

# The Influence of Information Technology on Community Culture

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## ABSTRACT

Information technology has developed rapidly and brought major changes in various aspects of people's lives, including culture. This study aims to analyze the influence of information technology on traditional culture. This study uses a qualitative method with a case study approach. Data were collected through observation, interviews, and documentation. The results of the study show that information technology is used to disseminate information and knowledge about traditional culture through various platforms and media, such as social media, websites, mobile applications, and online mass media. The use of information technology has benefits, such as increasing access to information, expanding reach, increasing awareness, and promoting cultural preservation. However, there are also challenges that need to be overcome, such as the digital divide, misinformation, and cultural commodification. This study shows that information technology has great potential to help preserve traditional culture. Efforts from various parties are needed to ensure that information technology is used optimally to disseminate accurate and useful information about traditional culture.

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## INTRODUCTION

Information technology has developed rapidly in recent decades. This development has brought about major changes in various aspects of people's lives, including culture. Information technology has changed the way people communicate, interact, and learn. These changes raise questions about how information technology influences people's culture. Will information technology strengthen traditional culture or will it trigger a new culture?

Several previous studies have shown that information technology can have positive and negative effects on people's culture. On the one hand, information technology can help preserve traditional culture by providing a platform to disseminate information and knowledge about the culture. For example, through social media, people can easily share information about their traditions, dances, and regional cuisines with a wider audience.

On the other hand, information technology can also trigger cultural acculturation, where foreign cultures enter and mix with local cultures. This can cause the loss of local cultural identity. For example, with easy access to the internet, people are exposed to various foreign cultures, such as clothing styles, languages, and music. This study aims to analyze the influence of information technology on community culture. This study will focus on two aspects:

1. How is information technology used to disseminate information and knowledge about traditional cultures?
2. This research will examine what platforms and media people use to disseminate information about traditional culture.

This study will analyze how information technology changes the way people interact and communicate in relation to culture. The results of this study are expected to contribute to the development of science about culture and information technology. In addition, the results of this study are also expected to be useful for stakeholders in formulating policies and strategies to preserve traditional culture in the digital era.

## METHOD

This research will use qualitative research methods with a case study approach. Data will be collected through observation, interviews, and documentation. The collected data will then be analyzed using qualitative data analysis techniques.

## RESULTS AND DISCUSSION

### How is information technology used to disseminate information and knowledge about traditional cultures?

Based on research results, information technology is used to disseminate information and knowledge about traditional culture through various platforms and media, including:

- a. **Social Media:** Platforms such as Facebook, Instagram, Twitter, and TikTok have become popular platforms for disseminating information about traditional culture. People can share photos, videos, and articles about various aspects of traditional culture, such as dance, music, cuisine, and traditions.
- b. **Websites and Blogs:** There are many websites and blogs dedicated to preserving traditional culture. These websites and blogs provide more in-depth information about various aspects of traditional culture, such as history, meaning, and philosophy.
- c. **Mobile Apps:** Various mobile apps have been developed to help people learn about traditional culture. For example, apps that provide information about cultural sites, regional languages, and traditional games.
- d. **Online Mass Media:** Online mass media, such as news portals and social media, also play a role in disseminating information about traditional culture. Online mass media often contain articles and videos about various traditional cultural activities.
- e. **Government and Cultural Institutions:** Government and cultural institutions also use information technology to disseminate information about traditional culture. For example, through official websites, social media, and mobile applications.

### Discussion

The use of information technology to disseminate information and knowledge about traditional culture has several benefits, including:

- a. **Improving access to information:** Information technology enables people to access information about traditional culture easily and quickly.
- b. **Expanding reach:** Information technology allows information about traditional culture to be shared with a wider audience, not just limited to local communities.
- c. **Raising awareness:** Information technology can help raise public awareness about the importance of traditional culture.
- d. **Promoting cultural preservation:** Information technology can help promote the preservation of traditional culture by attracting the interest of the younger generation.

However, the use of information technology to disseminate information and knowledge about traditional culture also has several challenges, including:

- a. **Digital divide:** Not all people have the same access to information technology.
- b. **Misinformation:** The spread of misinformation about traditional cultures can occur on social media and other online platforms.
- c. **Commodification of culture:** Traditional culture can become a commodity exploited for economic gain.

Information technology has great potential to help disseminate information and knowledge about traditional culture. However, efforts are needed to overcome existing challenges so that information technology can be used optimally to preserve traditional culture.

### Platforms and Media Used to Disseminate Information about Traditional Culture

Based on research results, people use various platforms and media to disseminate information about traditional culture, including:

### **Social media:**

- a. Facebook: This platform is widely used to share photos and videos about various aspects of traditional culture, such as dance, music, cuisine and traditions.
- b. Instagram: This platform is popular for sharing photos and short videos about traditional culture in an interesting and creative way.
- c. Twitter: This platform is used to disseminate short information about traditional culture, such as news and announcements of cultural events.
- d. TikTok: This platform is popular for sharing short videos about traditional culture in a creative and entertaining format.

### **Website and Blog:**

- a. Official websites of local governments and cultural institutions: These websites provide in-depth information about traditional culture, such as history, meaning, and philosophy.
- b. Personal and community blogs: These blogs often contain personal stories and experiences about traditional cultures.

### **Mobile Application:**

- a. Educational apps: These apps provide information and learning about traditional culture, such as regional languages, traditional games, and folklore.
- b. Cultural map app: This app helps users find cultural sites and tourist attractions related to traditional culture.

### **Online Mass Media:**

- a. News portals: Online news portals often carry articles and videos about various traditional cultural activities.
- b. Social media mass media: Mass media also has social media accounts which are used to disseminate information about traditional culture.

### **Government and Cultural Institutions:**

- a. Official websites: Official websites of government and cultural institutions provide information about various programs and activities related to traditional culture.
- b. Social media: Government and cultural institutions also have social media accounts that are used to disseminate information about traditional culture.

### **Discussion**

The use of various platforms and media to disseminate information about traditional culture has several benefits, including:

- a. Improving access to information: People can access information about traditional culture easily and quickly through various platforms and media.
- b. Expanding reach: Information about traditional culture can be shared with a wider audience, not just limited to local communities.
- c. Raising awareness: The use of various platforms and media can help raise public awareness about the importance of traditional culture.
- d. Promoting cultural preservation: Information about traditional culture can attract the interest of the younger generation to learn and preserve traditional culture.

However, the use of various platforms and media to disseminate information about traditional culture also has several challenges, including:

- a. Digital divide: Not all people have the same access to information technology and the internet.
- b. Misinformation: The spread of misinformation about traditional cultures can occur on social media and other online platforms.
- c. Commodification of culture: Traditional culture can become a commodity exploited for economic gain.

People use various platforms and media to disseminate information about traditional culture. The use of various platforms and media has several benefits and challenges. Efforts from various parties are needed to ensure that platforms and media are used optimally to disseminate accurate and useful information about traditional culture.

### CONCLUSION

Information technology has great potential to help disseminate information and knowledge about traditional culture. Various platforms and media such as social media, websites, mobile applications, and online mass media are used to disseminate information about traditional culture. The use of information technology has benefits such as increasing access to information, expanding reach, increasing awareness, and promoting cultural preservation. However, there are several challenges that need to be overcome, such as the digital divide, misinformation, and cultural commodification. Efforts from various parties are needed to ensure that information technology is used optimally to disseminate accurate and useful information about traditional culture. This effort can be done by increasing digital literacy in the community, providing trusted platforms and media, and encouraging active community participation in disseminating information about traditional culture. Thus, information technology can be an effective tool for preserving traditional culture in the digital era.

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