The Role Of Communication And Information Media In Realizing National Development

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Article Info

ABSTRACT

Communication and information media is social media in the form of social networks as very effective media, namely communication and information media to convey problems or aspirations of the community, especially for areas that have not been fully touched by the media and are not widely known by the wider community, especially regional officials who are in office This study has the following objectives: First, to describe the characteristics of the digital era society that uses communication media. Second, describes the interest of communication media with national development and Third, describes the opportunities and challenges that arise in society in the digital era. And Fourth, describe the efforts that must be made in the digital era. Socialization Activities Development programs are no longer enough to rely solely on conventional media (newspapers, magazines, etc.). But it must be able to take advantage of internet-based media, so that development communication can be instantaneous (real time) and two-way (interactive). According to the Ministry of Education and Culture, social media such as Whatsapp, Facebook and YouTube have been actively used by most people.

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1.   INTRODUCTION

Development in recent decades has largely depended on whether and how people have access to information. In order to have a say in spending priorities and holding their government accountable, spending priorities and holding their government accountable, citizens need to be active participants. This is especially important in relation to marginalized groups and communities, whether due to poverty, disability or gender discrimination, among others. Most people depend on the media for most of their information, and this ultimately requires a media that is empowered, professional and close to their community so that they can inform and explain government policies and priorities in a way that everyone can understand. While in the past trust was a major legacy of the media, today new technologies have opened up horizons

for wider public access. If traditional media adhere to high professional and ethical standards, then these methods and tools can be used and utilized as new media that can positively increase access to information and empower the community, democracy will become a more meaningful process for the population. , and the government can be held accountable.

The development of the use of internet media as a means of communication has also become increasingly rapid after the internet began to be accessible via cellular telephones and even then the term smartphone (smartphone) emerged. With the presence of smartphones, the facilities provided for communication are increasingly diverse, ranging from sms, mms, email, chat browsing and social media facilities. According to Nasarullah, social media is a medium on the internet that represents itself as well as interacting, collaborating, sharing, communicating with other users to form social bonds visually. In social media, three forms that refer to the meaning of social are recognition, communication and cooperation.

The We Are Social Institute in Nasarullah publishes the results of his research that the use of the internet and social media in Indonesia is quite high. There is about 15% internet penetration or 38 million more internet users. Of the total population, there are about 62 million people who are registered and have accounts on social media Facebook. The research also shows that the average internet usage in Indonesia spends almost 3 hours connecting and surfing social media via mobile devices.

Communication can be interpreted as a process of exchanging information between one individual and another through certain intermediaries and it is hoped that there will be feedback from individuals who receive the information. This shows that communication is a process, which involves two or more people at one time, and there is information exchanged in it. If we talk about a development communication, then we must know the general definition of development broadly that adheres to the current paradigm.

If you link one person to another, in the same time span, then there is an exchange in it. Development is an activity that involves many people, within a country, and at the same time. Not all people understand the development carried out by the government, either because of limited education for the community, because generally, the people who are the main focus of development programs planned by the government are those who live in limitations, who are less able to survive in difficult conditions, namely the poor who still find it difficult to do a better job because of the limited education and capabilities that exist within them, even though they are willing and able.

The limitations experienced by the community are the main focus of communication experts today. The main thing is how to communicate ideas and development programs so that the community understands the background, goals, and things that must be done by them in accordance with the plans from the government itself. This is in order to make the development itself successful. In addition, a development certainly cannot be separated from failure and success in it. The public also has the right to know what the problem is, how far the development has been carried out by the government, and how the development has been successful in other countries. These socializations are carried out, of course, in order to encourage people's desire to change towards supporting the development carried out by the government, by looking at success stories from other countries with the same type of development. Judging from its wide reach, development communication cannot be separated from the existence of mass media. As revealed by Nasution that development communication is a commitment to systematically cover the problems faced in the development of a nation. Thus, the community becomes more understanding and can be critical of the developments carried out by the government.

2. RESEARCH METHODE

This research is a descriptive research with a qualitative approach. Researchers collect existing data in accordance with existing events. The data sources of this research were obtained through literature study. Then the data is analyzed by means of data collection, data reduction, data presentation and then draw conclusions or verification.

Social media is a medium on the internet that allows users to represent themselves and interact, collaborate, share, communicate with other users, and form virtual social bonds. Facebook is a social network or social media that allows users to add profiles with photos, contacts, or information. Users can join the community to connect and interact with other users. The features offered by Facebook as a social networking site or social media make many people use it. Facebook is a social networking website where users can join communities such as cities, work, schools, and regions to make connections and interact with other people. People can also add their friends, send messages, and update their personal profiles so others can see about them.

Facebook so quickly adapts to the development of this popular technology which is an added value for Facebook which is complete with chat features and active user status into facilities that are able to turn this social networking site on, with this chat feature Facebook users can interact in two directions directly and user features. active is to find out which friends are online. With the social networking site Facebook is able to do that because Facebook is equipped with advanced and safer features, starting to share information, share videos and many other interesting things. Even users who are active in promoting products and services or conducting Facebook marketing communication activities become reliable salespeople and help introduce the products and services offered.

This is motivated by the large number of people who access Facebook and because of the wide reach of Facebook and it is accessed anytime and anywhere, apart from being accessible on a computer, Facebook is also accessible via mobile phones or tablets, therefore Facebook is used as a very effective and very efficient marketing communication medium. Currently, many things are happening both positive and negative caused by the communication media in the form of social networking Facebook and other social networking sites. Many people do not choose and filter information properly in disseminating information, both information on individual problems, community problems in the environment, development problems and government problems. The public should be more observant in disseminating various information in terms of general decency. If people are not ethical in using communication media in the form of social networks properly, there will be many problems in the community and mainly become hostility between individuals within their own country. Currently, users of social networks based on data from the Communications and Information Technology show that users of communication media in the form of the Facebook network are superior.

Based on this, it shows that the users of communication media in the form of social networks are very high. So that the community needs to be fostered and given counseling on how to use communication media in the form of good and ethical social networks, because this is very influential on the progress of Indonesia's national development. Here are some ethics that must be known by the public as users of communication media in the form of social networks.

Social media should be a vehicle for establishing a healthy dialogue process in communicating in order to realize harmonization. Social media actually places a dialogue process that provides space for the increasing welfare of a community as well as being a platform in order to create a rational and soothing dissemination of ideas. Thus, it is necessary to study communication ethics to find out what ethical standards should be used by communicators and

communicants in judging between the techniques, content and goals of communication in social media. According to Richard J that ethics tries to examine human behavior which is considered a reflection of what is contained in his soul or in his conscience. For example: humans can laugh, even though their hearts are crying.

3. **RESULT AND ANALYSIS**

The Relationship of Communication Media With National Development

Development in a broad sense is a process of social change in society that is planned to enhance, both social and material progress, including increased equality, freedom, and other quality values, for the well-being of human beings through increasing greater control over their environment. This shows that current development in this sense does not only consider economic improvement, but has also paid more attention to human aspects and other aspects, in order to increase the dignity of human life towards independence to achieve a better life.

In order for development communication to be more successful in achieving its goals, and to avoid the possibility of unwanted effects, of course, several things must be considered. According to Rogers and Adhikarya, the gap in effects caused by errors in communication methods so far can be minimized if the development communication strategy is formulated in such a way, including the following principles:

a. The use of specially designed messages (tailor messages) for specific audiences. For example, if you want to reach a poor audience in message formulation, language level, presentation style, and so on, it is arranged in such a way that it can be understood and in line with their conditions.

b. The celling effect approach is an approach by communicating messages that for the untargeted group, say the upper class, are "redundancy" (no longer useful because they have been exceeded) or of little benefit, but still useful for the audience they want to reach.

c. Utilization of traditional channels, namely various forms of folk performances that have long functioned as message channels that are familiar with the local community.

d. The introduction of opinion leaders among the disadvantaged, and ask for their help to communicate messages of development.

e. Created and fostered ways for mechanisms for public participation, as development actors themselves, in the development process, from the planning to evaluation stages.

The development of thinking about the use and role of communication in carrying out community building efforts shows a direct relationship with the concept adopted in planning and interpreting "development" itself. Thus, the formulation of the use of communication or the role expected of it in a development effort is largely determined by the development model implemented itself.

Communication plays an important role in development. If we look back, the means of communication in developing countries which were previously limited to print media, have now changed. This communication technology began to develop causing "psychological distance" to shorten "geographical distance" between nations. However, in some developing countries, there are still information gaps in their communication systems. This communication gap can lead to different perceptions about development, which in turn hinders development itself.

Opportunities And Challenges Arising In Society In The Digital Age

The digital world not only offers great opportunities and benefits for the public and business interests. However, it also poses challenges to all areas of life to improve the quality and

efficiency of life. The use of various technologies is indeed very easy to live, but the digital lifestyle will increasingly depend on the use of mobile phones and computers. Whatever it is, we should be grateful that all this technology makes it easier, it's just that of course every use requires it to control and control it. Because if we use this technology too much, we ourselves will be harmed, and maybe we will not be able to maximize it.

The big challenge faced by society today is that people are less able to control themselves or control themselves in the use of communication media, especially in the form of social networks. Many people are easily influenced and spread news or information that is not yet clear. Or people call it a hoax. So in this case the ethics of using communication media needs to be given through counseling from the parties concerned.

Efforts to Be Made in the Digital Age

The digital era must be taken seriously, mastering, and controlling the role of technology well so that the digital era brings benefits to life. Education must be the main medium for understanding, mastering, and treating technology properly and correctly. Children and teenagers must be understood with this digital era, both benefits and harms. Parents must also be understood so that they can control their children's attitude towards technology and treat it or use it properly and correctly.

An introduction to the use of various applications that can help human work needs to be studied so that the benefits and uses are known and can use them effectively and efficiently to avoid negative and excessive impacts. Likewise, the government conducts an in-depth study of this digital era in various fields such as politics, economics, socio-culture, defense or security and information technology. But on the other hand, the world of children is very concerning, especially on changes in character and mentality. Aggressive behavior of children and physical violence that is often witnessed in association with each other is an interconnected phenomenon.

The decline in moral values in children in particular is indeed a serious concern for the government and society, but in today's all-digital era with the flow of information technology that is difficult to contain, the problem is not simple. Uncontrolled media can easily brainwash children through online games. In addition, people who are adults can spread information that is not necessarily true or hoaxes so that they need to understand ethics in using communication media. The ethics of using communication media in the form of social networks can be done by providing counseling to the community in each district. This has the aim that national development in Indonesia can be carried out properly.

4. CONCLUSION

The condition of society continues to change rapidly, the state of society in the digital era has different characteristics from the situation in the previous era. This has direct implications for the national development process. National development is seen from human resources, place or community environment, and education. Therefore, national development that includes human resources, community place or environment, and education should be able to predict and control the excessive and unethical use of communication media.

This can be carried out properly if there is a collaboration between the community and the local government, namely through providing information to the community regarding the ethics of communicating with good communication media and conveying aspirations and problems that occur in the community quickly, properly and being accountable for the truth. As well as some things that can be recommended to policy makers and education practitioners.

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