



## THE INFLUENCE OF SOCIAL MEDIA ON FAMILY COMMUNICATION PATTERNS IN THE DIGITAL ERA

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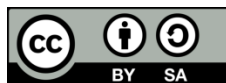
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### ABSTRACT

*The aim of this research is to determine the influence of social media on family communication patterns in the digital era. This research uses quantitative research methods through literature reviews, namely collecting data, both from library materials and also previous research. The development of information technology, especially social media, has helped people work and communicate. Social media enables social interactions and relationships. All human activities are now supported by digital technology. Every individual has digital exchange through digital symbols. The development of technology and communication media will also change family interactions and other fields such as economics, politics, education and culture. The physical dimension of the family has been replaced by the real world. Family interaction in the digital era relies on information technology. Therefore, the research wants to examine the influence of social media on family communication patterns in the digital era. The results of this research, namely the influence of social media on family communication patterns in the digital era, are where social media influences digital family communication patterns which makes it easier for every age group in the family to use social media, when children are at home, parents cannot also fully control the flow of information received by the child. Communication that takes place between family members, parents and children is not smooth and unbalanced, and this also makes people in the family become individualistic because they are busy with their cell phones.*

**Keywords:** Social Media, Family, Digital Era, Communication.

## 1. INTRODUCTION

Current developments, where the development of information technology, especially social media, has helped many people in their work, especially in communicating. With the rapid development of communication technology, interactive communication tools have been created. In the current era of computers and the internet, social media is usually considered a tool that allows interaction between individuals, establishing communication and building social relationships. Where communication is the most important human function. Every human activity is controlled by various digital technologies. This method prints multiple numbers in different orders. Individuals have digital exchange relationships where they only carry out some interactions or transactions through digital symbols. At a broader level, rapid technological developments and communication media will also change interactions within the family such as production and consumption. The economic, political, educational and cultural fields will be affected by this change. These changes affect micro and macro family social relations (Prasanti, 2016). Currently, various digital technologies are used to control all human activities. This technology works in the form of pressing a series of numbers arranged in a different order. Every person has a digital exchange relationship that carries out a series of transaction and interaction processes through a number of digital symbols. At a broader level, not only is technology developing rapidly, communication media will also change family interaction patterns, including production and consumption patterns. This change will have an impact on the economic, political, educational and cultural fields. Micro and macro family social relationships are influenced by these changes (Prasanti, 2016). The physical dimension of the family has been replaced by the real world.

This loss reflects the aura of the urban family, the family as the initial environment for the humanization. process and a place for educational development and the formation of character, morality and coexistence in preparation for life in society, nation and state. Face-to-face interactions and communication in digital families are now being taken over by communication via information technology, and this is changing in virtual culture (Prasanti, 2016; Mailin et al., 2023; Dalimunthe, 2022). The psychosocial development of family members and their relationships is greatly influenced by communication patterns within the family. Family communication patterns have changed significantly following the development of information and communication technology, especially in the current digital era. However, the digital era has changed everything in people's lives. With this background, researchers want to investigate the influence of social media when dealing with family communication patterns in the digital era (Dalimunte et al., 2020).

As digital technology develops, the form of communication that occurs in the relationship between children and their parents also experiences significant changes. Parents and children now communicate using various platforms and media rather than traditional methods such as face-to-face conversations and landlines. One of the main ways they communicate in the digital era is via mobile phone. Voice calls, short messages (SMS), and instant messaging applications such as Line or WhatsApp allow them to communicate instantly and flexibly without being limited by time and place. Parents can

provide advice, support or simply communicate with their children via cell phone. In the internet era, social media is very important because it makes it easier for children to communicate with their parents. Parents and children utilize various social media including Facebook, Instagram, and Twitter to share important events in their lives and connect with friends and family. Parents can also post photos of their children, offer congratulations and support, and track their children's activities. This allows for more communication and strengthens the emotional bonds that exist between children and their parents amidst busy schedules and potential physical distance (Perdian, DKK, 2023).

## **2. RESEARCH METHODE**

In writing this article, quantitative methods were used. Sugiyono (2017:8) said that quantitative research is considered a research strategy that originates from the philosophy of positivism and is used to analyze populations and special samples. This method involves collecting data by applying research instruments and analyzing data quantitatively or statistically in an effort to prove a predetermined hypothesis. The approach used in this study is a literature review. Library research is collecting data from previous research and library materials. This is also known as literature study. Secondary data— not field data or eyewitnesses at the scene—was used in this research. The data displayed can be text or ready-to-use data. The data used comes from surveys and research papers regarding the impact of social media on family communication patterns in the digital era. When conducting a literature search, you need to carefully examine the literature information related to your research topic. Without conducting empirical research, the goal is to summarize, synthesize, and evaluate the latest findings in a particular field. This method provides a deeper understanding of the development of concepts, theories and related research findings.

## **3. RESULT AND ANALYSIS**

Uses and Gratifications Theory (Uses and Gratifications Theory) Focuses on why and how individuals use social media, as well as what satisfaction they get from their use. For example, someone might use social media to search for information, interact with friends, or entertainment. Mass media, with all its functions, has entered human life. The changing times have marketed various types of media, one of which is media that is familiar to hear, namely social media. This media is included in the classification of media on the Internet which opens up opportunities for users to propose, foster interaction, collaborate, share and create virtual social relationships with other individuals on an international scale. This media is also usually termed a digital environment where users interact with one another on a worldwide basis. Through the internet, the values of society and society appear in the same or different forms. In fact, some Internet research experts argue that online social media depicts real-world events.

Social media is a network on the Internet that provides opportunities for the general public to form social bonds by interacting, collaborating, sharing content and communicating virtually with other people. The definition of social media can be divided

into three categories, namely adoption (knowledge), communication (communication), and cooperation (cooperation) (Nasrullah, 2015). The emergence of social media has increased productivity by allowing work to be done faster, with more accuracy and precision. Some of the most popular social media today include Facebook, Twitter, Instagram, Tiktok, Path, Tumblr, and various other social networks. In the current digital era, social media plays a very important role in social relations. In social relations, the term "social media" refers to the use of social media platforms to foster interaction and carry out communication with other people. This allows people to expand their social networks and connect with other people from different backgrounds. On the other hand, social media can usually also influence individual behavior and communication in social relationships, especially within the family. In the digital era, family communication often changes directly through online media, namely social media (Indainanto et al., 2024).

Digital communication involves interacting and communicating with other people using electronic devices such as computers, tablets, and smartphones (Humaizi et al., 2024). Communication patterns are changing through types of digital media, including Internet telephony, Internet fax, email, and social media. Currently, families can easily communicate without limitations of place and time using existing media, for example cell phones, tablets and computers (Boestam, 2022). Social media is online-based media which falls into the category of providing opportunities for individuals to show their participation, share and create content easily. So the social media used as examples are blogs, social networks, wikis, forums, and cyberspace. Among the examples mentioned, the media most frequently used on the world stage are blogs, social networks and wikis. Social media has positive benefits such as the ability to interact with more people, expand relationships, make it easier to convey opinions, eliminate time and distance constraints, speed up the delivery of information, and reduce costs. On the other hand, the negative impact is that people become increasingly distant from the people closest to them, and human relations tend to decline (Ritonga et al., 2023) .

According to Soleman (in Sikumbang et al., 2024), it is likened to a group of people who live together and care for each other because of an inner bond. In humans' early life, the family was the first social group where they learned and expressed themselves as social humans in interactions with their group. To make family members feel the strong bond and mutual need, communication is very important in a real family (Dalimunthe et al., 2024). The family, which consists of male and female relationships to foster and care for children, is also the most important primary group in society. Pure family is a social group consisting of father, mother and children (Dalimunthe et al., 2024).

Based on the information above, social media has been proven to have such an impact on family communication patterns in the current digital era. These effects include the following: 1) affecting social relationships; 2) affects family life, where individualism emerges; 3) affects the ease of communicating remotely so that parents can monitor their children; and 4) influences parental supervision and strict time management in the family, 5) impacts aspects of children's learning and parental responsibilities. The results of this research show that social media influences family communication patterns in the digital era. This means that although social media is easy to use for all age groups in the family,

parents cannot completely control the flow of information their children receive at home. In families, communication between parents and children is not smooth and balanced, and becomes individualistic (Fauzan et al., 2023).

#### 4. CONCLUSION

Social media is a website that provides opportunities and possibilities for someone to form social bonds by interacting, collaborating, sharing content, and communicating virtually with other people. With advances in digital technology, communication patterns between parents and children have changed significantly. They now use various platforms and media instead of traditional ways such as talking in person or on a landline. Based on the results of the description above, it was found that social media greatly influences family communication patterns in the current digital era, this can be seen as follows: 1) influences social relationships, 2) influences family life which creates a life of individualism, 3) influences on the ease of long distance communication so that parents can monitor their children, 4) influence on parental supervision and strict time management in the use of social media in the family, 5) impact on aspects of children's learning and parental responsibilities. The results of this research show that social media influences family communication patterns in the digital era. This means that even though social media can be used easily by all age levels in the family, parents cannot completely control the flow of information their children receive at home. In families, parents and children do not communicate fluently, resulting in an unbalanced situation, and as a result people become individualistic.

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