

The Role of Social Media in Shifting Communication Patterns and Societal Lifestyle Changes

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Abstract: This study investigated the role of social media in changing communication patterns and societal lifestyles. Employing the Systematic Literature Review method, this research delves into the role of social media in altering communication patterns and societal lifestyles. Through the analysis of various relevant studies, it is evident that social media serves not only as a tool for interaction but also significantly influences the fundamental ways in which we communicate and interact. The findings of this research reveal that the use of social media has escalated global information access, impacted language usage, particularly among the younger generation or students, and influenced the behaviors and attitudes of adolescents towards official national languages. Additionally, social media has become an integral part of societal lifestyles, especially among students. Its ability to facilitate participation in social activities via the internet, irrespective of distance, space, or time, underscores its significant role in shaping communication patterns and societal lifestyles. Platforms such as Facebook, Twitter, Instagram, and TikTok enable individuals to easily connect and interact with others, as well as access a variety of content that influences their perceptions and preferences. Thus, this research provided a better understanding of the impact of social media within the social and cultural contexts of society and its implications in responding to the evolving changes in the digital era of the 21st century.

Keywords: Social Media; Communication Patterns; Societal Lifestyles.

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A. INTRODUCTION

The development of information technology, particularly social media, has brought significant impacts on societal communication patterns (Krisna Maharani, 2021). Social media has not only become a tool for interaction but also fundamentally alters the way we communicate and interact. Through platforms such as Facebook, Twitter, Instagram, and TikTok, individuals can easily share information, ideas, and knowledge instantly with a broader audience. This phenomenon not only affects how we convey messages but also shapes social interaction patterns, cultural understanding, and influences the formation of opinions and perceptions within society as a whole. With the existence of social media, communication is no longer confined by time and space but undergoes a transformation into a more dynamic,

rapid, and often unpredictable process. Therefore, it is crucial to understand the role of social media in changing societal communication patterns to effectively respond to these changes (Meidasari, 2018).

In the ever-evolving digital era, the role of social media has emerged as a paramount factor in shaping and altering societal lifestyles. According to Susanti et al. (2023), social media serves not only as a platform for interaction and content sharing but also as a medium influencing individuals' perceptions, values, and preferences across various facets of daily life. Through social media, individuals are exposed to a myriad of trends, lifestyles, and consumption patterns promoted by other users, celebrities, and companies. Consequently, this exposure leads to the adaptation and adoption of new lifestyles, often influenced by prevailing trends on social media (Jafar et al., 2023). Therefore, understanding the role of social media in shaping societal lifestyles is crucial for responding to the evolving social dynamics in this digital age.

In the increasingly advanced digital era, the role of social media has become the primary platform for individuals to interact, share information, and consume content extensively and rapidly (Salman, 2023). This phenomenon not only affects how society communicates but also shapes preferences, values, and daily activities. Through social media, individuals can easily connect with others, access the latest trends, and engage in various virtual communities that reflect their lifestyles and interests. Therefore, it is important to understand the role of social media in changing communication patterns and societal lifestyles to effectively respond to these changes and harness them positively. The evolution of social media has significantly altered communication patterns in Indonesia. According to research conducted by Mujiwati et al. (2022), 61% of the Indonesian population prefers accessing social media over engaging in online gaming. However, excessive use of social media can have negative repercussions, such as neglecting one's immediate environment and even leading to extreme actions like suicide due to cyberbullying. Nevertheless, a study by (Zuhriyah, 2023) highlights a linguistic shift resulting from social media usage, particularly among pharmacy students.

The role of social media in shaping societal lifestyles holds significant importance. Social media has a notable impact on shaping the moral conduct of adolescents (Novianti & Balqiah, 2023). Information disseminated through social media regarding moral values can contribute to fostering harmonious living among communities and preventing potential misunderstandings that could lead to conflicts in the environment (Arifin & Rizaldy, 2023). Additionally, social media plays a substantial role in community life (Noviani, 2022), having evolved into a necessity across all environments, particularly in Indonesia. The use of social media is not solely confined to communication but also serves as a platform for entertainment, commerce, and accessing other informational resources (Anderson et al., 2022). In another study, it was revealed that the combined influence of social media and culture significantly affects community participation. Therefore, social media plays a significant role in shaping lifestyle and community participation.

The role of social media in changing communication patterns and societal lifestyles is highly significant. Social media as reported by Mujiwati et al. (2022) and Zuhriyah (2023), has now become an integral part of human lifestyle, particularly among youth and students. The use of social media also has a significant impact on student behavior, with varying preferences and usage patterns among countries and individuals (Nainggolan, 2023). Thus, social media

influences the evolution of language among students, leading to linguistic phenomena changes. However, the widespread development of social media also raises concerns regarding the spread of misinformation and disinformation, which can affect public perception and satisfaction with government performance. Overall, social media plays a crucial role in shaping communication patterns and lifestyles, with impacts encompassing both positive and negative aspects for individuals and society at large. It is based on this background that this research was conducted to provide a better understanding of the impact of social media in the social and cultural context of society and its implications in responding to the evolving changes in this digital era of the 21st century.

B. METHOD

This scholarly article is structured using the Systematic Literature Review (SLR) method. Systematic Literature Review is a term used to refer to a specific research methodology and development aimed at gathering and evaluating relevant research on a specific topic focus (Alwi et al., 2023). SLR is a method of literature review that identifies, examines, evaluates, and interprets all available studies. With this method, researchers conduct a structured review and identification of journals, following several predefined steps. The determination of data sources was made. Here, Google, Google Scholar and ResearchGate data sources were used. The subsequent stage involved determining the search keywords. In this study, the keywords used were: "the influence of social media on change and the role of social media in societal lifestyles". After obtaining various necessary articles, duplicate filtering was conducted to ensure that the articles used as data were distinct from one another. Next, the researcher analyzed these articles. The researcher grouped various findings into two major clusters: the influence of social media on change and the role of social media in societal lifestyles. Each cluster would have subclusters beneath it. The number of subclusters depended on the findings obtained during the research process.

Subsequently, the review protocol was carried out by formulating research questions and classifying keywords according to the population, intervention, comparison, outcome, and context strategy of the obtained articles. Inclusion and exclusion criteria were established by selecting articles that aligned with the research questions, while disregarding subjective judgments from the researcher in article selection. The Mendeley software was utilized to organize the selected articles for easier management and referencing. Data extraction and synthesis processes were conducted using thematic analysis and meta-analysis to present findings systematically and comprehensively. In the final stage of the research, the researcher compared the findings presented in the articles and drew conclusions.

C. RESULTS AND DISCUSSION

1. The Difference Between Traditional Communication Patterns and Communication Patterns Through Social Media

In the conducted research, significant differences in the level of communication between traditional communication and communication via social media are evident. In traditional communication, such as in traditional markets, interactions between sellers and buyers occur face-to-face. Transactions in traditional markets also involve negotiation processes and conversations that extend beyond transactional topics alone. Communication in traditional markets encompasses verbal and non-verbal elements and covers various topics such as individual interests, economic aspects, education, religion, culture, social, and political aspects (Juswil et al., 2022). Conversely, in communication through social media platforms such as Twitter and WhatsApp, communication patterns tend to be more general, vertical, and less participatory. Social media is often used to disseminate information to the media or other government agencies (Nurmawaddah, 2022). However, despite providing freedom in communication, communication via social media also has limitations such as unstable internet connections and limited mobile phone memory capacity (Syarifuddin et al., 2021).

2. The Role of social Media in Information Dissemination and Opinion Formation

The role of social media in disseminating information and opinions has become increasingly vital in the ongoing digital era. Platforms such as Twitter and Instagram are widely utilized for communication, interaction, and sharing various information (Alontari et al., 2023). Through these platforms, users have the opportunity to express their opinions, engage in discussions, and influence public thought. For instance, Twitter is often used as a monitoring tool for public opinion on various issues, including evaluations of government policies. On the other hand, Instagram has become a platform utilized by educational institutions as a marketing tool to promote their services and attract prospective students and parents. Various studies have been conducted to understand the types of content that can capture the attention of social media users and enhance engagement levels. Thus, it can be concluded that social media plays a crucial role in shaping public opinion, disseminating information, and facilitating communication in the current digital context.

3. The Influence of Social Media on Eating Habits, Fashion Styles, and Hobbies

The influence of social media on eating habits, fashion styles, and hobbies has been analyzed in various studies. Social media has become the primary means of communication for the millennial generation in Indonesia, resulting in the emergence of Social Media Influencers (SMIs) who introduce brands and build awareness around them. This phenomenon has encouraged local businesses to utilize Micro, Small, and Medium Enterprises (MSMEs) as a bridge to reach a wider market. Additionally, social media holds significant power in influencing and shaping public opinion in Indonesia (Mujiwati, 2023) like in many other countries across the globe. However, Nathanael et al. (2023) submitted that the excessive use of social media can also have negative impacts, such as neglecting the surrounding environment and cyberbullying incidents. Furthermore, social media has become a necessity

and lifestyle among students/youths. This indicates that the role of social media in shaping eating habits, fashion styles, and hobbies, both positively and negatively, is highly significant.

4. Trends and Influencers on Social Media and Their Influence on Lifestyle

The trend and impact of influencers on social media significantly influence societal lifestyles. As observed by Krisnanda et al. (2023) and (Simanjuntak, 2023), the growth of internet usage alongside rapid advancements in social media platforms has transformed them into not only places for online interaction but also diverse sources of information. Thus, Social media usage has even become a necessity and lifestyle among student populations. The role of influencers on social media is crucial in aiding brands to achieve their objectives by enhancing brand awareness. They have the ability to cultivate brand awareness, ultimately shaping brand image and attachment, which in turn can influence purchasing intentions and customer loyalty. The influencer industry in Indonesia holds promising prospects. Social media usage also facilitates online social activities without being constrained by distance, space, or time limitations.

5. The Impact of Excessive Social Media Usage on Mental Health

Excessive use of social media can have negative effects on an individual's mental health. Research indicates that intensive use of social media is associated with decreased self-esteem, body image dissatisfaction, and high levels of depression, particularly among adolescents (Rahayu et al., 2023). Furthermore, increased social media usage is also linked to higher levels of stress and depression among young individuals (Tong et al., 2023). Excessive social media use can also lead to other mental health problems such as insomnia and stress. However, studies also suggest that appropriate social media use can have positive effects, such as increased productivity and performance in specific tasks (Hiustra et al., 2023). Therefore, it is crucial to pay attention to healthy social media usage patterns and consider environmental factors and gender in understanding their impact on mental health (Tong et al., 2023).

6. The Evolution of Trends and Emerging Technologies That May Influence the Role of Social media in the Future

The development of trends and new technologies has the potential to influence the role of social media in the future. Social media has become an indispensable necessity in various aspects of life. The social media do not only serve as a means of communication but also as a platform for entertainment, commerce, and information. Lutfiyya & Akhirson's (2022) research confirms that social media has a significant impact on societal dynamics. Meanwhile, technological advancements have transformed the way social interactions occur within society. However, new challenges emerge alongside technological developments, which need to be addressed to ensure equitable access for all societies to these advancements (Ningsih, 2023). Therefore, a serious understanding of the social construction of social media technology and evaluation of the resulting positive and negative impacts are necessary. In this context, the role of social media becomes increasingly crucial and influential in societal life. In facing the future, it is important to continuously monitor the development of trends and new technologies that have the potential to affect the role of social media.

Analysis of the research findings presented indicates various aspects to consider in understanding the impact and role of social media in society. One key finding is that social media has a significant influence on various aspects of life, including communication, lifestyle, and public opinion. However, there are also findings highlighting the negative impacts of social media usage, such as declining mental health due to excessive use. One gap identified from these findings is the lack of in-depth research considering the impact of social media on various segments of society, especially in Indonesia. While some studies have highlighted the role of social media in the general population, there is still a need to better understand how social media usage can affect specific groups, such as children, teenagers, adults, and the elderly. For example, further research is needed on how social media usage differs among different age groups and how factors such as education, social status, and culture can influence social media usage and its impact. Additionally, while some studies have highlighted the negative impact of social media usage, such as its impact on mental health, there is still room for further research to gain a deeper understanding of the factors influencing the level and types of these negative impacts. This includes more in-depth research on risky social media usage patterns, such as usage duration and types of consumed content, as well as factors that may moderate these negative impacts, such as social support and engagement in outdoor activities. Overall, while existing research findings provide valuable insights into the role and impact of social media in society, there are still research gaps that need to be addressed to deepen our understanding of this phenomenon. More focused and in-depth research on various aspects of social media usage and its effects on specific groups and mental health can contribute significantly to the development of policies and interventions aimed at promoting healthy and beneficial social media use among the public.

D. CONCLUSIONS AND SUGGESTIONS

Based on the analyzed research results, it can be concluded that social media plays a highly significant role in various aspects of Indonesian society. Social media is not merely a communication platform but also influences lifestyle, information dissemination, opinions, and various individual habits, including eating habits, fashion choices, and hobbies. However, its impact is not always positive, as excessive use of social media can negatively affect mental health, especially among adolescents and young individuals. There is a significant difference between traditional communication and communication through social media, where social media tends to be more general, vertical, and less participatory compared to traditional communication, which is more direct and involves various verbal and non-verbal elements. Although social media has the advantage of facilitating communication without time and space constraints, there are also limitations such as unstable internet connections. Additionally, trends and influencers on social media have a significant impact on societal lifestyles, particularly in influencing perceptions of brands and products. However, excessive use of social media can also lead to mental health issues such as depression and stress. In facing the future, it is important to pay attention to the development of trends and new technologies that can influence the role of social media. This requires a deeper understanding of the social construction of social media technology and evaluation of the resulting positive and negative

impacts. Thus, further research is needed to understand more deeply how social media can affect society as a whole and how its use can be optimized to support the overall well-being of the community.

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