

The Role Of Social Media In Building Public Awareness About Sustainable Development

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Abstract

The development of information and communication technology, especially social media, has changed the communication landscape significantly. Social media is not only a platform for social interaction, but also an effective tool to build public awareness of global issues, including sustainable development. This paper aims to analyze the role of social media as a strategy in building public awareness about sustainable development. Through a literature review, this study identifies several key roles of social media, namely as a tool for disseminating information, facilitating public dialogue and participation, and shaping public opinion. In addition, this study also examines the challenges faced in the use of social media for sustainable development purposes, such as misinformation, polarization, and digital divide. The results of the paper show that social media has a huge potential to increase public awareness about sustainable development. However, the success of social media utilization is highly dependent on the right communication strategy, cross-sector collaboration, and efforts to overcome existing challenges.

Keyword: Social media, sustainable development, communication strategy, public awareness.

Introduction

Social changes that occur in social life do not have the possibility of ending various social problems. If we are alone in social problems, in addition to becoming big and developing, this will also be an obstacle to realizing or improving the welfare of the community. Social problems are social phenomena with various dimensions. In general, social problems are usually described as conditions that no one wants, because these conditions and expectations do not meet the applicable specifications. This allows them to play roles and functions in people's lives, so they are classified as people with social welfare problems (MSMEs).

Therefore, various efforts have been made to help them overcome the problems they face so that they can carry out their roles and functions properly in community life. In fact, these various efforts have not been fully successful or can overcome the existing problems. However, there are communities/societies that in their own ways and mechanisms are able to overcome the problems they face, one of which is using social media. In fact, there is the opposite reception so that there is a distortion of communication that interferes with development.

John Naisbitt also mentioned five things that were considered regarding the change from an industrial society to an information society. First, the information society is an economic reality. Second, innovations in the field of communication and computer technology will add steps of change in the dissemination of information and the acceleration of information flow. Third, new information technology applied in old industrial tasks will slowly give birth to creativity and new

production processes. Fourth, in the information society, individuals who want writing skills and basic reading skills are better than in the past. Fifth, the success and failure of communication technology is determined by the principle of high technology and high touch.

The development of information technology, especially social media, brings a change in society. According to (Rivan, 2021) the presence of social media is very influential on changes in people's behavior patterns that have undergone shifts in social, economic, and cultural aspects, including in Indonesia. With a very large number of Indonesian people and a diversity of races, ethnicities, and cultures. Indonesian. Indonesian people from various walks of life and ages can use social media as a tool to convey and obtain information to the public (Pratitasari, 2016). People are interacting more often on social networks because technology was created as a means of facilitating interaction which creates a tendency to use technology (Mawarsari, 2021).

The use of social media by agencies in the Indonesian Government has begun to be used as an effort to increase information disclosure to the public in Indonesia (Pramesti, 2019). The form of efforts to deceive social media has been issued by the Regulation of the Minister of State Apparatus Empowerment and Administrative Reform of the Government of the Republic of Indonesia number 83 in 2012 so that it can be applied in all agencies. The regulation was made as a form of reference or regulation in terms of the use of social media in government agencies (Antoni, 2019).

The trend of using social media can be used positively, especially for the sake of socialization of development programs. Therefore, it is necessary to study the rules of communication science, what kind of development communication content is most suitable to be socialized to the community. Things that need to be known through in-depth research, including who and at what age range the majority of social media users in rural areas (user profiles), how often and for what purposes rural communities communicate using social media (utilization characteristics), and what information related to regional development programs that are people's preferences to be socialized through their social media (socialization-online).

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In terms of social impact, development communication is defined as a field of science that includes communication science with contexts in developing countries, especially communication used for social change that has been planned. According to (Putri, 2021) communication aims to develop and improve human development, which means that unemployment, poverty, and injustice are sought to be eliminated. Thus, development communication is an important aspect in terms of the relationship between two parties, namely the community and the government.

In the era of Society 5.0, social media has revolutionized the way we communicate, including in the context of development. These digital platforms allow for a more inclusive two-way dialogue between the government, the community, and various stakeholders, so that development can be more responsive to the needs of the community. The integration of digital technology in development, which is a hallmark of the 5.0 era, is inseparable from the central role of social media. These platforms not only serve as a means of information dissemination, but also as a virtual public space where the community can actively participate in the development process.

Social media has opened up new opportunities in development communication with a wider reach and higher speed. However, on the other hand, challenges such as the spread of inaccurate information or polarization also need to be anticipated.

Theoretical Framework

Development Communication

According to Rogers Wijaya in (Wardhana, 2021) development is a process of social change with broad participation in society intended for social and material progress (including the increasing amount of truth, justice and other qualities valued) for the majority of the people through greater control they gain over their environment.

Communication is a multi-disciplinary science. Communication is necessary in various aspects of life. One of them is in the realm of development. In the development process, of course, there is a communication process both to the wider community and to related parties. The existence of development communication is intended to provide understanding and information about the extent to which the development process is needed, how the participation and support from various parties to succeed the development plan. Looking at the definition of "development communication" itself is a science that is studied specifically in the application of communication concepts and theories used in the development process (Meirianti, 2018).

In relation to development communication. We know the term social communication development. Where in the context of development there is a need for harmony between external and inner aspects of progress. So that the development communication process can run in harmony and create a mutual understanding without any party feeling disadvantaged. In communication science, process problems are also studied, namely the process of delivering messages from communicators to communicators to change an opinion, attitude, or behavior. Therefore, development also involves at least 3 components according to (Susanto, 2020), namely: development communicators (government, or community), development messages that contain ideas or ideas or development programs, and development communicators (the wider community targeted by development).

The purpose of development communication is to advance development. Development requires that people with low literacy rates and incomes and socio-economic characteristics associated with them be informed of the availability of new technologies and ideas that should be applied by them. Motivation is the most important element in development communication (Hamzah, 2021).

Applying Sanders' theoretical model in analyzing community development, we can see communication from four

perspectives, namely communication as a process, method, program, and social movement (Mariana, 2022). Communication as a process, we must learn, for example, through the principles and theories of social change, implicit and explicit culture, the dynamics of power relations or cross-cultural relationships, including accommodation-competition-conflict cooperation, socialization and enculturation theories (correctional and cultural development). (Setiawan, 2020).

As a method, we must communicate through social control theory, community development theory, behavioral tendencies, motivation and cognition, including the theory of selectivity and individual differences. Communication as a program needs to be studied by utilizing and developing group dynamics theory, management theory, system analysis, evaluation and measurement theory and techniques, to find out the results (output), influence (effect) and impact (impact).

Development Communication and Social Change

When analyzing the role of development communication, the author takes more comparisons with various concepts in other countries, as theorized by Dasgupta, in his book Melkote (1991), which is indeed used as the main reference in the writing of this book. One of the assumptions that. It was stated, that "while development creates prosperity for the whole nation, at the same time development creates poverty for some people". At this level, the author wants to see the relationship between development and poverty, in various developing countries, by referring to the development models of countries in Southeast Asia.

What is really awaited by readers is how development communication affects social change significantly. But until the end of this book, the explanation of it is not focused on a single point. Development communication, and social change are described partially, not even related to each other. The author has difficulty elaborating the merger because it covers a lot of the thinking flow from Melkote (1991) which they use as the main reference for writing this book. The author's line of thought does not seem to be neutral, and is separate from the ideology of the book to which he refers.

The development, in addition to forming a modern state, also aims to provide welfare to the poor. In terms of Ideolodi, the author of this book is to invite readers to interpret development communication not partially, but more comprehensively. Unfortunately, the perspective used to analyze still uses the paradigm of "development communication" which is more dominated by the message of development information transformation to the community rather than how information provides space for creative freedom for those who are more productive.

Modern Communication Paradigm

Communication science at this time has developed dynamically, along with the development of information technology. This means that the old communication culture has been eroded by the culture of modern communication technology which is more oriented towards capitalist ideology. That development is now a reference for development in all fields, in various developing countries including Indonesia. This phenomenon has been increasingly visible since the 1990s, where information and communication technology developed rapidly. The reality is that until the end of 2011, the information technology culture has penetrated in all sectors. The first time to be a pioneer in the advancement of information and communication technology among campus intellectuals, corporate, government and community members. When we are already in the era of convergence, with issue 30, cloud computing, e-government, e-commerce, e-literacy, and e Others, reading development communication theory feels strange. We have considered this theory old-school (old-fashioned), although its existence is still relevant as an artifact of communication culture. The dominance that is distinct between the two becomes a textual meaning in the historical process for any subsequent understanding towards

modernization. The development of ICT in the flow of production, consumption and distribution of information today according to Briggs (1995) plays an important role. The function of information itself is a value to know something that is not clear (Littlejohn, 2002).

Role of the Media in Socio-Cultural Change

The use of social media has quite a lot of roles in the system of socio-cultural change of the community. Social media is a social force that enters from outside society into special social conditions that result in changes in people's social and cultural lives.

The development of social media has changed the way of life of humans so that social changes occur. The change that occurred is that human life is better and more efficient in obtaining information. Based on literature review, people open social media for almost 15 hours a day, this can be said to be social media shaping new human needs (Firman, 2021).

The existence or existence of mass media in the midst of society has an important role. This is proven or manifested through writings or news that come from journalists, reporters, editors, observers, writers and other writers. In addition, people in this millennial era are more likely to use social media in almost all aspects of life, including in the learning system, promotional facilities, entertainment, and the delivery of da'wah. The development of the world of information and communication technology makes it easier for humans to carry out their daily activities.

Mass media is an institution or institution that acts as an agent of change, namely as a pioneer institution of change. This is the main paradigm of mass media. In carrying out its paradigm, the mass media plays a role as:

1. The institution of community enlightenment, namely its role as an educational medium. The media is a media that at all times educates the public to be intelligent, open their minds and become a developed society.
2. Information media, namely media that convey information to the public. The information that is widely owned by the community makes the community a world community that can participate with various abilities.
3. Entertainment media. As an agent of change, mass media also becomes a cultural institution. As a pioneer of change, the media also becomes a cultural institution, that is, an institution that at all times becomes a cultural funnel, a catalyst for cultural development (Yuliza, 2020)

The Role of the Media in Developer Communication

Communication aims to make a plan. The extent of the planning depends on the message to be communicated and the communicator who is targeted. In another part, it is also stated that communication is the basis of social change. The desired change in development is of course a change for the better or more advanced in the previous situation.

In a development, the ultimate goal to be achieved is to improve the standard of living of the community. In addition, the most important thing is community participation. The willingness of the community to participate is grown through efforts to implement democracy in development which will be able to grow the ability of the village to develop independently through improving conditions and improving the living standards of the community through an approach to meeting the basic needs of the village community. To mobilize the participation of a community, the government adjusts its program to the real needs of the community (Syahyuti, 2006).

The theory that can be used in development communication is the innovation diffusion theory. In Sirait's research (2018), it is stated that innovation diffusion is a theory derived from development communication which is basically innovation closely related to a community development. Innovation is the beginning of social change, and social change is basically the core of community development (Alkornia, S. 2016).

In developing innovations, there are many government programs that are implemented in the community. In development, communication is also carried out and is often an

activity that must continue to be developed as closely as possible between agencies, between sections, between subsystems, between organizations and others, in short, between all development stakeholders (stakeholders).

Method

The design used in this study, namely Literature Studies, is also called systematic literature review with this type of research being library research. The process of collecting references and research journals uses secondary data obtained from the results of research that has been carried out by previous researchers. The secondary data source in question is in the form of articles or journals. The database used is using Google Scholar and Pubmed. Scientific article searches use databased such as Pubmed and Google Scholar with a range of 2013-2023. The data search using Pubmed data-based was carried out by entering the keywords "Development Communication, Social Media and the Role of Social Media in Development Communication" in 2013-2023.

Results and Discussion



The Relationship of Development Communication and Social Media

Based on the image above processed by the researcher, there is a relationship between "development communication" and "media" and "strategy".

Social media has revolutionized the development communication landscape. With a wide range and interactivity, this digital platform is a powerful tool to disseminate development information, involve the community, and encourage active participation. Through social media, the government and various stakeholders can communicate directly with the community, listen to their aspirations, and provide a quick response.

The use of social media as a development communication strategy offers a number of advantages. First, social media allows for the delivery of information that is more personalized and relevant to the needs of the community. Second, the platform facilitates two-way dialogue that allows for an open exchange of ideas and ideas. Third, social media can be used to build public awareness about development issues and encourage behavior change. Thus, social media is an important instrument in realizing inclusive and sustainable development.

However, the use of social media as a development communication strategy also needs to be balanced with a deep understanding of social media dynamics. Challenges such as the spread of inaccurate information, polarization, and cyberattacks need to be anticipated. Therefore, a comprehensive communication strategy is needed, involving various stakeholders, and utilizing technology wisely. Thus, social media can be a positive force in encouraging better development.

The relationship between development communication and social media is a mutually beneficial synergy. Social media offers a great opportunity to improve the effectiveness of development communication, but it also requires careful management. With the right strategy, social media can be a powerful tool to achieve better development goals.

The ability and skills to speak properly and correctly in public is not an easy matter. Continuous practice is required by going through certain stages or processes. That is why, why not everyone can express their ideas well and neatly with the right choice of words in front of the public, so that the message can be accepted and understood.

Social Media Strategy as Development Communication in the 5.0 Era

The 5.0 era or Society 5.0 marks an era in which technology is increasingly integrated with human life, creating a super-smart society. In the context of development, social media as a representation of digital technology plays an increasingly central role. The author's review of the literature shows some important findings related to social media strategies in development communication:

1. Social Media as an Interactive Dialogue Platform: Social media allows development information to be disseminated quickly and widely, bridging the information gap between the government and the community. The community can provide input, criticism, and suggestions directly related to development programs, so that the government can be more responsive to the needs of the community. The development process can be monitored more transparently through social media, reducing the potential for corruption and increasing public trust. 2. Positive Narrative Development: Social media can be used to build a positive image of development, highlight the successes that have been achieved, and attract investment interest. The effective use of storytelling can make development messages easier to understand and remember by the community. Partnering with influencers can expand the reach of the development message and increase its credibility.

Based on a literature review, several strategies that can be applied in development communication through social media in the 5.0 era include: 1. Audience Segmentation: Identify specific target audiences and tailor your messages and communication channels. 2. Relevant Content: Create content that is engaging, informative, and relevant to the needs of society. 3. Active Interaction: Responsive to comments and questions from the public. 4. Collaboration: Collaborate with a variety of stakeholders, including the media, civil society organizations, and the private sector

Challenges of Social Media in Development Communication

While social media offers a lot of positive potential in development communication, there are a number of significant challenges that need to be addressed. Based on the literature review that has been carried out by the author, some of the main challenges include:

1. Misinformation and Hoaxes: Misinformation can spread very quickly on social media, damaging the credibility of governments and development programs. Misinformation can spark debate and polarization in society, hindering consensus and cooperation.
2. Data Privacy and Security: Users' personal data can be misused for unethical purposes, such as manipulation of public opinion. Social media platforms are vulnerable to cyberattacks that can disrupt services and steal sensitive data.
3. Algorithms and Filter Bubbles: Social media algorithms tend to present information that matches the user's preferences, thus reinforcing existing biases and views. Users tend to only interact with people who share the same views, making it difficult to reach a consensus.

Conclusions and Recommendations

Social media has become a very important tool in development communication. By making optimal use of the potential of social media, governments can build better relationships with the community, increase public participation, and achieve better development goals. However, keep in mind that the use of social media also has challenges that must be overcome.

Social media offers great potential for development communication, but it also presents complex challenges. By understanding these challenges and implementing the right strategies, governments and communities can make optimal use of social media to achieve sustainable development goals.

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