

## CHANGE IN SOCIETY IN MODERN DIGITAL AGE SOCIETIES

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### Abstract

This article provides an overview of social change in modern society, covering drivers, types of change, impacts, and challenges faced. Factors such as technological development, globalization, urbanization, demographic change, and cultural change play a major role in social change. Social change can affect social structures, value systems, individual behaviour, and social group dynamics. Impacts include new opportunities and instability, while challenges include socio-economic gaps, meeting basic needs, cultural integration, changing social identities, and eradicating access to resources. This journal provides important insights for policymakers, researchers, and social practitioners in the face of ever-increasing social change.

**Keywords:** *Social Change, Modern Society, Impact and Challenges.*

### Introduction

In today's technological age, social change is like a wind blowing, invisible but felt. (Hakansson, H., & Waluszewski, A. 2003; Arico, A. S., Srinivasan, S., & Antonucci, V. 2001). Modern society, with all its advances and innovations, moves like a river that never stops. When digital technology enters human life, it brings so much change. Like a screen that displays pictures, modern society is filled with colorful changes (Eigaard et al., 2014). Social media is not just a window of information, but also a mirror that reflects changing values and cultures.

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Social change in modern society is a complex and profound phenomenon. The dynamics of modern society are characterized by significant transformations in values, norms, structures, and social interactions. Social change is influenced by interrelated factors, such as technological development, globalization, urbanization, demographic change, and cultural change (Hakansson, H. (Ed.). 2015; Lee, C., & Lim, C. 2021).

Social change is a natural occurrence in modern society. Such changes can occur in various aspects of life, such as economics, politics, culture, and so on. In general, social change can be divided into changes in the countryside and in the city, which are interrelated and interlinked. As a developing country, Indonesia strives to make a shift from traditional social conditions to what is considered better (Suhartati, 2013)

In the context of social change, there are various processes that can affect the way people view and behave, such as diffusion, aculturation, assimilation, and accommodation. In a journal that deals with social change, such things can be explained in more detail and supported by relevant theories. (SURYATI, 2010). With the advancement of information and communication technology, humans have undergone changes in the way they interact, access information, and live social lives.

Globalization, which involves the integration of economics, politics, and cultures between nations, has a significant influence on the social structure and norms of modern society. Urbanization and demographic change, such as an increase in urban population and a shift in population composition, also affect social governance and interpersonal interaction. In addition, cultural change and values related to issues such as gender equality, human rights, and the environment are also important factors in social change (Rognstad et al., 2004; Plumb et al., 2009).

A deep understanding of social change in modern societies is vital because of the impact and challenges it faces. Social change brings new opportunities and innovations that can improve the quality of individual life. However, change can also create instability, inequality, and social conflicts that require appropriate efforts to resolve. Challenges in managing social change include socio-economic disparities, meeting basic needs, cultural integration, social identity change, and depletion of access to resources (Hamzah, 2019).

In this context, this article aims to provide a comprehensive overview of social change in modern societies. This article will also consider the factors that drive change, the types of changes that occur, as well as the impact and challenges that arise. Through an in-depth understanding of social change, the journal is expected to provide a strong foundation for policymakers, researchers, and social practitioners in the face of evolving social change.

## **Research Method**

The research uses a qualitative approach to gain an in-depth understanding of social change in modern society. (Fogelholm, M., & van Marken Lichtenbelt, W. 1997; Keim, D. A., & Oelke, D. 2007).

Literary analysis is used to gather data from theoretical sources and related research on social change in modern society. Literary sources such as scientific journals, books, research reports, and academic publications are used to gain a comprehensive understanding of the factors driving social change, the kinds of changes that occur, and their impact and challenges.

Using these research methods, it is expected that the research will provide a comprehensive overview of social change in modern societies and provide valuable insights for policymakers, researchers, and social practitioners in the face of the growing dynamics of social changes.

## **Result and Discussion**

Through the results of this research, a comprehensive picture of social change in modern societies is drawn. Analysis of literature by identifying some of the key factors that drive social changes in modern society, including technological development, globalization, urbanization, demographic change, and cultural change.

Some of the factors supporting social change identified include contact with other cultures, advanced formal education systems, an attitude of appreciation of one's work and a desire to progress, tolerance of deviant behaviour, an open system to the layers of society, population diversity, dissatisfaction with certain aspects of life, and a future orientation. (Bain et al., 2013; Palmer et al., 2020).

However, there are also factors inhibiting social change, such as slow scientific progress, traditional attitudes of society, strong interests that are already embedded, lack of contact with other societies, prejudice to new things, and habit factors. (SOCIAL CHANGES, 2004).

The development of information and communication technology has affected human interaction and participation in social life. Globalization brings economic, political, and cultural integration between countries that affects social structures and values. (Steckler, E. L., & Waddock, S. 2018). Urbanization and demographic change affect social governance and interpersonal interaction. Besides, cultural change and values also play an important role in social change.

Urbanization is part of social change, where urbanization can be the cause and consequence of such change. The injustice and inequality of development have driven the wave of urbanization into the major cities of Indonesia. (Vlahov, D., & Galea, S. 2002; Berry, B. J. 2008). Development focused on economic growth resulted in large industries being built in urban areas, not in the countryside. Life in the village is often backward and stricken with poverty, while high expectations of cities as an economic

and social resource encourage the villagers to move to cities in search of livelihoods. As a result, they quit their jobs as farmers and worked in industries or factories in the city. The developmental disparities between Java and beyond Java, as well as between cities and villages, need to be addressed urgently.

Equitable development in areas or villages must be done to reduce the migration of villagers to cities and to address the conflicts that arise as a result of urbanization. Urbanization causes problems both in the village of origin and in the city of destination. There is no other way to control population growth through this urbanization than through the uniform development and empowerment of the region through the Regional Autonomy Act which is currently in force. Intelligence plays an important role in social change. Intelligence serves as an instrument of empowerment, motivation, tolerance of change, awareness, and so on. In addition, understanding also serves as an enlightenment and education to society in the face of change, including the positive and negative impacts of urbanization (Marius, 2006).

Social structural changes include changes in social stratification, social mobility, and social group patterns. Values system changes involve changes in people's views of religion, family, and morality. Individual behavioral changes reflect shifts in lifestyle, consumer preferences, and societal interactions. Moreover, changes in the social group dynamics involve change in power structures, leadership pattern, and intergroup interaction.

Social change in modern societies has a broad impact, which can include new opportunities, innovation, and an improvement in the quality of life of an individual. However, social change can also trigger instability, inequality, and social conflict. The challenges faced in managing social change include socio-economic disparities, meeting basic needs, cultural integration, changing social identities, and reducing access to resources.

The impact of social media on social life in society is also the focus of this research. Changes in social relations and institutions affect social systems, including values, attitudes, and patterns of intergroup behaviour in societies. But there are also negative social changes, such as the emergence of social groups that use certain religions, tribes, and behaviors that sometimes violate existing norms. (Istiani & Islamy, 2020)

The results of this study reveal that social change in modern society is a complex and multidimensional phenomenon. Factors such as technological development, globalization, urbanization, demographic change, and cultural change interact and influence each other in shaping social change. Social change occurs in various aspects of societies, including social structures, value systems, individual behavior, and social group dynamics.

In the context of impact and challenges, social change brings opportunities and challenges to modern societies. The impact includes new opportunities, innovation, and

an improvement in the quality of individual life. However, social change can also create instability and inequality that requires proper handling. The emerging challenges include socio-economic disparities, meeting basic needs, cultural integration, changing social identities, and depleting access to resources.

Social change in society is not the result of agreement or joint decision, but a process. This process can bring about social change according to the wishes of individuals or groups of people. In today's society, poverty is a major problem that affects the economy, culture, and behavior of society. There are four forms of poverty, absolute, relative, cultural, and capital and labour. The group that succeeds in winning the conflict will master resources and adopt a structural approach. Some of the well-known theories of social change include the theory of evolution, conflict theory, and Dahrendorf's social change theory. Achieving such change is not easy and is influenced by a variety of factors, including the factors that cause change and the obstacles that hinder change. (Goa, 2017)

This research provides important insights for policymakers, researchers, and social practitioners in the face of ever-increasing social change in modern societies. With an understanding of the drivers of change, the type of change that occurs, as well as the impact and challenges that arise, proactive and sustainable steps can be taken to manage social change more effectively. A deep understanding of social change enables decision-making based on proper analysis, responsive policy implementation, and the development of programmes tailored to society's needs. It can help create societies that are more adaptive and resilient to the dynamics of ongoing social change.

## **Conclusion**

This research reveals that social change in modern societies is a complex and multidimensional phenomenon, influenced by factors such as technological development, globalization, urbanization, demographic change, and cultural change. Social change involves various aspects of societies, including social structure, value systems, individual behavior, and social group dynamics.

The impact of social change can have positive aspects such as new opportunities and improved quality of life, but it can also trigger instability, inequality, and social conflict. Challenges faced in managing social change include socio-economic gaps, meeting basic needs, cultural integration, changing social identities, and eradicating access to resources.

In the face of the dynamics of social change, an in-depth understanding of the drivers of change, the types of changes, as well as the impact and challenges that arise are essential. This research provides a strong foundation for policymakers, researchers, and social practitioners in taking proactive and sustainable steps to manage social change with the aim of achieving social well-being and harmony in modern societies.

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