The Influence of Technological Development on Culture and Lifestyle of People in Indonesia

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Abstract: This research explains that technological developments have had a considerable influence on the Indonesian culture and this technology has caused several changes in the culture and lifestyle of the Indonesian people. This study aims to determine the extent of the influence of technology on culture in Indonesia. By using the literature study method in the research process to find out some information related to the influence of technology in Indonesia. The results of the discussion in this study indicate that technological advances continue to develop very rapidly and give birth to a digital society, there are changes in the lifestyle of the Indonesian people due to technological advances so that they become more pragmatic, hedonic and secular. It was also found that technological advances have a double face because they have positive and negative influences on human life. This study also explains that efforts to suppress and overcome the negative impacts of technological advances can be carried out by synergizing the roles of family, education, society and the state.

Keywords: change, culture, people's lifestyle, technological development

RESEARCH BACKGROUND

The development of communication and information technology has now reached the level of vital human needs. Not only in its utilization as an information communication channel between individuals in social interactions, but also in a wider scope between institutions and institutions, between regions and regions to between countries and continents.

Such rapid development has had a wide influence on the social life of the community. This also triggers a level of change and a shift in the pattern of life and interaction in life. From patterns that rely on direct communication to communication using the media. The influence that then slowly enters people's lives is the displacement of local wisdom in the context of customs and culture more broadly. The development of communication technology in this

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modern century is an advancement in the field of mass culture so that its influence occurs in all aspects of life. Both urban communities and communities located far from government centers also experience changes that occur as a result of the development of communication technology.

The development of communication technology in Indonesia, especially as it relates directly to communities and youth organizations, religious and professional organizations, both related to public services and commerce, is interesting. Interesting because it continues to take place, thus forming a kind of public discourse that never has an endpoint. Meanwhile, the concept of culture as understood is a system of ideas or a system of ideas that is a reference for behavior in the social life of a society.

The technology that is sweeping our lives now is also like a person who feels at home living next to the chicken coop, so engrossed he does not realize that screen technology makes him marginalized from a basic need. He only imagines according to what is shown on television, especially those who watch it are children who are not yet able to distinguish between the real and the visual. The demand to ban the airing of Smack Down on one of the television stations is an example of the impact of the show on children's children's personality. Elementary and Middle School children who imitate what they watch and do not hesitate to act sadistically, resulting in fatal so that it is fatal to the physical and even some have died (Proverbs Bakhtiar, 2012, pp.224-225).

REVIEW OF RELATED LITERATURE

Technology

Technology literally comes from Greek, namely "*tecnologia*" which means a systematic discussion of all arts and crafts. Arts and crafts. The term has the root word "*techne*" in ancient Greek meaning art or craft. From literal meaning, technology in ancient Greek can be defined as the art of producing the means of production and using them. The definition then evolved into the use of science in accordance with the needs of human needs. Technology can also be interpreted as "the know-how of making things". Know-how of making things) or "how to do things" (know-how of doing things), in the sense of the ability to do something with high value, both the value of benefits and value (Martono, 2012, p.276).

Humans did not initially recognize the concept of technology. The presence of early humans in pre-history, only recognized technology as a tool to help them find food, tools in hunting, and processing food. The tools they used were very simple, made of bamboo, wood, stone, and other simple materials that they could easily find in nature. In the beginning, technology developed slowly. But along with the advancement of the level of culture and human civilization, technological development is developing rapidly. The more advanced the culture, the more developed the technology. Because technology is the development of culture that is advancing rapidly (Adib, 2011, p.254).

Henslin explains that the term technology can cover two things. First, technology refers to tools, which are elements used to accomplish tasks. Technology refers to equipment as simple as a comb to as complex as a computer. Secondly, the skills or procedures required to make and use the equipment. Technology in this case not only refers to the procedures needed to make combs and computers, but also includes the procedures to produce an acceptable hairdo, or to enter the internet. Sociologically, technology has Deeper meaning than tools. It sets a framework for a group's non-material culture. If a group's technology changes, the way people think will also change. This alsoaffects the way they relate to others. Affects the way they relate to others. With others. For Marx, technology is a tool, which in the view of historical materialism only refers to a number of tools that humans can use to achieve prosperity. Weber defines technology as ideas or the human mind itself. Meanwhile, according to Durkheim, technology is a collective consciousness that is even predicted to replace the position of religion in society (Martono, 2012, pp.277-278).

Culture

Culture is a way of life that develops and is shared by a group of people and passed down from generation to generation. a group of people and passed down from generation to generation. Culture is made up from many complex elements, including religious and political systems, customs, language, tools, clothing, buildings and works of art. Language, like culture, is such an integral part of the human person that many people tend to think it is genetically inherited. Tend to think of it as genetically inherited. When one tries to communicate with people of different cultures and adjust to differences, proving that culture is learned.

Culture is a complex that includes knowledge, beliefs, arts, morals, laws, customs and habits carried out by a group of community members. Formulate as all the work, taste, and creation of society. The work of society produces technology and culture or material culture that is needed by humans to master the surrounding nature so that the strength and humans to master the surrounding nature so that the strength and results can be devoted to the needs of society. Devoted to the needs of society.

Lifestyle

A lifestyle is a person's pattern of life as expressed in activities, interests, and opinions. It portrays the whole person interacting with his or her environment (Philip Kotler and Kevin Lane Keller, 2016, pp.187). Lifestyle is defined as, a way of life defined by how people spend their time, what they think about themselves and also the surrounding world (Setiadi, 2010, pp.148).

Lifestyle can be identified as how pattern of a person's life in spending his time (activities), interests (interests) and behavior in daily activities (opinions) (According to Sutisna, 2010, pp.145). From some of the above definitions of lifestyle, the lifestyle of activities carried out every day, one of which can be seen in terms of appearance and what is liked. There are several types of lifestyles such as the following:

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1. Independence Lifestyle

Independent lifestyle is one of the most popular phenomena in urban life. Companies must understand well related to the needs and desires of consumers with lifestyle. This type of consumer is usually consumers with an adequate level of education with financial support as well. Independent lifestyles are usually able to make responsible choices, and are able to think innovatively and creatively to support their independence. innovative and creative in supporting their independence.

2. Modern Lifestyle

Modern lifestyle is closely related to the digital lifestyle. Digital lifestyle digital lifestyle is a term that is often used to describe the modern lifestyle of consumers where life is full of the use of technology and digital information. This type of consumer is often literate with new technology and price is not the main consideration to fulfill their needs. Not the main consideration to fulfil their needs and desires. Their needs and desires.

3. Hedonic Lifestyle

A hedonic lifestyle is a pattern of life whose activities are for looking for the pleasures of life, such as spending more time outside the home, playing more, enjoying the city crowd, and enjoying the fun of life. Out of the house, play more, love the city crowd, love to buy expensive goods buying expensive items that he likes, and always wants to be the center of attention. Consumers with this lifestyle have now become the latest trend in the lives of young people.

4. Frugal Lifestyle

Consumers with a frugal lifestyle are consumers who are able to think strictly in relation to the financial management they do he does. Before consuming a product, he compares prices in one place with those in other places. Place. He considers that the price difference is important. Consumer consumers like this are able to think about which consumption should be prioritized and which consumption can be postponed. And which consumption can be postponed. Consumers with a frugal lifestyle are consumers who are able to think strictly in relation to the financial management they do he does. Before consuming a product, he compares prices in one place with those in other places. He considers that the price difference is important. Consumer consumers like this are able to think about which consumption should be prioritized and which consumption can be postponed. And which consumption can be postponed.

RESEARCH METHOD

Observation Method

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This method is an activity of paying attention accurately, noting the phenomena that appear, and considering the relationship between aspects in the phenomenon. Observation is also very supportive in this research, especially as an addition for researchers to analyze data regarding the extent to which technology affects the culture and lifestyle of people in Indonesia.

Literature Study Method

The literature review research method or literature study contains theories that are relevant to research problems. In this section, an assessment is made of the concepts and theories used based on the available literature, especially from articles published in various scientific journals regarding the influence of technology on culture in Indonesia.

RESULT AND DISCUSSION

We all know that with the development of technology at this time, everything can be done using technology starting from the social, cultural, economic, political, etc. fields. This also inevitably affects the culture and lifestyle of the people in a particular area. With such technological developments, there will be several impacts, both positive and negative.

1. Positive Impact

Technology has had a positive impact on Indonesian culture in various aspects, including:

a) Strengthening Integration in Society

The characteristics of modern society include having an attitude that is open to forms of experience and change. With this attitude will certainly facilitate the process of communication and interaction between individuals in society.

b) Increased Science and Technology

The readiness of modern society to change and be open to new things will change the mindset of the community. Such as the entry of new science and technology that can help ease the burden of work and save energy and time.

c) Progress in the Industrial Field

The existence of modernization can support progress in the industrial sector because of the convenience and technical facilities. This can then speed up the production and distribution of goods and services produced.

d) Increasing Political Awareness and Democracy

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The easier it is for people to access information, both print and electronic media. Then there will be more knowledge about politics obtained by the community.

e) Advances in Transportation

Currently, people are spoiled with various transportation facilities that prioritize comfort, affordability, and timeliness. All fields of transportation ranging from buses, trains, ships, to ships are developing and adding various new facilities to their fleets. This aims to provide good service for the community.

As for the positive impact of modern society culture, such as indigenous peoples being able to adapt to modernity, it can be seen that modernization has both positive and negative impacts. One of the positive impacts is the development of science and technology, making it easier for people to find various information, changing the mindset from traditional (irrational) society to modern (rational) society.

2. Negative Impact

Although technology provides many benefits for humans, on the other hand, technological advances will have a negative effect on socio-cultural aspects:

a) Moral decline in society

Especially among teenagers and students. The advancement of economic life, which places too much emphasis on fulfilling material desires, has caused some citizens to become rich in material but poor in spirit.

b) Delinquency and deviant acts among teenagers

Delinquency and deviant acts among teenagers are increasing. The weakening of the authority of existing traditions in society, such as mutual cooperation and help, has weakened the power of centripetal forces that play an important role in creating social unity. As a result, we can see that delinquency and deviant acts among teenagers and students are increasing in various forms, such as fights, vandalism, traffic violations, and crimes.

c) Changing patterns of community interaction

The presence of technology in most middle to upper class households has changed the pattern of family interaction. Computers connected to telephones have opened up Opportunities for anyone to connect with the outside world.

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d) Pluralism.

Pluralism is a view that operates in culture in the form of attitudes that accept the plurality of value orientations in modern society. The basis of pluralism is the fact of plurality, which is the fact that if a society undergoes modernization, it experiences pluralization of values within itself.

3. Efforts to Overcome the Negative Impacts of Technology

Technology has many positive impacts on our lives, however, it also has negative impacts that need to be considered. Some efforts to overcome the negative impacts of technology include:

a) Limit the use of technology: One way to overcome the negative impact of technology is to limit its use. For example, limit the time spent watching TV, playing online games or using social media.

b) Family Role: As the first and foremost agent of socialization, families should be able to instill positive values and norms in children by equipping and laying a solid foundation of faith in children. Families must be selective in determining the priority scale of technology needs for the family. This is done in an effort to reduce the way of life of modern humans who tend to be consumptive towards technological products. In addition, prioritization is needed so that the technology used really provides great benefits for the family.

c) Education and cultural awareness: It is important to provide education and cultural awareness to people so that they understand the values and cultural traditions of a country or community. This can be done through formal or non-formal education programs, such as training, seminars and cultural festivals.

d) Use technology wisely: Using technology wisely can help reduce its negative impact. For example, using it for productive purposes such as learning, working or doing research.

e) Interact directly with others: Spending too much time in front of a screen can make us miss out on in-person social interactions. Hence, it is important to spend time interacting directly with family, friends or others.

f) Keep your knowledge up to date: Technology is always evolving and changing. Therefore, it is important to keep our knowledge up to date and keep up with the latest technology so that we can deal with its negative impacts more effectively.

CONCLUSION

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The development of technology today is very rapid. Such rapid development has had a wide influence on the social life of the community. This has also resulted in several changes and shifts in the pattern of life and interaction in Indonesian culture. The presence of technology is something that cannot be separated from human life. The lifestyle of today's society has more or less been influenced by the presence of technology. Where the technology has a considerable impact on culture in Indonesia, both positive and negative impacts will change the lifestyle of the people in Indonesia. There are several efforts to overcome the negative impact given by technological developments such as limiting the use of technology, developing education and cultural awareness, even the role of the family also helps in dealing with the negative impact of technological developments.

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