The Role of Digital Technology in Social Interaction of Manembo-Nembo Village Community, Matuari District, Bitung City

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Abstract. *The purpose of this study is to determine the role of digital technology in social interaction in the Manembo-Nembo Village, Matuari District, Bitung City using the technological determinism theory approach, believing that technology has a major influence on various aspects of human interaction, especially social and cultural life, as stated by Marshall McLuhan. Using qualitative methods based on observation and interviews by collecting data from purposive sampling, namely determining competent informants, namely 2 community informants, 2 government informants. The results of the study found that the role of digital technology in social interaction has changed according to current circumstances, such as digitalization, such as in families it is easier and faster to interact via digital media with relatives who are in different places, the quality of relationships is maintained by having direct meetings in family groups (arisan), then digital interaction with the community; the creation of virtual togetherness such as people celebrating happy moments virtually by sharing photos, videos, and stories, and sharing information about sad events experienced and becoming a means of digital marketing that can increase family economic income. Digital interaction with the government; in today's public services digitally, especially in the field of population data management (KTP, Family Card, Certificate management) has been done through applications and can be done anywhere, but if there are people who need help, the local government is ready to serve, in accordance with the policy of the Bitung city government to make the Kelurahan Hebat program (digitalization).*

Keywords: Digital Technology, Social Interaction, Society

INTRODUCTION

Manembo-Nembo Village is located in Matuari District in Bitung City and has become a village that has an identity as a Traditional Village, along with the advancement of information and communication technology in the current industrial revolution 4.0 era, through the leadership of the current Mayor and Deputy Mayor of Bitung, Ir. Maurits Mantiri, MM and Hengky Honandar, SE (MM-HH), the Bitung City Government has re-branded its city identity with the identity "Bitung Digital City" since 2021. This identity is not just a slogan. But it is already a vision and mission as well as a leading program in the current MM-HH leadership period. This is evidenced by the Bitung City Government being intensively carrying out development on its city planning system to overcome the problems that occur, as well as improve the quality of life and community interaction using digital technology (Münster et al., 2017; Wahyudi ET AL., 2022; Aisyah & Pratama, 2023; Lukita et al., 2022; Fonna, 2019).

Digital technology is a digital system for processing, storing, and sending information. In this modern era, digital technology has become an inseparable part of life (Aksenta et al., 2023; Saputra et al., 2023; Lestyaningrum et al., 2022; Ulfah, 2020). Currently, digital technology is also able to replace the role of humans in both manufacturing and industrial fields, there are many benefits of Digital Technology in community interaction without having to leave local culture. This study was conducted to determine the role of digital technology in social interaction in the Manembo-Nembo Sub-district, Matuari District, Bitung City.

Through digital technology, all activities and social interactions in society become faster (Santoso et al., 2020; Polnaya et al., 2023; Rahayu & Syam, 2021). As social beings who need each other, society and the social environment cannot be separated. Sociologists argue that humans must interact directly and communicate because humans cannot live alone (Jamaludin, 2015). However, looking at the current situation and the social life of modern society, it seems that the term "social being" must be evaluated and reconsidered. The social life of modern society has been changed by technological advances and the times. Human social life today is greatly influenced by significant technological advances. With the emergence of versatile communication tools and social media, humans have become more individualistic and selfish. To interact socially, people tend to do things that are more fragmented.

Making direct social contact is considered difficult, unprofitable, a waste of time, and even considered outdated (Oktarino et al., 2024). In addition, technological advances have provided various tools that allow people to talk to each other faster. The existence of a motion of no confidence in one's own environment, even in the closest environment such as family, neighbors, and workplace, is one of the factors that causes the decline of social society. This is due to the fact that people in the neighborhood are usually responsible for many crimes that occur, so they tend to do everything themselves or through communication tools to interact without having to meet in person. In response to the above, this study was conducted to explain the Role of Digital Technology in Social Interaction of the Manembo-Nembo Village Community, Matuari District, Bitung City.

METHODS

This research method uses a qualitative method with in-depth interviews with several informants and direct observation in the community. The qualitative method is used by considering the suitability of the object being studied and the study of the relevant science, that a role of digital communication in social interaction in society. The location of the research was carried out in Manembo-Nembo Village, Matuari District, Bitung City. The focus of this study is; Digital interaction in the family; Digital interaction with the government; AND Digital interaction with the community. Research subjects, as informants, namely the Government, Community Leaders and the Young Generation. Data were collected through in-depth interviews with each research subject. This interview is a face-to-face interview between the researcher and the respondent, with an in-depth interview technique. Here the researcher is the main research instrument. Data analysis in a qualitative-constructivist approach is preceded by an effort to reveal the trustworthiness of the research subjects, namely testing the truth and honesty of the research subjects in revealing reality. This trustworthiness is tested through testing; subject credibility, by testing the answers to questions related to their unique experiences and knowledge

RESULTS AND DICUSSION

Negeri Manembo-nembo was originally a village from the clearing of the forest in 1894 by a group of people who came from "Negeri Tonsea" under the leadership of Efraim Lengkong to be used as a place to live and garden, which they then named "Kampung Tulap" which means "Pendengkean" or one jump is already next door. In its development in 1899 along with the appointment of Efraim Lengkong as the Elder Law, the name of Kampung Tulap changed to "Negeri Manembo-nembo", the word Manembo-nembo comes from the Tonsea language which means "from the top of the peak looking down". Over time, the lives of the people of Negeri

Manembo-nembo with their work as farmers, continued to manage the existing natural resources by farming so that more and more plantation land was opened, and then by the people of Negeri Manembo nembo these places were given names according to the conditions and conditions of the area at that time. Digital technology is a technology based on the binary number system (0 and 1). Its function is to collect, store, process, and transmit information electronically. The use of digital technology involves various electronic devices, software, and computer networks to process and manage data. Unlike analog technology which is based on continuous signals, digital technology uses discrete signals interpreted in the form of binary code. According to Novia Aisyah; humans as social beings need to carry out social interactions, namely reciprocal relationships in the form of mutually influencing actions between one individual and another, individuals with groups, or groups with groups.

Not only interactions that involve activities such as talking, shaking hands, and arguing, but also interactions that stimulate emotions, feelings, psychology, and the nervous system. With or without involving visible activities, it is still called social interaction, because experiences, whether physical, mental, or spiritual, can form impressions in the human mind that give birth to perceptions (Apriliya Wahyu Putri). It is a continuation activity or response to the action taken by the first party. This activity is carried out by the second party as opposed to the interacting party. The use of the term society can describe the nature of humans who always want to live together with others (Maryanski & Turner, 1992). The definition of society cannot be separated from culture and personality. The theory of technological determinism believes that technology has a major influence on various aspects of human life, especially social and cultural. The definition of this theory was first put forward by Marshall McLuhan in 1962, in a book entitled The Guttenberg Galaxy: The Making of Typographic Man.

The theory of technological determinism is a theory that states that changes and developments in technology have a major impact on society. The main idea is that changes in the way communication will shape human existence itself. The basic assumption of this theory is that communication media shape human behavior. Because each media has different and unique characteristics. McLuhan's basic thinking in the theory of technological determinism, namely changes in the way communication will shape human existence, there are three sequential frameworks offered by McLuhan, namely: 1) The discovery of new things in the field of communication technology causes cultural change; 2) Changes in human communication will shape the existence of life; 3) Previously we formed the necessary tools, and now they will shape us.

The digital era has brought many changes to our daily lives, including in terms of social interaction (Reed, 2018). In the past, social interaction occurred directly and was limited to our surroundings. Now, digital technology has changed the way we interact with others, both in cyberspace and the real world. The results of the study found that the role of digital technology in social interaction has changed according to the current situation, which is already digitalized, such as in families, it is easier and faster to interact via digital media with siblings who are in different places, and can motivate each other to support each other in responding to birthday greetings for siblings who are getting older, greetings and prayers for siblings who are experiencing health problems, as well as condolences for siblings who have died, both those who can be reached directly because they are in the same location or those who are in distant areas, it can also be said that residents still maintain the quality of relationships by having direct meetings in family groups (arisan). However, there are also siblings who use digital media as a place to vent their troubled hearts, so that what is posted can offend other people's feelings.

Digital technology has had a major impact on human social interaction patterns. In the digital era, many people tend to interact more virtually through social media and chat applications than interacting directly face to face. Digital communication has also changed the way humans build relationships within families. But still maintaining relationships built through intensive face-to-face interactions and gradually growing into strong relationships. Digital technology has changed many aspects of human life, including social interaction. The use of social

media, instant messaging, and other technologies can affect the way we relate to others (Baym, 2015; Hall, 2020). This can affect our ability to build healthy and meaningful relationships, as well as worsen existing mental conditions. Another impact is the increase in negative behavior of the role of technology in social interactions due to social media and digital technology. In an online environment, many people feel freer to do inappropriate or disturbing actions because they can be done anonymously. This can lead to a decrease in the quality of social interactions and increase the risk of conflict.

Such as the results of research that explain digital interactions with society; the creation of virtual togetherness such as people celebrating joyful moments virtually by sharing photos, videos, and stories, and sharing information about sad events experienced and becoming a means of digital marketing that can increase family economic income. However, there is also information that can disturb the community, such as currently in the Pilkada atmosphere, there are people who support one candidate pair and are somewhat offensive to another candidate pair, this can cause unrest in society. Everyone must understand the impact of virtual social interactions and be more careful in behaving online. The government and educational institutions must also provide education to the public regarding the healthy and responsible use of social media and digital technology (Haleem et al., 2022; Bertot et al., 2012; Williamson et al., 2020).

Sub-districts that have switched to digitalization are sub-districts that utilize information and communication technology (ICT) to improve the quality of life of their citizens, can access information, services, and opportunities that were previously unreachable (Chowdhury et al., 2023; Sawir et al., 2023). increase access to education, health, economy, and government, and preserve local culture. In accordance with the results of the study that digital interaction with the government; in public services today digitally, especially in the field of population data management (KTP, Family Card, Certificate management) has been through applications and can be done anywhere, with the Bitung city government policy making the KELURAHAN HEBAT program (digitalization).

Building a digital sub-district has many benefits in improving community welfare, increasing access to information and public services and increasing community participation in village development (Sella & Machdum, 2024). In today's society in Manembo-nembo Sub-district, digital interactions occur at all times, as part of the community I also start holding a cellphone from the morning to see if there is important information or important events in the community, as well as instructions about work. Likewise with getting information from the outside world, be it birthdays, sick people, deceased people or even just motivational words. However, there is also information that is quite disturbing to the public with hoax news, especially in the face of the upcoming Pilkada. From the results of this study, it can be explained that social media has changed the way we interact and communicate in everyday life. In today's digital era, social media has changed people's social interactions into digital social interactions. Here are some of the influences of social media on social interactions in detail and correctly:

Increased Connectivity

Social media today makes it easier for people to connect with others around the world. In the past, long-distance communication was more difficult, but with social media, people can interact and communicate digitally with friends, family, and acquaintances from various places easily.

Direct Digital Communication

Social media provides a platform that allows instant and real-time communication. With features such as direct messaging or group chats, people can interact quickly and efficiently, without being limited by geographical distance.

Community Formation

Social media allows people to form communities based on common interests, hobbies, or goals. Groups and pages dedicated to specific topics allow people with similar interests to connect, share

experiences, and discuss relevant topics. This opens up new opportunities for social interaction and collaboration among those who previously found it difficult to connect.

Giving Voice to Individuals

Social media provides a platform for individuals to convey their opinions, ideas, and aspirations to a wider audience. In this regard, social media has changed the paradigm of traditional social interaction where most communication occurs in person or through formal channels. Today, every individual has the opportunity to be a catalyst for change, contribute to public discussions, and influence public opinion.

Virtual togetherness

Social media allows people to celebrate moments together virtually by sharing photos, videos, and stories. People can engage in social interactions with their family, friends, or community even if they are in different locations. However, it is important to remember that virtual togetherness cannot completely replace in-person social interactions. While social media can provide a sense of connection, physical togetherness and in-person interactions are still important in building deeper, more meaningful relationships in person.

CONCLUSION

This study concludes that there is digital interaction with families in the regions, but families still maintain direct interaction in close and accessible family meetings. Digital technology has made it easier for people to access information openly and form digital communities. Building digital villages has many benefits in improving community welfare, increasing access to information and public services and increasing community participation in village development. The suggestion that can be put forward from this study is that the community must be able to adapt to this change and take action to avoid its negative impacts. It is hoped that the community will use digital technology wisely, so that it can strengthen social relations and improve our quality of life. Continue to improve public services, prepare all supporting elements and community readiness.

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