

THE EFFECT OF DIGITAL ERA ON LIFE ASPECTS

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The development of information technology at this time is very rapid even has brought a lot of changes in people's lives. Various social media seemed to be a basic need among people ranging from teenagers to parents. Besides, social media also makes patterns of public behavior generally experience a shift in both culture, ethics, and norms that exist today. Social media is a web-based communication tool or application that allows its users to interact with each other by sharing or obtaining existing information. A variety of social media features that are developing make users more rampant. However, some users use social media as a mere entertainment tool. In fact, there are not a few problems that result.

The existence of social media currently has influenced social life in society. The dynamics of people's lives also experience rapid and rapid development. Cultural acculturation with the current touch of information technology is a phenomenon driving these changes. Personal freedom in conveying ideas, criticisms, suggestions and even being "blasphemous" is often found every hour and day through various media variants used by the public or individuals.

The influence of the current digital or social media on various aspects of life has both positive and negative impacts. The positive impact of social media users has influenced social changes for the better. However, negative impacts tend to bring social change to the society that removes the values or norms that exist in society. The influence of the digital era also impacts in various aspects of life.

For example in the aspect of social communication, positive impacts include facilitating communication between people from one place to another, the socialization of government policies can be more quickly conveyed to the public, Information in the community can be directly published and accepted by the community. Instead of negative impacts, among others, face to face communication interaction began to decrease so it tends to make someone who is individualist, the moral decline among citizens, especially among adolescents and students and can cause some people to become rich in material but poor in spirit.

In the psychological aspect, the positive impact can increase youth creativity and innovation in various fields. Not only has a creative and innovative attitude, adolescents are also able to think critically due to the impact of an incoming foreign culture. However, negative impacts are also still present, among others, eliminate the sense of nationalism in adolescents. It also can cause social inequality among teenagers.

In the aspect of health. Positive impacts such as health checks for pregnant women, who used to use manual methods to detect the baby's heart, can now be done with ultrasound (Ultra Sono Grafi), even up to 4 dimensions, which can see the baby's silhouette from various directions of the image. Likewise with the creation of other sophisticated medical/medical devices, such as electron microscopes capable of recording up to 3-dimensional molecular samples, CT scans, antibiotic drugs, MRI (magnetic resonance imaging), and others. With this, health technology innovation can facilitate treatment and health services to the community. The negative impact of these advanced technologies, for example, radiation, watery eyes, dizzy heads, which occur when we spend a lot of time with exposure to cellphones or gadgets. Especially if you forget to eat and drink, cause stomach disease, irritability, unstable emotions, etc.

In this case, the public should be more careful and selective in using or utilizing social media as a means of information technology wisely such as choosing friendships, communities or groups and not being rash about changes in behavior or negative "viral" trends among users of social media or social networks. So that it can make social media an advantage or positive impact in using social media.