

DESCRIPTIVE ANALYSIS: THE IMPACT OF TECHNOLOGICAL PROGRESS ON TRADISIONAL COMMUNITIES AND MODERN SOCIETY

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ABSTRACT

Technological advances affect changes in society, both in traditional societies and modern societies. The aim of this research is to see the effect of technological advances on traditional and modern societies. This study uses a literature review. The author uses data collection techniques by collecting and analyzing information from sources that are relevant to the discussion. The findings of this study are that there are differences in mindset, culture, beliefs, place of residence, tools used, clothes used, language used, and social life, the medium and transformation between traditional society and modern society as a result of technological advances. The impact of technological advances and modernization can also have negative impacts such as the fading or withering away of norms or values in certain societies, causing modern humans to place more importance on their personal lives without regard for the wider community. Therefore it can be concluded that there is a change in traditional society and modern society which is the impact of technological advances that are currently developing.



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A. Introduction

Technological advancements now comprehensively cover the fields of education, business, management and others worldwide which are increasing rapidly and are increasingly infecting society. Along with globalization, what is called revolution and development, that is, revolutions occur in traditional societies where development occurs in modern societies (Arirusandi 2022). In current developments there are two types of development, namely modern society and traditional society, modern society can be called urban society and rural society can be called rural society (Syamsurya 2022).

In this modern era, society has seen various kinds of developments, people are moving into the information age in their lives, where all countries are trying to connect all villages, educational institutions, community institutions, government agencies and others into a network so that interaction can be realized. in various parts of the world simply and quickly through telematics. The development of information globalization assisted by technological developments has now changed the traditional aspects of society in such a way that it will certainly make people's lives easier (Juliswara and Muryanto 2022). The development of the internet feels so fast because of the many variations of programs that amaze everyone. Programs belonging to the internet are considered versatile and, apart from providing global information, they also provide virtual means of communication that are used by most people, and can even create a new way of life in society (Djurubassa 2022). Changes in the use of the internet have changed along with the development of increasingly advanced times, namely the internet which was previously used and enjoyed only by certain groups with certain goals, now the internet is freely available to all groups (Word 2022).

It is generally assumed that modernization has a negative impact on the dominant culture or tradition in society (Surya, Taibe et al. 2022). As a result of the inclusion of modern traditions in society, they are gradually being forgotten as the younger generation adopts advanced technology.

B. Method

This research is classified as a literature study with a qualitative approach. Literature study is a research method that is carried out by seeking information through relevant reading sources such as books, journals, and valuable documents (Arikunto, 2013). In this study, the sources used are national and international

sources. The information obtained will be described using qualitative data analysis techniques, namely by describing it more deeply in the results and discussion section so as to produce a conclusion.

C. Result and Discussion

1. Traditional Society

The word traditional comes from the word tradition which is etymologically this term comes from the Latin word "traditum" which means "from before to now". A traditional society is a society that respects its ancestors and their customs and traditions (Oktavia 2022). In general, a traditional society is a society that believes that it is an obligation, a need and a pride to carry the legacy of its ancestors in the form of values, norms, desires and aspirations in life (Mutiani 2022). Continuing ancestral traditions means maintaining community harmony, but conversely, breaking traditions means destroying community harmony (Prayogi and Rizqi 2022).

Therefore, traditional societies tend to be closed and suspicious of foreign cultural elements which are seen as damaging the harmony of relations between citizens. Every violation of the prevailing values and norms creates a strong reaction from community members, because the social control of community members is very strong. Traditional societies are largely primitive, and when traditions are violated, they face sanctions and ostracism, up to and including deportation (Abdurrahman and Ahmad 2022). Sanctions against indigenous peoples are not only physical punishment.

Traditional communities usually live in remote places to allow the community to preserve their culture from outside cultural influences, such as living in a village, so that some consider traditional society to be synonymous with village communities (Syamsurya 2022). This opinion is not entirely correct because many village communities are now advanced (modern) and the definition of village refers to regional criteria and not merely the environment.

Traditional society is sometimes interpreted as a primitive society, namely a society with weak technology (Herdiana 2022). But in reality, traditional societies such as Japan and England already have high technology, but people still adhere to traditional values. Likewise, several ethnic groups in Indonesia live with advanced (modern) technology on the one hand, but still maintain their traditions

on the other. So the measure of traditional society that is synonymous with primitive society is not quite right.

2. Characteristics of Traditional Society

Traditional society in general has the following characteristics (Syamsurya 2022):

- a. The number of members is relatively small so that the relationship between citizens
- b. Society is strong enough.
- c. Homogeneous society seen from heredity, tradition and maybe eyes
- d. Livelihood.
- e. Has rules that bind community members to obey.
- f. Be closed and tend to be suspicious of foreign cultural elements
- g. Social life tends to progress slowly (static).
- h. Their social mobility is relatively low because they are satisfied with what they have.
- i. The emotional connection with nature where it originates (is born) is very strong, and nature is seen as something terrible and inevitable so that humans must submit to it.
- j. The religious attitude is very strong, namely adherence to something that becomes a belief (religion) is very strong).

3. Modern Society

The modern word is the result of the modernization process. Modernization is a process of change or directed social change from a less advanced or less developed state to a better one, manifested in all aspects with the hope of a more developed, advanced and prosperous life. The term modern then emerged from the term modernization (Rahmawati 2022). Modern is usually associated with something "new" or "new". The modern term comes from the Latin words *modo* = road and *ernus* = current. Modern is a way of life that is oriented to cultural values and oriented towards life in today's world civilization (Fadlatunnisa 2022). Modernity is relatively free from the power of old ways because it has experienced changes in the development of modern times. These changes occur as a result of the influence of outside cultural influences that bring progress, especially in the field of science and technology. Thus always abreast of developments in science and technology in balance with advances in other fields such as economics, politics, law, and others. modernisasi ciri ciri

4. Characteristic of Modernisasi

The following are the characteristics of modernization (Juliyati 2022):

- a. Industry-oriented life
- b. Open with new technology
- c. Accept new things
- d. Open social stratification system
- e. Trust science and technology more
- f. Take action rationally

Modernization makes human civilization more advanced or modern. Science and technology are always developing with the discovery of new and up-to-date innovations. Innovations that are usually found in Western countries are then brought to developing countries like Indonesia. The advent of e-mail, social networks and the Internet facilitated communication in different parts of the world and strengthened interaction between cultures. In addition, developments in all sectors can make it easier for the public to access operational efficiency and effectiveness. For example, building infrastructure such as elevators and escalators can make it easier for people to operate. From an economic and political perspective, the success of Western countries in managing and developing their country has encouraged Indonesia to apply this theory, so that it can be said to be a tool for comparative research and self-correction aimed at advancing the nation and development. alleviating poverty in Indonesia.

D. Conclusion

Traditional society is a society whose life is still full of customs in several places, while modern society is a society where the majority of its citizens have a cultural value orientation that is oriented towards life in today's civilization. In this case it is about events in the process of change called modernization, which is a complete transformation from traditional or pre-modern coexistence in terms of technology and social organization to an economic and political model. The difference between traditional society and modern society can be seen from their mindset, culture, beliefs, place of residence, tools used, clothes used, language used, and social life, medium and transformation. However, the negative impact of modernization is the fading or withering away of norms or values in certain societies.

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