Influence of Information Technology on Society

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Abstract. The purpose of this study is to inform the public that with the existence of social media we are easier to do anything such as shopping, ordering food, establishing contacts, opening an online business and others. This study uses qualitative descriptive methods because this method can analyse a phenomenon that is studied in accordance with the state of the subject in the situation that occurred. The results of the analysis obtained from the methods used produced a response from the audience who thought that social media made everything we did easier. This is because social media has become an important factor of interaction for humans. The conclusion of this study is that with the existing social media we can easily communicate without restrictions, open an online business in the form of products or services, besides this social media we can easily shop and order food online.

1. Introduction

Chris Brogran stated that the media is the latest mechanism in conducting multifunctional collaboration and means of communication so that there are many types of interactions\cite{1}. Besides social media is carried out in industry to make contact with clients both directly and indirectly because it is a core part of a promotional mix that is certainly related to the industry \cite{2}. Activities in social media are not the same as the portion of the extent of focus on some or all of the blocks because there are consequences in them \cite{3}. The blocked block is a block in the context of a working design stating that social media uses seven building blocks that have their own functions, namely identity function, interaction between communicators and communicants, sharing, presence, affiliation, good name, and group.\cite{4}.

Since the present model is in a good agreement with the current theories and literature in the thermal decomposition process, further studies gained from this model can be useful for further development. Regarding how to direct tourists to social media sites is the most basic search review. There are things that become competitiveness for traditional providers of travel-related information because they are not media encyclopedia in the realm of online tourism\cite{5}. Seeing from the best research, the manifestation of social media strategies into communication media to be combined and become tips for success in the efforts of the organization and also the marketing of the company.\cite{6}.

Yanuar Nugroho stated that the review that had been carried out became the basis for strengthening the argumentation about the use of social media by the public to expand interaction.\cite{7}

From the previous research conducted by Yanuar Nugroho on social media as a means of interacting that presents information, knowledge and education because it is considered very important, core, essential, and crucial to making contact in the community \cite{8}. The progress of the
communication model to health communication seems to have been widespread in the use of social media-based internet technology which is still a presumption[9]. Ilham Prisgunanto explained that the interaction is easier with the existence of social media because it is not related to distance, space or time so that we can find and occupy contacts without meeting friends in different parts of the world[10]. The purpose of this research is to inform the public that with the existence of social media, everything becomes easier, for example communicating with friends or family who are far from us.

2. Method

This research used the descriptive qualitative method because this method could analyse a phenomenon that was studied according to the state of the subject in the situation that occurs. This research also used previous research related to the influence of social media for the community so that it could analyse how much influence social media itself is

3. Results and Discussion

With the existence of social media, this makes people do something easy. For example in communicating, with the existence of social media we are more easily communicating with relatives without limited space and time. Even different countries with the existence of social media make it easier for us to contact them. For example, in communicating while looking for entertainment and business features we can find all three on Instagram social media. In Instagram communication and enjoying entertainment can be done simultaneously with the direct message feature. Also, the features of the business account manager also have a significant influence for the community to manage their business to make money, as well as for consumers as a field in dancing the desired product.

In the main view of the home Instagram menu if it is associated with the influence of the media for the community, from a universal society perspective, the main display in the home menu has a great influence on entertainment just like viewing photos or videos from people we follow even entertainment artists from the country or overseas, coupled with the program features that make people as users easier to express what they do and share with their followers. In the home menu there are also IG TV features that are not much different from Snapgram. However, IG TV focuses more on video features in a vertical position. In addition to IG TV, there is a Direct Message feature in the upper right corner, this feature serves to communicate personally. With this feature, it makes users feel they have privacy when exchanging messages with people remotely without time-bound as shown in Figure 1.

Figure 1. Home. The figure was adopted from www.Instagram.com/ on Des 20\textsuperscript{th} 2018
Besides the home menu, there is a search menu. This feature works to find people we want to follow, both personal and business accounts. If we have trouble finding an account, this search feature provides a means of remote and location to make it easier to find the account we want as shown in Figure 2.

![Search Feature](image)

**Figure 2.** Search Feature. The figure was adopted from www.Instagram.com/ on Des 20\(^{th}\) 2018

There is also a photo add menu that is useful for sharing our activities in the form of photos to followers. In the lower right corner, there is a personal account menu. This menu serves to store the photo or video files that we have previously shared as shown in Figure 3.

![Menu added photos and personal account](image)

**Figure 3.** Menu added photos and personal account. The figure was adopted from www.Instagram.com/ on Des 20\(^{th}\) 2018
In the personal account menu, there are settings that make us more free to manage our own account, because in the settings menu we can connect our Instagram account with various social media such as Twitter, Facebook, Tumblr, and others as shown in Figure 4.

![Account Setting Feature](image)

**Figure 4.** Account Setting Feature. The figure was adopted from www.Instagram.com/ on Des 20th 2018

In the settings, we can manage personal accounts into business accounts in the business settings menu. Regarding the features of the business account manager, the features in this media are very influential in the community because this feature is beneficial for anyone. One of them in the perspective of the owner of a business account, the home Instagram menu in a business account is useful as a means to view the following through recent updates which can be used to make price comparisons with other business accounts in marketing. However, in the buyer's perspective, the home menu on Instagram has a function to see recent updates of business accounts that are followed as well as to follow what product developments are sold in the online shop as shown in Figure 5.
Figure 5. Personal Account Settings to a business account. The figure was adopted from www.Instagram.com/ on Des 20th 2018

In the Instagram version of the business account, there are promotional features that are useful for promoting products to the public. In addition, there is a telephone button so that consumers can easily contact the business account, there is also an email button as the second facility in business inquiries, besides that there is a button to find out where the business is located as shown in Figure 6.

Figure 6. Promotional features, telephone, e-mail, instructions. The figure was adopted from www.Instagram.com/ on Des 20th 2018
Show categories in shopping that make it easier for consumers to buy products. Can be directly through the website, telephone, or via email.

4. Conclusion

Social media is a medium with many benefits that can be felt by the community. With the existence of social media makes people easier to do something. Nowadays social media is in great demand by all people ranging from adolescents to adults because with the existence of social media makes it easy for us to include information, communication, shopping and even establishing a business. So social media is very influential for the community in every aspect.

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