

THE REALITY OF DIGITAL SOCIETY IN THE 21st CENTURY

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Abstract

We can see that digital technology is increasing rapidly year after year, and we also know that technology has become a significant part of our everyday lives for a variety of reasons, including work, school, leisure, and a variety of other activities. As a result, many individuals with non-digital jobs are losing their jobs at an alarming rate as they are replaced by technology. As a practical matter, we must be able to balance our technical capabilities in order for them to survive in the future. On the other hand, this quick development has both a positive and a negative impact on us. It has a beneficial impact on us, but it also has a detrimental impact on us. Hence, the author is interested in discussing and conducting research on "The Reality of Digital Society in the 21st Century" which is the topic of this article.

Keywords: Reality, Public Causing, Digital Era, 21st Century

1. INTRODUCTION

People already believe that digital technology has become a part of everyday life, despite the fact that we know that digital technology will undoubtedly develop from time to time, particularly if we look at the twenty-first century (Falah, 2019). If in 2001 people who spoke to themselves were considered insane by the community, but in 2022 people no longer hold that opinion because technological developments are changing people's perceptions of it so rapidly (Hasibi et al., 2020), one example is when someone is talking to himself, it could be that someone is calling or making a video documentation.

Digital technology is a type of technology in which the operating system is run automatically through the use of a computer-based system (Kaunang et al., 2021). As a result of this understanding, we can see that digital technology is a technology that can run automatically, and that we can put it up simply by employing a comprehensive system to accomplish this. Most human work can now be done automatically in the twenty-first century, which used to be a difficult task for film crews that wanted to present footage shot from the sky, but today anyone can easily take any video from above the clouds thanks to the development of drone technology.

The fact that human work may be replaced by technology at some point in the future must be accepted and kept up with by those who live in the twenty-first century. Even if human work is replaced by technology in the future, will job prospects be reduced or even increased? Because, in reality, society in the twenty-first century is increasingly reliant on technology, both in a beneficial and detrimental manner. The authors are interested in undertaking research under the heading "The Reality of Digital Society in the 21st Century" as a result of the information presented above.

2. RESEARCH METHODS

The research method refers to the scientific procedure followed by the author in order to collect the essential data (Darmawan, 2013). Scientific method denotes to activities that are conducted in accordance with established scientific principles in order to secure the discovery of scientific truth. Research procedures entail a high level of caution and adherence to tight guidelines. The author employs normative research or library research in this work, which is defined as research that investigates document studies and makes use of a variety of secondary data sources, such as. This sort of normative research employs qualitative analysis, in which current facts are explained using words or statements rather than statistics. Consequently, multiple approaches will be employed to acquire data for this study, including the sort of research, data sources, data collection procedures, and data analysis. In writing this research, the authors uses normative methodologies; normative research is defined as research that utilizes data as a source of information, such as books and articles on the internet that can be relied upon (Jonaedi Efendi et al., 2018). The authors will undertake research using books and articles that they considers to be relevant.

3. RESULTS AND DISCUSSION

It can be observed from the Global Overview Digital Data for 2022 that the growth of the digital world has not yet targeted large groups of people or comparable communities, but that the development of the digital world is beginning to target individuals. The reason why the digital world in 2022 is addressing individuals on a personal level can be explained by certain statistics. The metaverse is the one that is most obvious right now. This metaverse is the digital realm in which we will be engaged in our activities while on this planet. For example, virtual reality can be used to conduct online meetings or give presentations. What appears on the screen of the digital world will be represented by a digital avatar, which will represent us. Similarly, with our pals, it appears as if avatars are conversing with one another through avatars (Adam, 2022). Imagine that we will be living and working in a virtual environment of digital data. As a result, we will not be able to tell the difference between virtual reality or reality.

The creation of this metaverse, beginning with Digital Data 2022, has resulted in a significant increase in global ownership of virtual reality devices, precisely 9.1 percent compared to previous year. In addition to the metaverse, ownership of smart watches or smart watches has increased the most in comparison to other gadgets, thanks to virtual reality devices that are indeed used for personal use (Adam, 2022). In this era, humans have begun to rely on digital media; it can even be argued that human life is now 80 percent dependent on digital media. A cellphone (smartphone) is an example of a communication tool in this digital era that allows other humans to connect remotely or remotely. Tablets and smartphones have many advantages, one of which is as a means of payment and information; also, the price of smartphones is quite inexpensive, allowing everyone to own and use them. With what is going on right now, the digital era has both positive and negative consequences. The negative consequences of the digital era are as follows:

1. Violation of Copyright or Intellectual Property Rights (IPR)

The rise of digital technology has resulted in copyright and intellectual property (IPR) infringement by some individuals. A large number of already-existing copyrighted works on the internet are being traded without the creator's consent. Copyright infringements include, but are not limited to, the piracy of music, films, and books in print. This is also harmful for the work's creator.

2. The low job opportunities as human resources (HR) have been replaced by digital technology

Secondly, the increasing sophistication of digital technologies has resulted in a shortage of non-digital jobs. Digital technology is used by some businesses and organizations to make work more efficient. Working in an assembly line, for example, or in the auto sector, would fall under this category. Since then, a growing number of jobs have been taken over by intelligent robots equipped with advanced digital technologies. Automated sorters are taking the role of human postmen, for example, since they can process mail more quickly.

3. The emergence of digital information that is not in accordance with the facts (scam)

The creation of digital information that contradicts facts or the truth is referred to as a hoax, and it is a negative influence of the digital era produced by the community's low digital information literacy. Hoaxes are circulated by irresponsible individuals with the intent of inciting public outrage by distorting specific facts. To minimize confusion, the people must become accustomed to collecting such information from a variety of clear and dependable digital sources.

4. There is a lazy culture due to the use of digital technology

One of the negative consequences is the growth of a lazy culture of exercise (in Indonesian slang referred to as *mager*) as a result of the impact of digital technology. Humans are inextricably linked to digital technology tools such as gadgets in an increasingly complicated digital environment. Numerous digital platforms already integrated into devices cause people to become addicted regardless of time or health. As a consequence, it compels users of digital technology to make a commitment to share their time spent on digital technology and mobile activities..

5. The existence of digital fraud on behalf of others

A digital fraud occurs when individuals who possess advanced digital technology misuse personal data collected from them. Oftentimes, these individuals are referred to as "victims of cybercrime." Fraud on the internet can take various forms, including acquiring personal information in the name of an investigation, selling things at extremely low costs, operating illegal e-commerce sites, and more. In order to avoid being a victim of digital fraud, it is important to never reveal personal information to outsiders by accident (klobility, nd).

Digital media also has a beneficial effect, specifically technological, informational, and communicational advancements in the digital era that benefit the community by providing:(Lestari, 2018)

1. Easily access the information you need quickly

In this digital era, easy access to information needed by the community is a positive thing. People learn more quickly to receive the information they need, which affects the development of their own abilities.

2. Improving the quality of human resources (HR) through digital development and utilization

The digital era also has a positive impact on improving the quality of human resources (HR) through the development and utilization of capabilities in the fields of technology, information and communication. For example, the availability of the WhatsApp Group digital platform initiated by Klobility for the self-development of human resources (HR) with disabilities, called TIKO (Teman Inclusion Klobility), the School platform for personal self-development through online training, and others,

3. The presence of digital-based mass media

Traditional mass media, such as print media such as newspapers, magazines, books, tabloids and bulletins, are developing in the digital era to convey all kinds of information online. For example, printed books become e-books or commonly called e-books, which can be purchased cheaply, read anywhere and stored on digital devices such as laptops, computers, and cell phones.

4. Creating innovation in all fields oriented towards digitization

Creating innovation from all fields with the help of technology, information and communication is also a positive impact felt by the community. One example of Gojek Indonesia's innovation. Indonesian technology companies that provide online motorcycle taxi services have created the Gojek application to make it easier for users to use motorcycle taxi services as needed. In addition, Gojek Indonesia also offers other innovations such as Gofood (food service via motorcycle taxis), Gobox, Gocar, and others.

5. Easy access to learn foreign languages

In this day and age, it is important for us to learn foreign languages which will be useful in the future, whether for school, work or communicating with foreigners someday. Nowadays, to learn a foreign language is not as difficult as it was in previous times. There are many technologies that can make it easier for us to learn foreign languages. One technology that is accessed by many people to get videos of material discussion, namely the YouTube application. In this application, we can search for discussion videos according to the material we want to learn and can directly study the material without having to download the video (klobility, n.d.).

The positive impact of the digital era felt by the community has many opportunities to create things of economic value and create jobs in the digital era (Lubis et al., 2022). For example, the use of social media as a digital platform that is well known to the public opens up opportunities for product sales campaigns on social media. The use of online shopping platforms is an opportunity for people to buy or sell products online so that they are more efficient in time, effort and cost.

We can see from the positive and negative consequences listed above that the rapid development of digital technology will not result in job opportunities becoming narrower and no longer available for humans, but that the rapid development of digital technology will result in the creation of new jobs (Apdillah et al., 2022). One example is the work required to produce a film; formerly, helicopters were employed to shoot film scenes from the air;

however, drones now allow for the work to be completed more quickly and efficiently. As a result, the old job is replaced by a new job, which is then replaced by another one.

4. CONCLUSION

The reality of the digital society in the twenty-first century has reached a point where the usage of technology tools and digital media is no longer surprising. Digital technology is a tool that no longer requires human intervention; it is an automated operating system in a computerized system or in a computer-readable format, whereas digital media is media that has been encoded in a machine-readable manner. We can appreciate that media and digital technology have both positive and negative consequences. One of the negative and positive impacts is that it facilitates community work but does not eliminate the negative impacts that impede community work, including the positive impacts, which include easy access to the information they need quickly, improving the quality of human resources through the development and utilization of digital, the presence of digital-based mass media, and developing innovations in all fields oriented toward digitization. Not only does digitization have a positive impact, it also has negative consequences, including violations of copyright or intellectual property rights, reduced job opportunities as human resources are replaced by digital technology, the emergence of digital information that is not accurate, the existence of a lazy culture as a result of technology use, and the existence of digital fraud committed on behalf of somebody else.

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