



Use of Communication and Information Media in the Implementation of National Development Programs in Indonesia

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Abstract

The role of communication media in national development is as an agent of renewal or to help introduce social change. The role of information technology in the field of communication is very large, because in the presence of supporting information, effective communication will be created, and with the progress of both fields, development will progress. This study aims to: (1) describe the characteristics of a digital era society that uses communication media, (2) describe the relationship between communication media and national development, and (3) describe the opportunities and challenges that arise in the digital era society, and (4) describe efforts that must be made in the digital era. This research method is descriptive research with a qualitative approach. The researcher was carried out by collecting data in accordance with existing events. Then the data was analyzed by collecting data, reducing data, presenting data and then drawing conclusions or verification. The results of the study showed that national development in Indonesia will be realized well if there is a communication and information media in the form of a social network that is used by the community correctly, ethically and can be accounted for its truth. Development information can reach the wider community through cooperation between the community and the local government, namely by holding counseling in all places where the community is evenly distributed.

Keywords: Communication Media, Information, Role of Technology, Digital Era, National Development.

1. Introduction

Over the past few decades, development has relied heavily on people's access to information and how they use it. To be able to participate in determining spending priorities and holding the government accountable, the community needs to actively participate, especially for marginalized groups such as those experiencing poverty, disability, or gender discrimination (Shahrokh et al., 2015). Most information is obtained through the media, so an empowered, professional, and community-based media is needed so that they can convey and explain government policies and priorities in a way that is easily understood by all groups. Although in the past the media was trusted as the main source, new technologies have now opened up wider public access. If traditional media adhere to high professional and ethical standards, then these new tools and technologies can be used to increase access to information and empower the community. This will make the democratic process more meaningful and the government more accountable (Suri, 2019).

Information is the foundation of knowledge, and an educated and knowledgeable society is an empowered society, so that it is able to participate in public affairs, social development, and progress (Smith, 2004). The public's right to enjoy freedom of expression and access to information is essential to building a democratic society that respects human rights and truly serves the public interest. The author argues that "Educated Society is Empowered Society". It is hoped that empowering local youth through new technologies can help reach remote communities, considering that major media often do not serve local communities well. Media based in provincial city centers rarely report on rural issues, and public broadcasters do not have branch offices in these provinces, so local communities are more familiar with national issues than problems and challenges in their own areas (Suri, 2019).

The current condition of society, which is filled with various possibilities, creates its own opportunities and challenges that need to be studied and planned (Healey, 2020). The digital era has become an inseparable part of people's lives. This provides people with greater convenience and opportunities to access information, especially with the existence of

information technology that overcomes the limitations of space and time. With the rapid development of technology, information can be spread faster. Therefore, it is important to understand and anticipate the implications of society in the future for development, so that appropriate empowerment can protect society from the negative impacts of the digital era (Hasan et al., 2023; Suri, 2019).

In the digital era, media technology has evolved, one of which is new media or what is often known as online media or the internet. This media has grown rapidly and the number of its users continues to increase, surpassing conventional media as a source of information. The term "new media" emerged in the late 20th century to describe media that combines traditional media with the internet. In recent years, new media has been enriched by the presence of social networking sites that allow for the formation of global communities (Daud & Haryanto, 2022; Suri, 2019).

Interactive media allows for a two-way flow of information, where users can participate and modify information directly. This interactive capability is also possessed by social networks such as Facebook, which allows for direct interpersonal communication, in contrast to traditional media which is only one-way in conveying messages (Fauzan, 2020). This discussion aims to: 1) describe the characteristics of digital era society that uses communication media, 2) describe the relationship between communication media and national development, 3) describe the opportunities and challenges that arise in digital era society, and 4) describe the efforts that need to be made in the digital era.

2. Literature Review

2.1. Sosial Media Facebook

Facebook quickly adapts to the development of popular technology, which is an added value thanks to the completeness of features such as chatting and active user status (Manca & Ranieri, 2016). The chat feature allows direct two-way interaction, while the active user status makes it easy for users to find out which friends are online. Facebook has advantages over other social networking sites because it is equipped with advanced and secure features, such as sharing information, photos, videos, and various other interesting things. For users involved in promoting products and services, Facebook is also an effective marketing tool in introducing the products or services offered (Hasan et al., 2023).

This success is supported by the high number of people accessing Facebook, as well as its wide reach and can be accessed anytime and anywhere. In addition to being accessed via a computer, Facebook can also be accessed via a cellphone or tablet, making it a very effective and efficient marketing communication medium (Duffett & Wakeham, 2016). However, the use of Facebook and other social networks has both positive and negative impacts. Many people do not filter information properly when spreading it, whether it is about individual problems, the environment, development, or government. The public needs to be wiser in spreading information that is public. Lack of ethics in using social networks can cause problems in society, including conflict between individuals in one country.

Data from Kominfo shows that Facebook is the most widely used social networking platform in Indonesia. This confirms the high use of communication media in the form of social networks. Therefore, the public needs to be given guidance and counseling on the ethics of using social media, because this has a significant impact on the progress of Indonesia's national development. Here are some ethics that social media users need to know.

2.2. Communication Ethics

When communicating through social media, many people tend to forget the importance of ethics in communicating. This lack of mindfulness can often lead to the use of inappropriate or harsh words, either intentionally or unintentionally (Burgoon et al., 2000). It is essential to recognize that words hold power, even in virtual interactions, and they can deeply affect others. Therefore, using polite, thoughtful, and respectful language is crucial in maintaining positive and meaningful conversations online. Establishing a habit of mindful communication, even in informal settings, helps create a more respectful and inclusive online environment for everyone.

2.3. Avoiding the Spread of SARA, Pornography, and Violence

It is very important not to spread information that contains elements of SARA (Ethnicity, Religion, Race), pornography, or violence on social media. Sharing content that incites hatred or discrimination against specific groups can lead to social unrest and conflict (Blaya, 2019). Instead, it is better to focus on distributing positive, uplifting, and educational content that promotes harmony among different communities. Additionally, sharing graphic images or videos related to violence or pornography can have detrimental psychological effects, especially on young audiences. Social media should be a platform for constructive dialogue, not a breeding ground for harmful or inappropriate content.

2.4. Verifying the Truth of News

It is not uncommon to find news that defames certain parties on social media, often spread with malicious intent to damage reputations. This is particularly concerning in an era where fake news can spread rapidly, misleading large groups of people. Therefore, it is critical for social media users to develop a habit of verifying information before accepting it as fact. Taking a few moments to check the credibility of the source and cross-referencing the news can prevent the unintentional spread of false information (Omezi & Jahankhani, 2020). By doing so, users contribute to creating a more informed and less divisive digital environment.

2.5. Respect Others

When sharing information in the form of photos, writings, or videos belonging to others, it is essential to always include the source as a sign of respect for the creator's work. Acknowledging the effort and creativity of others not only honors their contribution but also promotes ethical behavior in content sharing. Plagiarism, or the act of copying without crediting the original source, is unethical and diminishes the value of the creator's work (Dar et al., 2022). Therefore, giving proper attribution fosters a culture of respect and integrity in digital spaces. Respecting intellectual property rights strengthens relationships within the online community and encourages collaborative growth.

2.6. Be Careful in Disclosing Personal Information

It is important to be wise when sharing information about your personal life on social media, as oversharing can lead to potential risks. Avoid disclosing sensitive personal details such as your home address, phone number, or financial information, as these can be exploited for malicious purposes. Cybercriminals can misuse this data to commit identity theft, fraud, or even physical threats. Moreover, disclosing too much personal information can make individuals more vulnerable to unwanted attention or online harassment (Ybarra et al., 2007). Practicing caution and discretion when sharing personal information helps ensure safety and privacy in the online world.

3. Method

This research is included in the type of descriptive research using a qualitative approach. Researchers focus on collecting data based on events that occur in the field. Data sources in this study were obtained through literature studies related to the topic being studied. After the data was collected, researchers carried out the analysis stages by collecting data, reducing data that was considered irrelevant, presenting data that had been processed, and finally drawing conclusions or verifying the findings obtained. This process aims to obtain an in-depth and accurate picture of the phenomenon being studied.

4. Result and Discussions

4.1. Characteristics of Digital Era Society

One of the issues that often arises related to the understanding of society in the digital era is how far the definition of a digital era society has the right place in the context of the development of society in general. Basically, the term "digital era society" is naturally attached to the current conditions of society. The reality is that every individual has needs and demands for information technology, which is an inseparable part of everyday life. The development of human dynamics has placed information technology as an important element in a digital era society, even making it a necessity.

Indonesia, in just a few decades after its independence, has succeeded in creating a society that can be called a digital era society. This society is a group that is able to integrate information technology into their daily activities. One of the main characteristics of today's digital era society is the extraordinary acceleration in the fields of science and technology. The big challenge for Indonesia in this digital era is the nation's ability to keep up with the rapid development of global technology. For this reason, Indonesia needs to increase creativity in the field of technology so as not to be left behind in the increasingly advanced world competition. This will certainly have a big influence, especially in the world of education, related to the opportunities and challenges that will be faced in the future.

4.2. The Relationship between Communication Media and National Development

To achieve development goals more effectively and avoid negative impacts, development communication must consider several principles. According to Daud & Haryanto (2022), development communication strategies can reduce gaps by: using messages specifically designed according to the audience, implementing a ceiling effect approach so that messages remain useful for the target group, and utilizing narrow casting methods to convey information locally. In

addition, utilizing traditional channels and involving local opinion leaders can help convey development messages. Effective communication also involves community participation in every stage of development, from planning to evaluation.

Communication plays an important role in national development, especially with the development of technology that facilitates the distribution of information. Technologies such as the internet, television, and telephones reduce the "psychological distance" between nations, although there is still an information gap in developing countries that can hinder development. Reciprocal communication between the giver and receiver of information is very important to align perceptions and support development.

Fauzan (2020) identifies three main aspects in development communication: the role of the media in nation building, mass media in national development, and changes at the local community level. Communication media must function as a means of disseminating information, increasing community participation in decision-making, and educating the workforce needed in development.

In addition, communication plays a role in increasing modernization values, disseminating new skills, changing power structures, and facilitating the planning and implementation of development programs. The mass media also plays an important role in making people aware of economic problems, interpreting facts, and encouraging them to find solutions to the development problems they face.

4.3. Opportunities and Challenges for Society in the Digital Era

The digital era brings many opportunities and great benefits, both for the general public and the business world. However, technological developments also demand improvements in quality and efficiency in various aspects of life. Although technology makes daily activities easier, a digital lifestyle that is increasingly dependent on mobile phones and computers needs to be controlled. Excessive use of technology can be detrimental, so it is important for us to use it wisely and optimally.

Rapid technological developments not only affect social and cultural life, but also the political field. Technology is used by politicians to increase popularity and electability through digital tools that facilitate communication with the public. In addition to the benefits, the challenges of information technology include solving problems, unlocking creativity, and increasing the effectiveness and efficiency of work.

One of the biggest challenges for society today is the lack of ability to control the use of social media. Many are easily influenced by unverified information or hoaxes. Therefore, it is important to provide education and counseling on the ethics of using communication media from related parties.

4.4. Efforts in the Digital Age

The digital era requires serious handling to ensure that technology provides benefits. Education is the main key to understanding and using technology properly. Children and adolescents need to be given an understanding of the benefits and risks of technology. Parents must also be involved so that they can control and guide children in using technology wisely.

Introduction to useful applications needs to be studied to maximize its benefits and avoid negative impacts. The government must also evaluate the impact of the digital era in various aspects such as politics, economy, socio-culture, and security. Changes in children's aggressive character and physical violence are a serious concern, related to low moral values and the negative influence of digital media. It is important to understand the ethics of using communication media, including:

- a. Communication Ethics, Use polite and appropriate language when interacting through social media to avoid harsh words.
- b. Avoid SARA, Pornography, and Violence, Do not spread information that contains elements of SARA or pornography, and avoid uploading photos of violence that can add to the sadness of victims and their families.
- c. Cross-check the Truth of the News, Before spreading news, make sure it is true to avoid the spread of false information.
- d. Respect Other People's Work, When sharing information from others, always include the source as a form of appreciation.
- e. Do Not Share Excessive Personal Information, Avoid disclosing personal information such as phone numbers or addresses that can trigger criminal acts.

5. Conclusion

Changes in society are happening very quickly, especially with the presence of the digital era which has different characteristics compared to society in the previous era. This difference has a direct impact on the national development process, especially in terms of human resources (HR), community environment, and education. Therefore, national

development must be able to predict and manage the use of communication media wisely, and prevent its excessive and unethical use. This can be achieved if there is close cooperation between the community and local government, for example through counseling on good communication ethics using communication media. In addition, it is important for the community to be able to convey aspirations and problems quickly, accurately, and responsibly. Several recommendations also need to be given to policy makers and education practitioners to support this process more effectively.

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