only a matter of how to manage these changes so that they are not too sharp in changing the traditional culture that is being strived to be maintained and preserved.

### **3.2 Society Netizen Social Change**

The Digitalization Era or known as the era of the Netizen community, where this era puts forward technology as a process of social interaction, this can be seen in the data that the use of social media increases every year. Interaction between humans is driven by all-digital technology: computers, internet, ATM machines, telephones, mobile phones, and so on, are all driven digitally. as well as to meet, just a virtual meeting.

Social media is an online medium, with its users being able to easily participate, share, and create content including blogs, social networks, wikis, forums and virtual worlds. Blogs, social networks and wikis are the most common forms of social media used by people around the world. Another opinion says that social media is an online media that supports social interaction and social media uses web-based technology that turns communication into interactive dialogue. The largest social networks include Facebook, Myspace, and Twitter. If traditional media uses print media and broadcast media, then social media uses the internet. Social media invites anyone who is interested to participate by contributing and giving feedback openly, commenting, and sharing information in a fast and unlimited time.

Dharmawan (2015), states that the public space according to Habermas is an area in social life that allows every citizen to speak and engage in various cross-opinions and jointly form public opinion. Maimunah et al (2020) describe almost the same thing that the public sphere, also known as the audience realm, is basically a political space where discussions, debates, and joint decision-making take place. Through the presence of public space, the public is expected to be able to organize themselves to build public opinion, criticize, and act as a watch dog as part of civil society's efforts to exercise democratic control over the behavior of the ruling class and the capitalist class that often exploits society.

### 3.3 Impact of Social Change from a Technological Perspective

The rapid development of modern technology has pushed society into the post-industrial era. This condition is a continuation of the pre-industrial era and industrial society. The main difference from this post-industrial society is its emphasis on the economy in the service sector and technology. This phenomenon has started to be seen in the United States since 1990, where telecommunications and computers occupy the most strategic positions. It is estimated that 2013 will be the third technological revolution, namely a combination of computers and telecommunications.

The current of technological development that is increasingly spreading and spreading into the layers of community life is moving simultaneously. The driving force is there. 2, namely the development of communication and information technology driven by a shift in the economy that is dominated by services as well as an evolution to the global trade arena which is rapidly engulfing the entire world (Chachange, 2010; Kuo et al., 2021).

Globalization that has hit the world today has resulted in a rapid spread of developments in one part of the world, the world to other parts of the world. Even the situation in one country will quickly have an effect in countries from other parts of the world. All of these are products of the revolution taking place in the field of communication and the means to communicate are available.

The communication and information revolution that has swept the world has both positive and negative implications. These implications in turn will result in or have an impact on the social, economic, and political fields. In the political field, the development of communication technology has accelerated the process of national integration. The implication that needs to be realized is the influence of world communication and information that has hit the younger generation. In the economic field, the development of communication technology has encouraged rapid economic growth in addition to positive and negative impacts. In the social field, the development of communication technology has encouraged the rebirth of cultural nationalism (Jacobsen, 2010; Zuriyah et al., 2018; Gamayanto & Nilawati, 2017).

Through communication technology media, people can access data, including personal data. Secret documents that used to be stored in file files in the closet, are now stored in computer memory, more practical, economical. Advances in communication technology media will certainly have a certain impact when the technology is used. The impact of communication technology media impact is distinguished in two stages. In the first stage, in the form of impact of technical results. This means that with the use of communication technology media, the planned technical benefits will be obtained, in the form of increased productivity and efficiency.

The second impact, unexpected social consequences. The use of communication technology media causes the level of relationships between humans in society to be reduced so that it is likely to result in the formation of an attitude of dependence on communication technology media.

## 4. Conclusion

Social change among citizens and netizens is divided into two, the change in citizen society lies in freedom of expression in the public sphere, many citizen journalism programs are born as a result of changes in technology and have an impact on them to actualize themselves, while the netizens change the interaction process that prioritizes technology. information in communication, work and others, dependence on technology makes a shift in values and norms in society, an eroded culture makes the behavior of netizens change and has a negative and positive impact in everyday life. institutions in accordance with the objectives and guidelines of the 1945 Constitution of the State.

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