THE TRANSFORMATION OF COMMUNICATION TECHNOLOGY AND ITS INFLUENCE ON MODERN SOCIETY'S LIFESTYLE PATTERNS

Nadhira Anggraini Daulay, Muhammad Irwan Fadli Nasution, Sri Suci Ayu Sundari
Universitas Islam Negeri Sumatera Utara
nadhiraanggraini6@gmail.com, irfannst@uinsu.ac.id, sucisundari@uinsu.ac.id

Abstract. The transformation of communication technology has brought fundamental changes to modern society, particularly in how individuals interact, access information, and shape their daily social behavior. This study aims to analyze the impact of changes in communication technology on modern lifestyles, focusing on the intensity of digital media use, shifts in interpersonal communication patterns, and their influence on lifestyle and social culture. The research employs a descriptive qualitative approach, with data collected through in-depth interviews, participatory observation, and literature review involving urban communities actively using digital communication technologies. The findings indicate that the transformation of communication technology—especially through social media and instant messaging applications—has created a more dynamic lifestyle while simultaneously increasing vulnerability to the disruption of traditional social values. Modern society tends to construct digital identities, experience shifts in social interaction patterns, and develop a dependence on digital devices for daily activities, including work, learning, and social interaction. The study also finds that although communication technology enhances efficiency and connectivity, it also introduces new challenges, such as reduced face-to-face interaction, increasing individualism, and the potential for social isolation. Therefore, adaptive strategies in technology use are needed, emphasizing a balance between digital advancement and the strengthening of social values. This research provides an important contribution to understanding the relationship between communication technology and social change within the continuously evolving context of modern society.

Keywords: Communication Technology Transformation, Lifestyle Patterns, Digital Media

INTRODUCTION

Communication technology has undergone a rapid transformation over the past few decades. This advancement has occurred not only in hardware, such as smartphones and internet networks, but also in software, digital platforms, and social media, which have become increasingly complex and integrated into everyday life. Modern communication technology has introduced new ways to interact, share information, and shape public opinion. Modern society is no longer limited by space and time in communication, as digital technology enables real-time communication across geographical boundaries (Triguna & Mayuni, 2022).

These changes have certainly had a significant impact on societal lifestyle patterns. Lifestyles that previously relied on direct physical interaction have gradually shifted toward virtual communication. Social media, instant messaging applications, and digital-based platforms have become inseparable parts of urban life, especially among younger generations. Activities such as working, learning, shopping, and socializing are now largely conducted online. This transformation reflects shifts in values, norms, and social habits that were once collective in nature but are now becoming more individualistic and fragmented.

In addition to providing convenience and efficiency, the transformation of communication technology also presents various new challenges. Dependence on digital devices may lead to negative impacts, including reduced face-to-face interaction, increased digital inequality among social groups, and potential mental health issues from excessive exposure to digital content. This indicates that lifestyle changes are not merely the result of technological development but also reflect how society adapts to such advancements (Saputra & Hidayat, 2025).

This study aims to examine how the transformation of communication technology influences modern societal lifestyles, focusing on social, cultural, and behavioral changes. Through a qualitative approach, this research explores public perceptions, experiences, and adaptation patterns in responding to increasingly digital communication environments. By understanding these dynamics, the study is expected to contribute to the development of communication strategies that are not only technology-

based but also oriented toward strengthening social values within an ever-evolving modern society (Haryono, 2020).

LITERATURE REVIEW

The transformation of communication technology is part of an ongoing social change process that evolves alongside societal development. In modern society, communication technology serves not only as a tool for exchanging information but also as a medium that shapes people's thinking, behavior, and social interactions. These changes have created a new communication ecosystem that is no longer limited by space and time. Technologies such as the internet, social media, and instant messaging applications enable real-time communication on a global scale (Mabrur & Hairul, 2022).

Societal lifestyle patterns are strongly influenced by the evolving communication environment. The emergence of digital media has shifted communication habits from direct interaction toward text- and visual-based communication, which is often faster but lacks emotional depth. Society has become more virtually connected; however, this condition also risks diminishing the meaning of real social interactions. Digital connectivity further encourages the creation of digital identities, in which individuals construct self-images through online platforms that may not always reflect their real-life conditions.

Furthermore, communication technology has consequences for society's social structure. There has been a shift in values from collectivism toward individualism, with face-to-face interactions increasingly replaced by temporary relationships shaped by algorithmic interactions. In this context, technology functions not merely as a supporting tool but also as an agent of cultural and social change. Therefore, examining the impact of technological transformations in communication is essential for understanding the dynamics of continuously evolving modern societies (Naamy, 2023)

METHOD

This study employs a qualitative, descriptive approach to provide an in-depth account of the impact of technological transformations in communication on modern societal lifestyles. The qualitative approach was chosen because it enables the exploration of meanings, understandings, and individuals' subjective perspectives regarding the social changes they experience as a result of advancements in communication technology. The research location focuses on urban communities in major cities, which are among the groups most affected by digitalization and the use of modern communication technologies in daily life.

Data collection techniques were conducted through in-depth interviews with 10 respondents from diverse professional backgrounds, age groups, and educational levels who actively use digital media in their daily activities. In addition, participatory observation was conducted to directly examine communication behavior patterns in residential environments, workplaces, and digital public spaces, such as social media platforms. A literature review of previous studies was also conducted to complement the primary data collected.

The collected data were analyzed using thematic analysis, in which key patterns derived from interviews and observations were identified, categorized, and interpreted to determine the relationship between communication technology transformation and lifestyle changes. Data validity was ensured through source and method triangulation. Through this method, the study is expected to provide a comprehensive understanding of how society adapts to developments in communication technology and how these developments shape new lifestyle patterns in the modern era (M.Pd, 2016).

RESULTS AND DISCUSSION

Increased Intensity of Digital Media Usage. The rapid development of communication technology has significantly increased the intensity of digital media usage in modern society. Digital media—such as social media, instant messaging applications, video conferencing platforms, and other internet-based services—has become an inseparable part of daily activities. This transformation is not limited to the productive age group but has expanded across all segments of society, including children and the elderly, who are increasingly accustomed to using digital devices in various aspects of life.

This increase in intensity is driven by several factors. First, easier access to technological

devices such as smartphones, tablets, and laptops has made digital media more accessible to the wider public. Second, increasingly widespread and affordable internet networks provide unlimited connectivity, enabling people to stay connected anytime, anywhere. Third, global situations such as the COVID-19 pandemic accelerated the digitalization process, during which nearly all activities shifted to online platforms, including education, work, healthcare services, and other social activities (Lestari & Achdiani, 2024).

The high level of digital media usage has influenced changes in social interaction patterns. People now communicate more frequently through digital platforms rather than through face-to-face meetings. Activities such as discussions, expressing opinions, and sharing personal moments are increasingly taking place on social media. As a result, digital media has become a new space for building social relationships, expanding networks, and even constructing online identities. However, intensive digital media use also brings consequences, such as decreased concentration, gadget dependency, and reduced quality of interpersonal interaction.

In addition to serving as a communication tool, digital media has also become the primary source of information and entertainment. Modern society increasingly consumes news, videos, music, and other content through digital platforms rather than conventional media such as television or newspapers. Algorithms embedded in digital media influence what users see and consume, shaping their thinking patterns and behaviors based on personal preferences derived from their digital activities. In this context, digital media plays a significant role in shaping public opinion and directing perceptions regarding social, political, cultural, and economic issues.

Although digital media usage provides convenience and efficiency, its high intensity must be balanced with strong digital literacy. Society needs to understand how to use digital media wisely, critically, and responsibly to avoid misinformation and excessive dependency. Therefore, educational initiatives and regulatory efforts are essential to encourage healthy, ethical, and balanced digital media use in everyday life (Samekto & Purwanti, 2023).

Changes in Interpersonal Communication Patterns. The transformation of communication technology has significantly altered interpersonal communication patterns in modern society. Interpersonal communication, previously conducted face-to-face, has shifted to digital platforms such as social media, instant messaging, and video calling. This change has created a new dimension in how individuals interact with one another, whether within family relationships, friendships, workplaces, or social communities.

One of the most noticeable changes is the shift from direct verbal and nonverbal communication to fast-paced written communication. Emotions, tone of voice, and facial expressions—elements essential to face-to-face communication—are now replaced by text, emojis, stickers, and even GIFs. Although digital media facilitates communication in terms of speed and flexibility, it also presents challenges related to message interpretation, depth of meaning, and the potential for miscommunication.

Furthermore, interpersonal relationships have become more dynamic yet often more superficial. Many interactions are brief, shallow, and occur instantly, without strong emotional closeness. Social media platforms allow individuals to maintain numerous connections; however, not all of these reflect strong or meaningful relationships. Even within family and close friendships, digital communication often replaces in-person meetings, which may reduce the quality of interpersonal relationships and empathy (Swarna et al., 2024).

Technology also influences how people form and maintain relationships. In romantic contexts, for example, the emergence of digital dating applications has changed how individuals meet and interact. In the workplace, meetings and coordination are conducted via video conferencing or collaborative applications, which, although efficient, often feel less personal and may not foster strong team bonding. Similarly, in education, relationships between teachers and students have become more formal and limited due to online communication that lacks emotional interactivity (Khoirunnida et al., 2023).

However, not all changes are negative. For some individuals—especially those with physical limitations or those living far apart—digital communication provides opportunities to remain connected. Technology enables people to establish and maintain relationships across distance and time, something that was previously difficult. In addition, technological advancements encourage creativity in communication, such as through audio-visual content, short videos, and other interactive media.

Thus, changes in interpersonal communication patterns resulting from technological

transformation bring complex consequences. On one hand, technology enhances efficiency and connectivity; on the other hand, it requires adaptation to faster forms of communication that tend to lack emotional and social depth. Therefore, it is important for society to maintain a balance between technology use and the preservation of fundamental human communication values such as empathy, honesty, and emotional engagement (Adel, 2023).

Dependence on Technology. In today's digital era, society's dependence on communication technology has increasingly intensified and become an integral part of everyday life. Devices such as smartphones, laptops, tablets, and internet access have become essential for a range of activities, from work and education to communication and entertainment. This dependence is not limited to the working-age population but also extends to children and the elderly, indicating that technology has reached nearly all segments of society.

Dependence on technology has emerged alongside the increased efficiency and convenience offered by various digital applications and platforms. Activities such as shopping are now conducted online through e-commerce platforms, meetings and discussions are held via video conferencing, and daily communication is increasingly carried out through instant messaging or social media rather than in person. Digital devices are constantly within reach and often become the first and last objects accessed upon waking and before going to sleep. This condition indicates that modern society is beginning to lose clear boundaries between personal, social, and digital spaces (Sutrisni, 2024).

The impacts of this dependence are complex. On the positive side, technology enables high mobility, multitasking, and unlimited connectivity. However, negative symptoms have also emerged, including declining quality of social relationships, reduced concentration, stress caused by excessive notifications, and digital addiction. In some cases, individuals experience anxiety or discomfort when separated from their digital devices—a phenomenon known as nomophobia (no mobile phone phobia). This demonstrates that technology is no longer merely a supporting tool but has become part of individual identity and psychological needs.

Dependence on technology also affects societal lifestyle patterns, making them increasingly passive. Many physical activities have decreased because almost everything can be accomplished through a single device, from ordering food to consulting doctors. This condition may contribute to a sedentary lifestyle that poses health risks. Furthermore, technological dependence creates new social inequalities, particularly between those who possess digital access and literacy and those who do not. This gap can influence economic opportunities, educational access, and social participation.

In response to this phenomenon, it is important for society to develop digital awareness and technological literacy. Technology use should be accompanied by the ability to manage time effectively, limit excessive usage, and continue prioritizing direct social interaction. Education on digital ethics and mental health also needs to be strengthened to ensure that dependence on technology does not evolve into a form of dominance that harms social life and overall individual well-being (Kartini et al., 2020).

Lifestyle Changes. The transformation of communication technology has had a direct impact on changes in modern societal lifestyles. Lifestyles that previously relied heavily on physical activities and face-to-face interactions have shifted toward digital, fast-paced, and practical ways of living. This transformation is evident in various aspects of life, including how people work, shop, learn, and socialize. Technology enables many activities to be carried out from home using a single device—a digital gadget connected to the internet.

This digital lifestyle has created new habits that influence daily life rhythms. Work activities, for example, are no longer confined to office spaces. The concepts of remote working and flexible working have become increasingly common due to online communication applications. Similarly, in education, online learning has become a primary alternative, even after the pandemic. This shift creates greater flexibility in terms of time and location, while simultaneously requiring higher levels of self-discipline and self-management.

In terms of consumption patterns, society increasingly relies on digital services to fulfill daily needs. Online shopping, food delivery applications, and app-based transportation services have transformed how people access goods and services. These changes make lifestyles more efficient and faster; however, they also encourage more consumptive behavior due to easy access and the numerous promotions offered by digital platforms (Parwati et al., 2024).

Lifestyle changes are also reflected in how people manage their leisure time. Entertainment is now largely dominated by digital platforms such as YouTube, Netflix, TikTok, and other social media applications. Social interactions are frequently conducted virtually through chat groups and social media posts. As a result, physical activity has decreased, screen time has increased, and direct face-to-face interaction has declined. Consequently, societal lifestyles have become more individualistic and relatively passive, which, if left unmanaged, may negatively affect both physical and mental health.

On the other hand, technology-driven lifestyle changes have also produced positive trends, such as increased awareness of digital literacy, technology-based minimalist lifestyles, and the emergence of online communities that provide mutual support in areas such as health, hobbies, and education. Nevertheless, these changes must be balanced with proper understanding so that technology functions as a supporting tool rather than the primary determinant of lifestyle patterns.

Thus, the transformation of communication technology has shaped lifestyles that are more connected and efficient, while simultaneously introducing risks related to unhealthy lifestyles and weakened social relationships. Awareness and self-control are therefore essential to ensure that digital lifestyles remain balanced and do not diminish the essence of social life and human values (Adab, n.d.).

Social Isolation and Individualism. One significant impact of the transformation of communication technology is the emergence of social isolation and the increasing tendency toward individualism in modern society. Although technology is designed to connect people more easily and quickly, in reality, many individuals feel increasingly isolated amid intense digital connectivity. Communication that once occurred directly and warmly now often takes place on device screens, indirectly reducing emotional closeness and the quality of social relationships.

Social isolation occurs when individuals have limited or meaningless social interactions despite appearing digitally active. For example, a person may have hundreds or even thousands of friends on social media yet still feel lonely because of a lack of deep, real-life relationships. These superficial interactions are further intensified by social media algorithms that create "information bubbles," where individuals are more frequently exposed to content aligned with their own viewpoints, thereby narrowing opportunities for dialogue and diversity of perspectives.

Meanwhile, individualism grows alongside digital lifestyles that emphasize personal convenience, freedom of choice, and service efficiency. Social activities such as family gatherings, neighborhood interactions, or community events are increasingly replaced by time spent in front of screens. Even in public spaces, many people remain absorbed in their own devices, creating situations where physical presence no longer guarantees genuine social engagement.

In addition, trends such as working and studying from home, supported by technology, further reinforce individualistic patterns. People become accustomed to carrying out activities independently with minimal direct interaction with others. Although efficient, this condition may weaken social skills such as empathy, tolerance, and cooperation, which typically develop through face-to-face interactions in everyday life (Rakhmaniar, 2024).

Social isolation also affects mental health. Many individuals experience stress, anxiety, or depression due to the lack of meaningful social support, even though they remain active in digital environments. This phenomenon highlights that digital relationships cannot always replace authentic and meaningful social connections in human life.

To address this issue, collective awareness is needed to maintain a balance between digital and social life. Efforts such as reducing dependence on social media, increasing direct interpersonal interactions, and revitalizing community activities can help mitigate the impacts of social isolation and individualism. Technology should serve as a tool to strengthen human relationships rather than become a barrier to building social closeness and solidarity (Aji et al., 2015).

New Social and Cultural Adaptation. The transformation of communication technology has not only changed how people interact but has also encouraged the emergence of new social and cultural adaptations in modern society. As digital technology becomes integrated into various aspects of life, communities begin to adjust to new patterns of communication, behaviors, and values emerging from the digital environment. This adaptation process occurs dynamically, both individually and collectively, reflecting society's capacity to respond to changing times.

One of the most visible forms of social adaptation is the shift in communication norms.

Previously, communication ethics were largely determined by direct local cultural contexts; today, new norms have emerged within digital communication, such as netiquette (internet etiquette), awareness of digital privacy, and appropriate ways of interacting on social media. People learn to adapt their language styles, word choices, and even the use of emojis and symbols in everyday communication. This phenomenon demonstrates that digital spaces have created a "new culture" that serves as a reference for building online social relationships (Amraeni & Nirwan, 2021).

In addition, society has begun to develop digital identities. Individuals are now recognized not only through physical interactions but also through social media profiles, digital footprints, and online content they share. These identities shape public perception and become an important part of how others view individuals. Consequently, modern society has become more conscious of the self-image it presents online, making digital identity an essential element of contemporary social interaction.

Cultural adaptation is also evident in how people consume information and entertainment. Traditional practices such as collectively reading newspapers or watching television have gradually shifted toward personalized content consumption through digital devices. This habit not only changes how people access information but also influences preferences, viewpoints, and responses to social issues. Technology also enables the emergence of participatory culture, in which individuals are not merely consumers but also producers of information through self-created content such as vlogs, podcasts, and blog writing.

However, these social and cultural adaptations also present new challenges. Society is required to distinguish valid information amid the overwhelming flow of digital content, maintain ethical interaction practices, and preserve traditional social values so they are not eroded by instant and superficial online culture. Therefore, digital literacy becomes a crucial element in shaping a society capable of adapting not only technologically but also socially and culturally.

Overall, new social and cultural adaptations resulting from communication technology reflect society's creative response to change. In this process, it is important for individuals and communities to maintain fundamental human values such as empathy, tolerance, and social responsibility, ensuring that technological advancement truly contributes positively to collective life (M.KM & M.Pd., CIQnR, n.d.).

CONCLUSION

The transformation of communication technology has brought significant changes to modern social life, particularly in how individuals interact, access information, and conduct daily activities. The intensive use of digital media has driven a shift from face-to-face to virtual communication, directly affecting the quality of social relationships and interpersonal interaction patterns. Dependence on digital devices has become a defining characteristic of modern society, resulting in lifestyle changes that are more instant and efficient, yet also potentially reducing the intensity of direct social relationships.

This study shows that technological transformation not only creates convenience but also introduces new challenges, such as social isolation, individualism, and digital inequality. Nevertheless, society has demonstrated the ability to adapt by developing new norms and values in digital communication that reflect emerging cultural dynamics in the modern era. Therefore, it is essential to build collective awareness regarding the wise use of technology, ensuring that the development of digital communication continues to support quality of life while preserving inclusive and sustainable social values.

REFERENCES

Adab, D. N. D. E. P., M. Kep, Sp Kep J, Penerbit. (n.d.). *Terapi Social Skills Training (Sst) Pada Klien Isolasi Sosial Dengan Pendekatan Teori Peplau Dan Henderson*. Penerbit Adab.

Adel, A. putri agustina. (2023). Perubahan Pola Komunikasi Keluarga di Era Digital. Global Komunika: *Jurnal Ilmu Sosial dan Ilmu Politik*, 6(*2*), Article 2. https://doi.org/10.33822/gk.v6i2.6498

Aji, A., Maulinda, L., & Amin, S. (2015). Isolasi Nikotin Dari Puntung Rokok Sebagai Insektis. *Jurnal Teknologi Kimia Unimal*, 4(*1*), Article 1.

Amraeni, Y., & Nirwan, M. (2021). *Sosial Budaya Kesehatan dan Lingkungan Masyarakat Pesisir dan Tambang*. Penerbit NEM.

Haryono, C. G. (2020). Ragam Metode Penelitian Kualitatif Komunikasi. CV Jejak (Jejak Publisher).

Kartini, K., Ahmad, S., & Eddy, S. (2020). Pengaruh Gaya Kepemimpinan Kepala Sekolah dan Komunikasi Interpersonal Terhadap Kinerja Guru. *Journal of Education Research*, 1(*3*), 290–294. https://doi.org/10.37985/jer.v1i3.34

Khoirunnida, R., Tayo, Y., & Yusup, E. (2023). Perubahan Konsep Diri Remaja Melalui Pola Komunikasi Interpersonal Orang Tua. *Jurnal Ilmiah Wahana Pendidikan*, 9(*23*), Article 23.

Lestari, R. N., & Achdiani, Y. (2024). Pengaruh Globalisasi Terhadap Gaya Hidup Individualisme Masyarakat Modern. *Sosietas: Jurnal Pendidikan Sosiologi*, 14(*2*), Article 2. https://doi.org/10.17509/sosietas.v14i2.70149

Mabrur, M., & Hairul, M. A. (2022). Transformasi Dakwah Pesantren di Era Digital; Membaca Peluang dan Tantangan. *An-Nida'*, 46(*2*), Article 2. https://doi.org/10.24014/an- nida.v46i2.20864

M.KM, M. R., SKM, & M.Pd., CIQnR, F. F., S. Si T. (n.d.). *Buku Ajar Memahami Ilmu Sosial Budaya Dasar (Isbd) Dalam Kebidanan*. Penerbit CV. Sarnu Untung.

M.Pd, P. D. A. M. Y. (2016). *Metode Penelitian Kuantitatif, Kualitatif & Penelitian Gabungan*. Prenada Media.

Naamy, N. (2023). Transformasi Sosial Dakwah Tuan Guru; Dari Tradisional Menuju Era Digital. Ulul Albab: *Journal Da`wah and Social Religiosity*, 1(*1*), Article 1. https://doi.org/10.69943/xdrqc336

Parwati, N. W. M., Haryati, N. P. S., Wulandari, I. A., & Gayatri, N. L. P. (2024). Hubungan Postpartum Blues dengan Kualitas Hidup pada Ibu Nifas di Denpasar. *JURNAL ILKES (Jurnal Ilmu Kesehatan)*, 15(*2*), Article 2. https://doi.org/10.35966/ilkes.v15i2.373

Rakhmaniar, A. (2024). Pengaruh Media Sosial Terhadap Keterampilan Komunikasi Interpersonal Pada Remaja Kota Bandung. *WISSEN: Jurnal Ilmu Sosial Dan Humaniora*, 2(*1*), 239–249. https://doi.org/10.62383/wissen.v2i1.244

Samekto, A., & Purwanti, A. (2023). Perubahan Tatanan Sosial dan Transformasi Pemaknaan Pancasila. *Pancasila: Jurnal Keindonesiaan*, 3(*1*), Article 1. https://doi.org/10.52738/pjk.v3i1.132

Saputra, M. R., & Hidayat, F. (2025). Dinamika Komunikasi Persuasif dalam Media Massa: Teknik, Strategi, dan Pengaruh terhadap Perilaku Masyarakat. *Jurnal Al Nahyan*, 2(*1*), Article 1. https://doi.org/10.58326/jan.v2i1.152

Sutrisni, D. D. (2024). Pengaruh Penggunaan Media Sosial Instagram Terhadap Perubahan Pola Komunikasi Interpersonal siswa SMK Muhammadiyah 5 Purwantoro Tahun Ajaran 2023/2024 [Diploma, IAIN Ponorogo]. *https://etheses.iainponorogo.ac.id/28073/*

Swarna, M. F., Rumardani, A., Saputra, E. A., Nuryadi, D. P., Al-mufid, M. D., & Amalia, N. (2024). Dampak Penggunaan Media Sosial Terhadap Pola Komunikasi Interpersonal. *Karimah Tauhid*, 3(*1*), 1012–1019. https://doi.org/10.30997/karimahtauhid.v3i1.11841

Triguna, I. B. G. Y., & Mayuni, A. A. I. (2022). Dari Teks Menuju Konteks: Semiotika Dharmagita dalam Transformasi Masyarakat Modern. *Jurnal Penelitian Agama Hindu*, 6(*2*), Article 2. https://doi.org/10.37329/jpah.v6i2.1554