

Digital Communication Disruption and Changing Social Relations in Global Media

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Abstract

This study aimed to synthesize existing literature on how digital communication disruption has transformed media practices, social relationships, identity formation, and public participation in an increasingly globalized environment. A qualitative narrative literature review was conducted using scholarly books, journal articles, and other relevant secondary sources cited in the manuscript. The review examined and compared theoretical and empirical perspectives from digital sociology, networked communication, digital platform labor, online communities, and the broader social implications of digital technologies. The reviewed literature highlighted the expansion of communication across geographic boundaries, increased opportunities for collective participation and identity formation, and transformations in information production and dissemination. However, persistent challenges were also identified, including inequalities in digital access, privacy concerns, misinformation, algorithmically mediated labor, and uncompensated user contributions to commercial digital platforms. The findings further indicated that the social consequences of digital disruption were not uniform but varied according to technological accessibility, platform design, institutional structures, and individual circumstances. Digital communication disruption was understood as a dynamic, reciprocal relationship between technological infrastructures and evolving social practices rather than merely a consequence of technological advancement. The synthesis emphasized the importance of digital literacy, ethical platform governance, equitable technological access, and more rigorous empirical research to address emerging social challenges. As a narrative literature review, the study did not generate original survey data or establish causal relationships, and its conclusions should therefore be interpreted as a synthesis of existing scholarship rather than definitive empirical evidence.

INTRODUCTION

Digital communication has fundamentally transformed the production, dissemination, and interpretation of information. Internet-based platforms have reduced the dependence of social interaction on physical proximity while enabling individuals to participate actively in creating, sharing, and distributing media content. These transformations have become central concerns in digital sociology, which examines how digital technologies shape and are simultaneously shaped by social relationships, institutional practices, and inequalities in access to resources (Cahaya et al., 2022; Zhao & Wang, 2023). In Indonesia, these transformations are visible in shifting economic systems, power relations, and access to knowledge, as well as in new forms of digitally mediated public participation (Jafar & Basrie, 2023; Rachmawati & Anshori, 2025; Sari & Abadi, 2026).

Within networked communication environments, individuals can maintain relationships across geographic boundaries, establish virtual communities, and construct and express collective identities. Existing literature has associated these developments with emerging forms of social participation, cultural expression, and collective memory formation (Firdaus & Prabayanti, 2026; Hidayah et al., 2026; Siregar, 2026; Zhao & Wang, 2023). However, opportunities for digital participation remain unevenly distributed, as disparities in technological access, digital literacy, and socioeconomic resources influence individuals' ability to benefit from connectivity (Jayanthi & Dinaseviani, 2022; Lythreathis et al., 2022). Moreover, the increased speed and volume of information circulation do not necessarily improve information reliability, promote meaningful engagement, or ensure inclusive public discourse (Lorenz-Spreen et al., 2023; Pennycook & Rand, 2021; Sarjito, 2024).

Digital media disruption has also generated significant economic and institutional transformations. Digital platforms have reshaped the distribution of audience attention, advertising revenue, and opportunities for content production and participation, while algorithmic systems increasingly influence information visibility, labor allocation, and working conditions. Research on platform-mediated labor has identified both opportunities for flexibility and risks of employment insecurity, with workers' experiences varying according to their economic dependence on platform-based income and the institutional conditions governing their work (Mana, 2025; Mufti et al., 2026; Noorikhsan et al., 2024; see also Schor et al., 2020, and Wood et al., 2019, as cited in Zhao & Wang, 2023). These contrasting outcomes challenge technologically deterministic interpretations of digital progress and underscore the importance of examining privacy risks, misinformation, unequal bargaining power, and structural inequalities within digital environments (Kristiana et al., 2024; Lisnawita et al., 2024).

Although previous scholarship has examined digital communication, virtual communities, sociological perspectives, and platform labor, these dimensions are frequently discussed as distinct areas of inquiry. This narrative literature review sought to integrate these perspectives into a coherent conceptual framework explaining the reciprocal relationship between digital communication infrastructures and broader social transformations. Specifically, the review examined how digital media influence social interaction, identity formation, and cultural participation; how unequal access and platform-mediated power relations shape their social consequences; and how digital literacy and governance mechanisms may address emerging challenges. By synthesizing existing theoretical and empirical scholarship, the study aimed to provide a more integrated understanding of digital communication disruption and its implications for contemporary social relationships. However, its contribution remained conceptual and interpretive, rather than providing new primary data or establishing causal relationships.

METHOD

This study employed a qualitative narrative literature review based on scholarly books, journal articles, and relevant secondary sources. The literature was organized into three analytical themes: transformations in digital communication practices, changes in social relationships and identity formation, and the institutional implications of digital platforms and

platform-mediated labor. Drawing on theoretical perspectives from digital sociology, the analysis examined and compared the opportunities, challenges, and social consequences identified in previous studies.

The synthesis focused on identifying recurring themes, contrasting perspectives, and areas of agreement and disagreement across the reviewed literature. Rather than conducting a statistical meta-analysis, the study adopted an interpretive approach to integrating existing theoretical and empirical findings. Because the review did not employ a comprehensive database search, predefined eligibility criteria, or a formal quality appraisal, its findings were interpreted as a selective conceptual synthesis rather than a systematic literature review or an original empirical investigation.

RESULTS AND DISCUSSION

Digital communication is the use of online devices such as email, text messages, or social media to reach individuals or audiences and share messages with them. Digital communication has replaced older forms of communication, such as letters, phone calls, or advertisements, as the preferred way to interact with individuals. Government agencies and public sector organizations recognize that digital communication is essential for citizen engagement.

In an in-depth study of the digital society, sociologists such as Manuel

Castells and Sherry Turkle provide valuable insights into the dynamics, challenges, and opportunities that arise as a result of digital transformation. Castells argues that the digital society has formed a new social network, where interaction is no longer limited to physical spaces, but rather extends to the virtual realm. This creates new dynamics in our social relationships and identities. However, he also highlights the existence of serious challenges, such as the digital divide that is widening the gap between those who have access to technology and those who don't, as well as the negative impact of social isolation due to reliance on digital devices. On the other hand, Turkle emphasizes the wide range of opportunities offered by the digital society, including the ability to build global communities and expand spaces for dialogue.

The Digital Transformation Acceleration Policy in Indonesia plays a crucial role in encouraging the development of the creative economy sector in society. Through a series of measures to improve digital access and connectivity, strengthen digital infrastructure, and empower and educate the public in the digital aspect, this policy creates various new opportunities for economic actors. With a strong foundation, this policy supports the growth and progress of the Indonesian economy, expands the range of products and services, and encourages creativity and business success in the digital era, while facing challenges and taking advantage of the opportunities that exist in the digital society (Bangsawan, 2023).

Digital communication is the use of digital media (such as email and social media) to exchange messages, while the sociology of digital media is an academic study that analyzes the impact of digital technologies on society, social interaction, and culture. Digital communication focuses on how messages are conveyed, while the sociology of digital media examines the social consequences of the use of such media. Research has highlighted that overseas immigrants use digital technology to build connections, share information, maintain culture, and find a sense of belonging, maintaining emotional connections and collective

identities beyond the spatial reach of their homeland (Ponzanesi, 2020, as cited in Zhao & Wang, 2023). People are also creating online digital memorial spaces to digitize old memories and reconstruct collective memories and identities (Recuber, 2021, as cited in Zhao & Wang, 2023). Additionally, digital technologies help create collective joy. Physical gatherings are no longer necessary, and spiritual resonance can be generated through interactive public opinion topics and digital platforms (Gong, 2015, as cited in Zhao & Wang, 2023). Social media can collect people's emotional expressions through topic tags (Lorenzana, 2018, as cited in Zhao & Wang, 2023). Moments of collective joy in digital spaces allow people to transcend atomized existence and become symbols of the relationship between individuals and society in the digital age.

Digital communication

- a) Definition: The use of an online electronic device to send a message to an individual or audience.
- b) Examples: Text messages, emails, videos, and social media platforms like Facebook, Instagram, and Twitter.
- c) Function: Connects people without time and geographic boundaries, enables information exchange, and builds relationships.

Sociology of digital media

- 1. Definition: A branch of sociology that studies how digital technologies (such as the internet and social media) affect behavior, social structure, identity, and relationships.
- 2. Study focus:
 - a) Changes in social norms and values in the digital era.
 - b) The impact of technology on social interactions, such as the shift from face-to-face communication to cyberspace.
 - c) Formation of new groups and communities online.
 - d) Challenges that arise such as privacy concerns, social media addiction, and the spread of fake news.
- 3. Objective: To understand how digital technology is reshaping society and analyze its social impact, both positive and negative.

In an era where almost everyone has an internet-connected device, public sector organizations can now communicate with the public more easily. Digital communication saves public sector time and costs by enabling a "write once, publish anywhere" solution. Digital communication strategies encourage broader citizen engagement and highly rewarding insights. Most public sector organizations have seen a decline in team numbers in recent years, but workloads continue to increase. The use of digital communications allows teams to execute organizational missions in a timely and cost-effective manner.

Thus, the digital society is a community that is aware of the importance of digital technology, so they feel the need to be actively involved in the development of digital communication which continues to progress rapidly (Malik, 2021). On the other hand, technology plays an important role in the formation of a society's identity, which is the result of human thinking. In addition, technology also influences the way of thinking.

Briefly on digital sociology, outlines the main research advances of Western digital sociology in six core areas, and compares relevant research in China and the West to provide a reference for the further development of digital sociology in China.

Although the concept of "digital sociology" has been adopted and received widespread attention among academics, a uniform understanding has still not been found among academics. Academics continue to debate about two core issues: first, whether digital sociology should be understood as a comprehensive sociological revolution in the digital age or as a new branch of sociology research; second, how the scope of digital sociology research should be defined.

Regarding the first issue, there are two opinions. According to the first opinion, if sociology is to develop rapidly in the 21st century, sociology must have theoretical explanatory power for the digital revolution and transformation. Since the process of digitalization involves many areas of sociology research, each field must respond to them. Therefore, digital sociology does not have an integrated agenda and should not be discussed in a single form, but rather in the plural as "digital sociology" (Gregory et al., 2017, as cited in Zhao & Wang, 2023). Selwyn (2019, as cited in Zhao & Wang, 2023) emphasizes that digital sociology emerged from the tradition of sociological research, but it also provides an opportunity for sociology to move away from the industrial revolution and towards modern society. Digital sociology may not exist in the next twenty years because all elements of sociology will be digital by then. Another perspective considers digital sociology as a branch of sociology (Lupton, 2015, as cited in Zhao & Wang, 2023). Digital sociology provides a perspective for understanding society, but it should not be understood as a whole of sociology in the digital age. Similarly, every social phenomenon involves environmental factors, but those aspects may not need to be emphasized in all sociology research (Marres, 2017, as cited in Zhao & Wang, 2023).

Although the scope of research on digital sociology is still debated, most researchers agree on the core of digital sociology, which deals with the formation of social structures and social relationships by digital technologies and how the development and application of digital technologies are influenced by the social environment (Fussey & Roth, 2020; Lupton, 2015; Marres, 2017; Orton-Johnson & Prior, 2013; Selwyn, 2019; all as cited in Zhao & Wang, 2023). Beyond the binary relationship between digital technologies and society, some academics note that digital sociology also involves a triple relationship between digital technologies, society, and knowledge production (Marres, 2017, as cited in Zhao & Wang, 2023). The application of digital technologies not only shapes social life and knowledge production processes, but its interactive nature and universality also allow academic analysis to be combined more effectively with social interventions, thus opening up new possibilities for the interaction of these three elements (Marres, 2017, as cited in Zhao & Wang, 2023). Digital sociology not only focuses on these new possibilities, but also critically reflects on its own knowledge production processes (Lupton, 2015, as cited in Zhao & Wang, 2023). Some academics believe that digital sociology also encompasses a more general scope of research, such as focusing on the operational logic of the flow of information and data itself, as well as methods of management and use (Webster, 2013, as cited in Zhao & Wang, 2023). Some academics have stated that, in addition to being understood as an object of study, digital sociology can also be treated as a research tool and a platform for interacting with the public (Lupton, 2015, as cited in Zhao & Wang, 2023).

There is an ongoing academic debate on the issues mentioned above, and no consensus has been reached. Regarding the first issue, this article tends to define digital sociology as a new branch of sociology. Only by focusing on digital technologies or related social phenomena can a study be considered to have a digital sociology research topic. Regarding the second issue, we tend to define digital sociology based on core research areas that are widely explored and discussed in the academic community. By combining our opinions on the two issues above, this article defines digital sociology as follows: digital sociology is a subdiscipline of sociology that uses sociological perspectives and research methods to explore the development and application of digital technologies, focuses on the impact of digital technology on human behavior and the operation of society, and examines the mechanisms of mutual construction between digital technology and the social environment. It should be noted that this definition is primarily based on recent developments in digital sociology. With the expansion of the scope of research, the understanding of digital sociology may also change. Furthermore, based on the above definitions, this article will focus on the six main themes of current digital sociology in the West and make comparisons with digital sociology in China.

Second, the development of the digital economy has also led to changes in the working conditions of workers. Flexible working and digital services have become new employment models, increasing job flexibility but causing greater instability for workers (Duffy, 2020; Kalleberg & Vallas, 2018; Vallas & Schor, 2020; all as cited in Zhao & Wang, 2023). Platform competition, price wars, and increased transaction volumes can erode workers' working conditions, and digital platforms can reduce the benefits and protections of workers' labor through temporary contracts (Schor & Attwood-Charles, 2017, as cited in Zhao & Wang, 2023). Wood et al. (2019, as cited in Zhao & Wang, 2023) found that digital platforms establish reward and punishment mechanisms based on algorithms, and consumers can judge the services of platform workers. In order to earn a higher reputation ranking, platform workers may face consequences such as overtime, lack of sleep, and excessive burnout. However, some researchers argue that this description is oversimplified and ignores the heterogeneity of platforms and digital workers. For example, workers who rely on digital platforms to earn additional income have higher work autonomy, hourly wages, and satisfaction with the platform. On the other hand, for those who rely on these platforms to earn a basic income, their job stability is worse, and they tend to have deep dissatisfaction with the platform (Schor et al., 2020, as cited in Zhao & Wang, 2023).

The adoption of digital technology has also driven changes in traditional industrial production modes. According to an analysis of 32 member countries of the Organization for Economic Co-operation and Development (OECD), AI and automation technologies will make 14% of jobs machine-dominated, and another 32% of jobs may undergo significant changes. Industries that are severely affected include agriculture, transportation, primary manufacturing, and some service industries (Nedelkoska & Quintini, 2018, as cited in Zhao & Wang, 2023). In addition, some technically and professionally demanding jobs are also affected. For example, the traditional news industry is facing transformation, and news production processes are constantly being reshaped. Some media companies use algorithms to replace human labor, and sports-related and financial news is automatically generated by computers (Cohen, 2015, as cited in Zhao & Wang, 2023). Digital technologies have lowered the thresholds of the traditional news industry, and the public is also involved in the process of producing news

content. Thus, journalists need to quote more from other sources and seek cooperation with the public (Wheatley, 2020, as cited in Zhao & Wang, 2023).

Third, "prosumption" creates hidden forms of exploitation. In the digital economy, individual users gradually transform from a single consumer or producer to a compound "prosumer". Many users contribute large amounts of information and huge profits to digital platforms through massive "prosumer" behavior that requires no compensation (Ritzer et al., 2012, as cited in Zhao & Wang, 2023). Some users become "internet celebrities" or "micro-celebrities" by regularly sharing their daily lives, and they manage their self-image to achieve "self-commodification" while performing various types of invisible work, including emotional work (Abidin, 2017; Raun, 2018; both as cited in Zhao & Wang, 2023). In the view of Fuchs (2014, as cited in Zhao & Wang, 2023), the "prosumer" behavior of users should be considered a type of digital work, which, like household chores, is largely completed during leisure time and creates great excess value, but in most cases, is not compensated or considered real work. Therefore, exploitation does not only occur in the digital economy but also in more covert ways.

So that digital sociology is closely related to communication and culture rather than consumerism according to its desire to interact with each other with the desire to interact with culture and language that is understood. Social media can collect people's emotional expressions through topic tags (Lorenzana, 2018, as cited in Zhao & Wang, 2023). Moments of collective joy in the digital space allow people to transcend atomized existence and become symbols of the relationship between individuals and society in the digital era. The development of the "Internet of Things" will bring humanity to the era of the "Internet of Everything". With the expansion of the "Internet of Things", the human body is connected through a network to form an "Internet of Bodies" (abbreviated as "IoB") (El-Khoury & Arikan, 2021, as cited in Zhao & Wang, 2023).

So that its use and the sociology of media certainly have an impact on its use, where in the digital era and globalization, there are certainly great changes in the use of sophisticated devices where users have different understandings of their users as indicators of knowledge in the digital space. People with higher levels of education tend to have better internet skills and are more likely to use the Internet for activities that increase mobility, such as political participation and job search, rather than just entertainment (Hargittai & Hinnant, 2008, as cited in Zhao & Wang, 2023). This gap in skills and benefits leads to further social inequalities, accelerating the reproduction of original social structures (Hargittai, 2018, as cited in Zhao & Wang, 2023). Comparison between digital sociology in China and the West

Digital technologies have been developed and applied extensively in China in recent years. At the same time, the topic of digital sociology research is also gaining attention. In terms of theoretical exploration, several academics have conducted inspirational discussions on issues such as macro social changes brought about by digital technologies, changes in social differentiation mechanisms, new types of risks, social governance transformations, and new ethical challenges (Chen, 2022; Qiao et al., 2022; Qiu, 2022; Wang, 2021; Xiang, 2021; Zhang, 2018; Zhang & Li, 2022; all as cited in Zhao & Wang, 2023). In terms of empirical research, relevant research in digital sociology has grown rapidly with a diverse range of perspectives and rich content.

It lists Chinese academic papers related to digital sociology published in the three major journals of Chinese social science research since 2005, namely "Social Sciences in China", "Sociological Research", and "Chinese Journal of Sociology". A total of 80% of these papers were published after 2015, which reflects the latest developments of digital sociology in China. These papers are roughly classified based on the six specific research themes and research content summarized in this article. Compared to Western digital sociology, the development of digital sociology in China has local similarities and characteristics, which are mainly reflected in the following four aspects.

Overview of China's digital sociology research

First, the scope of research covers the main research areas of digital sociology, with a clear emphasis on certain areas, while others still receive less attention. As shown in Table 1, China's digital sociology has a broad scope of research that includes the six main research themes listed in this article. However, the development of China's digital sociology is unbalanced. Overall, existing research shows a trend of "more emphasis on the macro level and less on the micro level," with a clear focus on social issues such as the economy and labor production, power and political governance, social relations and interactions, and social inequality. However, less attention is paid to areas that focus on the practice of individual life, such as the body and self. In addition to further developing favorable areas, future research may be expanded to more research topics.

Digital sociology is a subdiscipline of sociology that uses sociological perspectives and research methods to explore the development and application of digital technologies, focusing on the impact of digital technologies on human behavior and the operation of society, and examining the mechanisms of reciprocal construction between digital technology and the social environment. It should be noted that this definition is primarily based on recent developments in digital sociology. With the expansion of the scope of research, the understanding of digital sociology may also change. Furthermore, based on the above definitions, this article will focus on the six main themes of current digital sociology in the West and make comparisons with digital sociology in China.

Secondly, the research content of China's digital sociology has its own distinctive features, reflecting the characteristics of China's local digital technology development and application. However, there is still a need to strengthen the exploration of new phenomena in the digital society. As shown in Table 1, most of the literature is deeply rooted in Chinese society, and research on many topics, such as rural e-commerce and the participation of digital platforms in social governance (Lv et al., 2022; Qiu & Huang, 2021; Qiu & Qiao, 2021; Shan, 2022; Zhang & Qiu, 2022; all as cited in Zhao & Wang, 2023), show the characteristics of different Chinese societies. These studies are based on China's unique digital transformation processes and make important contributions to international digital sociology. In future research, more attention can be paid to new phenomena in the digital society. Compared to Chinese researchers, Western digital sociologists have shown greater interest in the development of the boundaries of digital technologies and the digital practices of young people and have conducted more in-depth research on emerging new phenomena in the digital society.

Third, existing research in China's digital sociology has harnessed the strength of the discipline and demonstrated early efforts to integrate various disciplines. However, cross-disciplinary research needs to be encouraged. Among the above-mentioned research

achievements in China's digital sociology are the outstanding contributions made by academics from fields such as law, political science, public administration, and journalism. Regarding the development of digital sociology in the West, cross-disciplinary integration has become a hallmark of digital sociology. The development of digital technology and its impact on human life does not respect disciplinary boundaries, and researchers in digital sociology cannot be limited by these limitations either. The future development of Chinese digital sociology requires the further dismantling of disciplinary barriers. Researchers should be encouraged to propose research questions and seek academic cooperation from a cross-disciplinary perspective. This will lay a stronger scientific foundation and support the future development of China's digital sociology.

Fourth, although existing research has used traditional sociological methods, more innovative methodologies are still needed. Although some studies have used innovative data sources or methodological tools (Chen & Yan, 2017; Feng, 2021; Gui et al., 2018; Mao et al., 2021; Qiu & Huang, 2021; all as cited in Zhao & Wang, 2023), these numbers are still in the minority. Looking at the development of digital sociology internationally, continuous innovation in methodologies and research tools is almost another distinguishing feature that distinguishes digital sociology from other sociological subdisciplines. This requires the resolution of the conflict between quantitative and qualitative research methods at the epistemological level and the analysis and identification of diverse data sources to better answer research questions.

Digital technologies have penetrated the world, pushing human society back on a path of transformation. It is in this context that digital sociology emerged. We argue that digital sociology should not be understood as a sociology in the digital age, nor is it the same as computational social sciences, which primarily focus on methodology. Digital sociology explores the development and application of digital technologies and related social changes from a sociological perspective. Due to space limitations, this article is still far from a comprehensive overview of digital sociology. However, it nonetheless outlines the key features of this new field: digital sociology covers a wide range of themes, demonstrates continuous innovation in research methodologies and tools, and reflects the mutual promotion between empirical research and theoretical exploration. However, digital sociology is still in its infancy, and many core issues need to be addressed, thus providing tremendous research opportunities for sociologists around the world.

It should be noted that despite the application of digital technologies across national borders, research in digital sociology still needs to focus on specific social and cultural environments while maintaining international dialogue. The development and application of digital technologies in China is at the forefront of the world, creating rare opportunities for related research in digital sociology. Domestic academics have conducted a series of studies and explorations in the employment economy and digital governance with fruitful results. For the future development of digital sociology in China, researchers need to broaden their research perspectives, carefully understand new phenomena in the digital society, strengthen interdisciplinary exchanges, and innovate at the methodological level to conduct a more in-depth exploration of the social transformation processes driven by digital technologies. Digital sociology in China shows great prospects and calls for the participation and joint efforts of more colleagues in the academic community.

Distribution of publications and frequency of citations related to digital sociology (2001–2021). Data source: Web of Science Core Collection. Topic = "Digital", field of research = "Sociology", year of publication = 2001–2021. A total of 3,050 articles have been found with a total citation frequency of 39,966. The search was conducted in April 2022.

Selwyn (2019, as cited in Zhao & Wang, 2023) emphasizes that digital sociology emerged from the tradition of sociological research, but it also provides an opportunity for sociology to move away from the industrial revolution and towards modern society. Digital sociology may not exist in the next twenty years because all elements of sociology will be digital by then. Another perspective considers digital sociology as a branch of sociology (Lupton, 2015, as cited in Zhao & Wang, 2023). Digital sociology provides a perspective for understanding society, but it should not be understood as the whole of sociology in the digital age. Similarly, every social phenomenon involves environmental factors, but those aspects may not need to be emphasized in all sociology research (Marres, 2017, as cited in Zhao & Wang, 2023).

Beginning with Weber's classical discourse on power and authority, classical social theory and STSCattata five studies have been the theoretical pioneers of digital sociology in this field. For example, Winner (1980, as cited in Zhao & Wang, 2023) analyzed how technology has political attributes. As a typical representation of emerging technologies, digital technologies reflect the power relations and subjective intentions of their designers, as well as influence the power operations and political behavior of society. Currently, the scope of digital sociology in this field mainly focuses on four aspects: panoramic surveillance and the characteristics of power in a digital society, algorithmic nonneutrality, political participation in digital societies, and the connotations and challenges of digital governance.

It should be noted that despite the application of digital technologies across national borders, research in digital sociology still needs to focus on specific social and cultural environments while maintaining international dialogue. The development and application of digital technologies in China is at the forefront of the world, creating rare opportunities for related research in digital sociology.

Object of study of media sociology in Indonesia

Indonesia has a culture and empathy in interacting from the form of language and culture so that they give a slightly different view from other countries, especially in communication in the media with polite and moral language, for some people do not like impolite things in interacting.

So that the sociology of media can be classified as follows:

- a) Social interaction: How media influences and is shaped by interactions between individuals and between groups in Indonesia.
- b) Social structure: An analysis of how the media creates, reinforces, or even changes social structures such as class, gender, and race in Indonesian society.
- c) Social change: The impact of media on social change, ranging from lifestyle trends, shifting values, to social and political movements in Indonesia.
- d) Culture and identity: The influence of media in the formation and transformation of popular culture, national identity, and local culture in Indonesia.

Sociology of digital media

Digital society: A digital society is a society formed from the integration of information and communication technology into daily life, including physical and virtual interactions.

Identity formation: Social media plays an important role in the formation of cultural identity, especially for the younger generation. This platform is a forum for sharing and celebrating cultural identity. Impact on social interaction: Digital sociology examines how digital media shapes social norms, identities, and relationships. Social interaction in a digital society is divided into temporary interactions (e.g. chatting) and long-term interactions (work, studying, socializing).

Challenges of the digital society: Despite the benefits, the digital society faces challenges, such as unequal access to technology, low digital literacy, and threats to traditional social values. There is also a dark side, such as cybercrime, cyberbullying, hate speech, and fake news.

It is culture and science that can worship hoax media as a filter and not provide access to illegal media, especially hoaxes as an illegal dual function in the digital public sphere. so that communication and sociology of media are closely related to culture, identity and information, interaction that respects each other with their cultural diversity. so that it is different from western countries that are free and have no norms, cultural norms, religion and manners, meaning that they are open and give readers or users to filter the media itself in dissemination, even though it occurs in the disruption that exists today due to the globalization of the media that penetrates the borders of countries and spaces.

Thus, this journal was made with all the shortcomings, sorry as literature and can be useful as an enhancer of intellectual property cited by various sources as a qualitative descriptive reference, theoretical analysis and meaning rather than the application of concepts and theories from digital and its rapid development and disruption in the modern era and globalization, hopefully useful, thank you.

CONCLUSION

Digital sociology examines the development, adoption, and social implications of digital technologies from a sociological perspective. Although this article does not provide an exhaustive overview of the field, it highlights several defining characteristics, including its interdisciplinary scope, evolving research methodologies, and continuous interaction between empirical investigation and theoretical development. As digital technologies increasingly influence social institutions, communication practices, and everyday interactions, digital sociology offers opportunities to investigate emerging forms of social organization, inequality, and cultural transformation. Despite the global reach of digital technologies, sociological research must remain attentive to the specific cultural, institutional, and socioeconomic contexts in which these technologies are adopted and used. Research examining digital transformation in China, particularly in platform-based employment and digital governance, illustrates the importance of understanding technological developments within their respective institutional and social environments. Such contextual approaches can contribute to international scholarly discussions while recognizing differences in national experiences of digital transformation.

The widespread adoption of digital technologies has contributed to substantial changes in social interaction, economic activity, and institutional organization, reinforcing the relevance of digital sociology as a field of inquiry. Digital sociology extends beyond the examination of society in the digital age by investigating the reciprocal relationships between technological infrastructures and social structures. Although it shares methodological interests with computational social science, digital sociology encompasses broader theoretical questions concerning identity, inequality, power, culture, and social relationships. Its analytical focus includes not only how digital technologies influence social behavior but also how existing social norms, institutional arrangements, and cultural practices shape technological development and use.

The relationship between digital sociology and digital communication is particularly evident in the ways individuals and communities construct meaning, maintain relationships, and negotiate cultural identities through digital platforms. Communication practices are influenced by language, shared values, social expectations, and culturally specific norms of interaction. Consequently, patterns of digital engagement may differ across societies, including Indonesia, China, and Western countries, reflecting variations in sociocultural traditions, institutional environments, and technological access. These differences suggest that digital communication should not be understood as a culturally uniform process. Instead, its social consequences emerge through interactions between global technological infrastructures and locally embedded practices, including customs, communication etiquette, and collective understandings of appropriate online behavior.

Differences in digital infrastructure, technological literacy, economic resources, and institutional capacity also influence how societies participate in the digital economy. Although many developed countries possess relatively advanced digital infrastructure and established technology industries, patterns of digital adoption and participation vary considerably both within and across countries. In Indonesia, the expansion of digital communication has created opportunities for economic participation, entrepreneurship, information exchange, and the development of digital media industries. However, realizing these opportunities requires more than technological availability. Digital literacy, equitable access, appropriate regulatory frameworks, and responsible platform governance are also essential for supporting meaningful participation. Digital media should therefore be examined not only as instruments of entertainment and interpersonal communication but also as components of broader economic and social systems.

Digital communication infrastructures facilitate interactions across geographic boundaries through interconnected networks, online platforms, and electronic communication technologies. These systems enable individuals, businesses, and institutions to exchange information, participate in economic activities, and establish relationships across national borders. However, the global connectivity enabled by digital technologies also introduces challenges involving cybersecurity, personal data protection, misinformation, and unequal control over digital resources. Differences in technological capacity and regulatory arrangements may further influence the distribution of economic benefits and exposure to digital risks. Accordingly, the expansion of digital communication requires governance mechanisms that balance technological innovation, economic development, user protection, and the preservation of fundamental rights.

The accessibility and speed of digital information circulation have also increased opportunities for misinformation, disinformation, cyberbullying, and other forms of harmful online behavior. These challenges highlight the importance of digital literacy and critical media engagement in helping users evaluate information credibility, recognize manipulative content, and make informed decisions about their online activities. Cultural awareness, ethical communication practices, and knowledge of digital security can further support responsible participation in online environments. Nevertheless, responsibility for addressing digital risks should not rest exclusively with individual users, as platform operators, educational institutions, and regulatory authorities also influence the safety and reliability of digital communication systems.

In the Indonesian context, media sociology provides an important framework for understanding how traditional and digital media influence everyday life, social relationships, cultural practices, and public participation. Sociological perspectives can help identify the institutional and behavioral factors associated with media-related challenges, including the circulation of misleading information, online harassment, and unequal access to reliable communication resources. They can also inform the development of educational initiatives, digital literacy programs, and public policies intended to promote responsible media use. By examining the relationships among media institutions, technological infrastructures, and social behavior, media sociology can contribute to discussions of community empowerment, social inclusion, and sustainable digital development.

Based on the literature reviewed, Indonesia's continued digital transformation requires coordinated efforts to strengthen technological infrastructure, cybersecurity capabilities, digital literacy, and institutional governance. Public authorities, digital platform providers, educational institutions, and industry stakeholders should work toward improving data protection, reducing exposure to cybercrime, and promoting ethical digital communication. Such efforts should also address disparities in technological access and digital skills to ensure that the benefits of digitalization are more widely distributed. Ultimately, digital communication should be understood as a sociotechnical process in which technological innovation and social practices continually influence one another. Further context-sensitive empirical research is needed to assess how these interactions shape social relationships, economic participation, and digital governance in Indonesia and other national settings.

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