Revitalization of Culture of Manners in the Era of Information Technology in the Dynamics of Using Social Media

Fitri Argarini
fitri.argarini@bakrie.ac.id
Universitas Bakrie

ABSTRACT

The complexity and context of this phenomenon are revealed through content analysis of literature and social media. This qualitative study investigates the phenomenon of cultural revitalization in the computer and internet era. In addition, this research will look at how social media influences sociocultural interactions. Research shows that social media has not only changed the way people interact with each other but has also become a place for activism, participation in politics, and developing creative ideas in the economic field. It influences sociocultural dynamics in a very complex way, which requires approaches from various scientific disciplines, such as anthropology, sociology, psychology, economics, and sociocultural political science. In conclusion, studying how social media influences society is an in-depth and complex study. Therefore, to understand how social media affects society, we need to have a broad understanding so that we can lead the revitalization of digital culture towards positive and sustainable development. The phenomenon of cultural revitalization that occurs in the digital era is the main focus of this research. This phenomenon represents a significant transformation in the way society uses, creates, and understands culture. Social media is an integral part of digital culture and plays a vital role in changing the social and cultural dynamics of society. Consequently, it is essential to understand how these changes affect people's daily lives, sociocultural frameworks, and interactions throughout the world.
Key words: Revitalization; Manners; Culture; Exploration; Social Media.

INTRODUCTION

The revitalization of digital culture is indeed a mirror of the inevitable transformation in social interaction. Social media, as one of the primary containers in this phenomenon, not only reflects technological advancement but also becomes a pivot in society. Impact exploration is crucial to everyday life. It is more than just a platform to convey stories, values, and cultural identities. Now, they open up opportunities to easily share their life experiences, broaden their view of the world, and engage in cross-cultural dialogue that helps enrich our understanding of human diversity (Febrianto, 2022).

The revitalization of digital culture has a positive impact by encouraging, through digital platforms, individuals from different backgrounds to share their stories, traditions, and experiences, which in turn moves society to build a culture that accommodates diverse perspectives and experiences jointly. Thus, social media is

not only a means of communication but also a major phenomenon that shapes and strengthens sociocultural dynamics in this digital era. Sociocultural change is a major milestone in the ongoing evolution of society. These changes can be triggered by various factors such as technology, globalization, demographic changes, and historical and political events. As societies face these changes, they actively adapt and evolve to address new challenges and meet evolving needs (Johnston, 2013). Social media is not only a forum to spread stories and cultural values.

Its implications for sociocultural dynamics are very complex and need to be considered in terms of psychological dimensions. Therefore, in the use of social media, it is essential to understand its influence on society and the occurrence of sociocultural dynamics in order to effectively manage and moderate it Umar (Gulo, 2023). It should be acknowledged that the influence of social media is not limited to the social realm alone but also affects the economy and politics. For example, social media can influence consumer behaviour and business models, as well as play a role in shaping public opinion and political processes (Pulido, 2018). A deeper understanding of how information digitization affects sociocultural aspects is crucial to ensure that this transformation takes place inclusively and sustainably. Exploration has placed itself as one of the pillars of modern society, making it necessary for the entire society. Thus, awareness of the importance of inclusivity in technology access and a holistic understanding of the sociocultural implications of digital transformation is the foundation of the goal of a sustainable digital revolution.

METHOD

Design and Sample

A qualitative approach in research is the right choice to deeply understand the phenomenon of the cultural revitalization of manners in the era of information technology and the dynamics of using social media. This approach allows researchers to respond to the unique complexity and context of the phenomenon, with a focus on interpretation and deep understanding. By analyzing a wide range of relevant literature and sources, the qualitative approach makes it possible to explore diverse viewpoints. It involves the direct participation of individuals involved in the phenomenon being studied. Qualitative research allows researchers to delve into a deeper understanding of complex phenomena, with an emphasis on text analysis and interpretation of meaning. With this approach, researchers can capture the essence of the cultural changes that occurred in the era of information technology and how social media plays a role in these dynamics (Moleong, 2014).

Data Analysis

Understanding the revitalization of the culture of manners in the age of information technology and the dynamics of using social media is very important, as it provides direct insight into the practices and interactions that occur in the process. Through observation and analysis of user activity, we can see how they contribute to spreading, adopting, and recording culture in a digital context. By analyzing user activity and content generated in social media, we can see how culture is actively being reproduced, debated, or even reformed in this digital environment. Therefore, understanding the cultural revitalization of manners in the age of information technology and the dynamics of using social media makes a significant contribution to understanding the cultural changes that are happening in modern society, which is increasingly digitally connected.

Thus, the Revitalization of Manners Culture in the Information Technology Era in the Dynamics of Using Social Media. Through the understanding obtained from this research, it is hoped that the public can better face the challenges and opportunities related to cultural change in the digital era and formulate the right strategies to answer the evolving sociocultural dynamics by promoting positive values and maintaining cultural diversity in this increasingly complex digital environment. In addition, by being aware of the potential negative impacts of rapid cultural changes in the information technology era, society can be better prepared to face challenges such as the polarization of opinions, the spread of fake news, and unequal access to technology.

RESULT AND DISCUSSION

1) Revitalization of Culture of Manners in the Era of Information Technology in Using Social Media

The revitalization of culture and manners in the era of information technology, primarily through the use of social media, emphasizes the importance of updating and strengthening traditional values in the midst of the rapid development of technology and communication. The concept of revitalization is relevant not only in a cultural context but also in social, economic, and environmental aspects. It emphasizes the need to not only understand how information technology and social media affect our interactions and communication but also how we can use them to reinforce and promote traditional values.

By aligning technology with local and cultural wisdom, the revitalization of etiquette culture in the era of information technology is a sustainable effort to preserve cultural heritage and achieve a balance between technological progress and the preservation of traditional values. However, the significant challenges due to the social impact of the revitalization of etiquette culture in the information technology era, primarily through social media, are becoming increasingly important. It requires efforts to update and reinforce traditional values in an ever-evolving digital context, as well as ensuring that technology does not obscure or replace existing cultural values. Through the use of social media, the revitalization

of etiquette culture can be a tool to promote and maintain long-standing cultural values, as well as strengthen social and cultural connections in an increasingly digitally connected society (Dwiraharjo, 2020).

The revitalization of etiquette culture in the era of information technology through social media brings the critical role of etiquette as the moral foundation of society in shaping individual character and behaviour. However, the revitalization of manners in the era of information technology must also be recognized. Social media is not only a tool for spreading religious and cultural messages but also a platform for dialogue between religious and cultural people. Social media can promote peace and social welfare through collaboration between various parties. Solid cooperation can be created to strengthen manners in online interactions, building a stronger foundation for community harmony in the information technology era. Thus, the revitalization of the culture of manners through social media does not only enrich daily life.

2) The Role of Manners in the Dynamics of Using Social Media

Manners in the dynamics of social media use reflect the vital role of regulating online interactions in accordance with existing ethical norms. In an era where the use of social media is accelerating cultural and lifestyle changes, manners are a guide that establishes behavioural norms that are in accordance with upheld cultural values. Through effortless access to the internet while still paying attention to existing etiquette principles. In addition, the phenomenon of globalization has brought in manners to play a vital role in managing online interactions to suit the use of social media not only enriches online life but also fosters positive values in daily life, in line with the ever-evolving sociocultural transformation(Cahyono, 2017).

Where manners play an important role in the use of social media, in the context of globalization, manners serve as ethical and behavioural guidelines that direct online interactions towards norms that are in accordance with the cultural values upheld in a multicultural society. Through social media, individuals from different cultural backgrounds can meet and interact, so manners are essential to ensure that communication and information exchange take place in a polite, respectful manner of existing cultural diversity. With the etiquette applied in using social media, people can use the platform as a means to enrich their understanding of other cultures, establish harmonious relationships between individuals from various cultures, and strengthen tolerance and respect for differences.

Manners factors have significant relevance in the context of social media use. Including:
1. The rapid development of communication technology, especially globally, makes manners a critical guide important guide in navigating online interactions, ensuring that behaviours that are consistent with upheld cultural values are maintained.

2. The development of education also affects the manner in which social media is used. A good education can form awareness of ethics in social media, strengthen understanding of the importance of respecting others, and promote awareness of the impact of online behaviour on oneself and others.
3. Changes in work patterns are dynamics that affect not only the economic aspects of a society but also significantly impact social culture and behaviour.
4. Changes in the practice of manners can form the moral and ethical basis for society's use of social media, where manners guide highly valued individuals.
5. Changes in demographic structure also shape sociocultural dynamics, and manners help individuals adjust to these developments in the context of social media use. By paying attention to these factors, manners can be a firm guideline in maintaining the quality of online interactions, promoting the positive use of social media, and strengthening cultural and moral values in a digital society.

Manners, as a behavioural guide related to social values and norms, serve as a guideline for individuals in interacting in the digital world. Manner values have a significant impact on shaping people's morals and ethics, which is reflected in the way they behave in the media, causing changes that are reflected in online interactions. In addition, migration and population mobility also affect sociocultural dynamics in the use of social media. Intense intercultural interaction through social media platforms can enrich cultural diversity and introduce sociocultural dynamics by maintaining traditions but also potentially hindering development. In the face of slow and rapid changes in the use of social media, manners serve as a tool to help individuals and society adapt to these dynamics, ensuring that online behaviour remains in line with the cultural values that are upheld (Rafiq, 2020).

The changes that have occurred emphasize the critical role of education in conveying an inseparable part of manners; education helps individuals understand the norms and values that are valued in society, including in the use of social media. A deep understanding of the various factors that influence sociocultural dynamics, including the role of education, provides a more holistic understanding of how societies evolve and how cultural values adapt over time. By understanding the role of education in the context of the dynamics of social media use, we can be more careful in studying the impact and patterns of change that occur in society and culture, as well as devising strategies to promote the use of social media that are in line with the cultural values embodied in our heritage.

3) Exploration of the Impact of Social Media on the Community

Social media is not just a communication tool, but also a significant driver of change in the way we interact and think. By understanding their impact in depth, we can identify trends, patterns, and potential impacts that have yet to be revealed (Allcott, 2020). This phenomenon is not limited to specific groups; Its impact permeates all aspects of life, creating significant shifts in culture and social behaviour. As such, careful research and in-depth analysis of the effects of social media allow us to develop more effective strategies for managing these changes. More than that, it

allows us to formulate policies that are responsive to the sociocultural dynamics that continue to evolve in this digital era.

It is essential to acknowledge that social media, as seen in movements such as the Arab Spring and the Black Lives Matter Movement. By leveraging these platforms, people can quickly voice their aspirations and spread relevant messages about inequality and injustice. It opens up space for broad public discussion and allows for wider political participation from different walks of life. However, behind the benefits, social media also presents significant challenges that can threaten the sustainability of democracy and public trust in information(Amedie, 2015). In addition, the trend of cultural homogenization and isolating virtual experiences can reduce in-person social interaction and lead to the illusion of connection that does not necessarily reflect the actual reality. Social media plays a vital role in empowering citizens to participate in the political process; we must also be aware of its negative impacts. Necessary steps must be taken to minimize the spread of inaccurate or harmful information, while still maintaining space for open and inclusive dialogue. The balance between harnessing the power of social media to voice essential issues and managing the risk of spreading disinformation will be vital in strengthening democracy and openness in our society.

Social media has become an inevitable source of controversy, with its ability to filter and direct information according to specific interests, potentially narrowing people's views in a narrow information bubble. Not only that, privacy issues arising from massive data collection by social media platforms further deepen their negative impact (Appel, 2020). However, we must remember that social media also has a positive impact, especially in the economic field, creating new opportunities for the rapidly growing creative economy. In the context of the complexity of interactions between various factors involved, the exploration of the impact of social media in society requires deep attention (Appel, 2020). They are taking into account the suggestion to use the term "sociocultural impact" to refer to the broader implications of social media use, an inclusive and holistic approach through a deeper and more relevant understanding.

4) Social Media as the Main Platform in Social Culture

Social media is now an important part of social culture around the world and is an essential part of people's daily lives. They involve different aspects of society, the economy, politics, and culture as a whole, not just individuals. Instagram, Facebook, and Twitter allow people to interact, share, and build a solid social network. Social media allows people to access information and participate in various social and political activities (Pulido, 2020). Social media has become a digital place that reflects the dynamics and complexities of human life, as well as a main stage for interaction and exchange of information in contemporary society. By understanding the broad role and impact of social media, we can better adapt to changes in social interaction patterns and harness its positive potential to advance local and global communities.

Social media has an undeniable role in shaping social culture in this digital age, primarily through its ability to facilitate interaction between individuals around the world (Popp & Worastschek, 2016). Social media allows people to connect with people from different backgrounds, enhance their global insights, and enhance their social experience without being physically or geographically limited (Swani et al., 2016; Wu, 2016). Thus, social media plays a vital role in promoting cultural diversity, expanding understanding between individuals, and strengthening social networks in this era of globalization.

Social campaigns, political movements, and charitable efforts have proven successful on social media platforms due to their high engagement and appeal. Social media allows advocacy and social change (Alalwan, 2017). Personalization algorithms and bubble filters can generate information bubbles that limit the user's view and exclude them from an alternative perspective. Social media can influence trends and lifestyles, as demonstrated by their ability to shape social culture. By using social media, items, brands, and fashion trends can go viral quickly, creating new trends and influencing consumer behaviour.

CONCLUSION

The revitalization of digital manners carried out through social media has become a significant factor contributing to changes in sociocultural dynamics in modern society. In today's era of information technology, social media is not only the result of technological advancement but also the basis for a sociocultural framework. This phenomenon provides people and groups with the opportunity to access cultural diversity, build strong social networks, and engage in global conversations. Cultural revitalization and manners In the era of information technology, social media has become a powerful tool to reinforce traditional values, promote tolerance, and build a deeper understanding of diverse cultures. Therefore, cultural revitalization in the dynamics of using social media not only creates digital transformation but also becomes the foundation for maintaining and enriching cultural heritage and moral values in a society that continues to develop technologically.

Revitalizing manners through social media has a lot of potential, but it also brings some problems. Factors that can disrupt the sociocultural dynamics of society, including these challenges, have the potential to increase polarization of opinions, narrow the spectrum of different perspectives, and even threaten social stability. Therefore, a deep understanding of the complexity of the interaction between technology, society, and culture is needed. By understanding the possible negative impacts, steps can be taken to mitigate these risks, such as increasing digital literacy, developing more effective information filtering mechanisms, and promoting diversity of views and inclusive dialogue on social media. The revitalization of the culture of manners in the era of information technology and the dynamics of using social media must be driven by collective efforts to understand

and handle these challenges holistically so that they can have a positive and sustainable impact on society as a whole.

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