



THE IMPACT OF TECHNOLOGICAL DEVELOPMENT ON SOCIAL CHANGE AMONG MOTHERS IN THE VILLAGE OF AEK HITETORAS DISTRICT MARBAU DISTRICT NORTH LABUHAN BATU

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Keywords:

Impact, Technological Development, Social Change, Society

Abstract

This journal was written to find out how social change among mothers in Aek Hitetoras Village, Marbau District, North Labuhanbatu Regency, is affected by technological advancements. The research used is qualitative with a descriptive approach and observation and interview data collection methods. In this study, data analysis includes data reduction, data display, and drawing conclusions. Mechanical improvements manily affect parts of life, so it frequently sets off rubbing among society, including among moms. People's lives and patterns of interaction are impacted in both positive and negative ways by the friction caused by technological advancements. The findings of the research lead us to the conclusion that technological advancements have both positive and negative effects on society.

Vol. 7, No. 2, August 2024
 [10.20414/sangkep.v2i2](https://doi.org/10.20414/sangkep.v2i2).

Submitted: July 27th, 2024
Accepted: August 9st, 2024



A. INTRODUCTION

Rapid technological developments over the years have profoundly affected people's lives. The development of both communication and information technologies today is at the level of a very complex human need. Not only does it involve use as a means of communication or an exchange of information between individuals for social interaction but it also covers considerable scope from communities, institutions, regions, countries, countries and continents (yoga, 2018). The rapidly growing flow of information affected communities, with society's consumption making the technological world increasingly sophisticated.

But with technological advancement there will certainly be both positive and negative effects of its use (raeni et al., 2022). One of the most developed and popular technologies in society is mobile phones, gadgets, and the like. Cell phones and gadgets are commonly used as communication devices with the application's features and thus make it easier for users to obtain information. Even over time mobile phones have become a basic necessity that nearly all individuals need from children to parents (isti 'anatul mashlahah, 2023).

The development of mobile technology contributes to the social changes that both individuals and societies experience in life. According to the opinion of talcot parson, social change occurred as a result of progress in both life and community environment, he realized that modernization was a process by which people went from traditional to interdependent and interdependent societies. It also views technological development as one of the most important factors that causes social change, including changing values, social structures, and interhuman interaction (syawaludin, 2017). This theory is supported by the view selo soemardjan which states that social change refers to all improvements made to the social institutions of a citizen, which influence his social scene, among them improvements to points, attitudes, and forms of action among the various classes of the citizen (machdum et al., 2023).

Based on studies entitled "socio-cultural changes in indonesians and communications technology development" the results suggest that the use of smartphones can lead to dependence and a change in one's life-style. Dependence on technology can change the individual's life habits, and such changes tend to

lead to negative effects. For example, recognition and reliance on technology can transform a originally positive life-style into more negative (yoga, 2018).

According to another study entitled "the effects of technological development on the behavior and lives of young women in the millenniae" suggests that technology is a human work that facilitates the performance of activities. As time and time go on, human science is increasingly expanding, prompting us to create innovations that make daily life easier. Antiquity was characterized by technological advances that have pervaded almost all levels of global society to support their activities. Even so, behind these technological advances, society, especially the younger generation, will face its impact both profitable and harmful. The younger generation play an important role in the sustainability of the next generation in which cultures can be threatened with extinction because they are thought to be obsolete and incompatible with the age. However, technology, on the other hand, makes it easy for youth to acquire and study various sciences, thanks to broad technological coverage and readily available global access (isti 'anatul mashlahah, 2023).

According to earlier studies, the shift in social changes in the society asa result of the development of technology on both phones and devices, this makes it the strongest reason for the authors to implement exploration as to how the development of technology in particular is both gadget and cellphone affect the social changes among mothers in the village of aek hitetoras district marbuhanbatu.

B. METHODS

This type of study employs qualitative research methods by a descriptive approach. This technique is chosen because information is combined such as a description strung together by both word and sentence patterns. This qualitative study as an effort to examine social phenomena and human problems, both in terms of action, view and description of a phenomenon occurring somewhere (waruwu, 2023). The focus of this research is to see how technological developments are affecting mothers' social changes. This exploration was conducted in the village of aek hitetoras district marbau district north of labuhanbatu. Research subjects used by researchers to obtain information of five

people, nurasiah, mother of tumila, mother of tumina, mother of ika listiani, mother of dinda dwi as a society. The data sources used are primary and secondary data. The "primary data" is the information collected through deep debriefing with the corresponding informant. Rather, secondary data is information obtained from prior research or writing and is used as a supplement, usually in books, journals, or other media. The study USES a variety of data collection techniques, including direct observations at the site of exploration and Tanya jawab. Debriefing was used by analysts to explore further the distinctiveness of exploration objects that could not have been done with me alone.

C. RESULTS AND DISCUSSION

Aek hitetoras is a village located in the marbau district of northern labuhanbatu, northern Sumatra province, aek hitetoras has an area of around 2,400 ha of village xi with 3,345 inhabitants of 941 family heads. As for the livelihood of the people in the village of aek hitetoras the majority are palm oil farmers, farmers and traders. This exploration was made in the village of aek hitetoras village, district marbau, northern labuhanbatu with the impact of technological development in particular gadget and mobile phones on social changes among mothers.

Social change is a movement or a structural change in the mind-set, attitude and social life of a society in order to improve the quality of life. But in reality, not all social changes occur simultaneously and bring progress in existing social structures, sometimes causing setbacks (goa, 2017).

Based on interviews and research conducted on the site of five mothers such as informers this shows kanyakni, a housewife in the village of aek hitetoras, is actively using a mobile phone to access social media mainly facebook, bringing in a long term either positive or negative results in the actions of the mothers themselves, both family and other people and social environment.

Based on observations and interviews of the active mother n using a mobile phone, researchers found that such changes in the behavior of an informant as lack of communication in the family were causing the deterioration of harmony

and unity in the family. In the past, n's mother used to spend time with her family at the table every night, sharing stories about their day. However, ever since his cellular phone began, such moments have become increasingly rare. When families try to communicate, they are often distracted by notification and messages from social media or other applications.

A change in mother's behavior not only affects direct interaction with family members but also changes the dynamics of their communication as a whole. Before that, his physical presence had always been coupled with strong emotional availability to listen to and respond to family needs. Now, however, his focus is often split between physical presence and divided attention on his gadgets. It reduces the intensity and quality of interpersonal interaction between them.

The lack of communication resulting from dependence on the cell phone has also affected the pattern of family decision making. In the past, n's mother and family members often discussed in person to resolve problems or plan activities together. Now, however, decisions are often made on their own by individuals without any deliberations or consultation, as they no longer have sufficient time for deep communication.

The negative effect of a lack of communication in this family is also seen in a decrease in harmony and unity. Previously, n mothers' families often experienced moments of togetherness that strengthened emotional bonds and solidarity between family members. However, since the presence of mobile phones is more prevalent in everyday life, important moments like these become increasingly rare, so that family harmony has suffered a significant decline.

While technology, such as mobile phones, should be a tool to enrich social life and expand communication networks, the study highlights the importance of wise use. Excessive or unbridled use can change the social dynamics and relationships of individuals, even within the family circle. It is important, therefore, for individuals and families to find a healthy balance between real technology and social interaction, not to sacrifice the harmony and unity of families that are the foundation of happiness and collective well-being.

The informer when the family attempts to communicate or engage in interaction, the mother n tends to be distracted by notification or activity on the mobile phone, lessening the quality and depth of the interpersonal relationships in the family.

Furthermore, excessive use of mobile phones was also seen when the mother n set up an anonymous facebook account. Through this account, n's mother engage in communication with the opposite sex of seduction and persuasion, which eventually leads to infidelity. Not only are these activities morally and ethically alarming but they have a potential for damaging trust and stability in family relationships.

The change in maternal behavior focused on the mobile phone also reflects a shift in values and priorities in the family. Previously, values such as open communication, honesty, and openness in relationships were valued and highly valued. However, with the presence of a mobile phone inviting anonymous and unlimited interaction, such values are sometimes overcome or even ignored, resulting in conflict and tension in the family dynamic.

The impact of this habitual overuse of mobile phones not only affects individuals but also potentially destabilizes entire families. Infidelity as a result of secret media communication can shake the foundation of trust and mutual respect between family members. This reminds us of the importance of limits in using technology to maintain the integrity and harmony of the home.

It is important for individuals and families to consider the social and emotional impact of technology use, including mobile phones and social media. It needs to build awareness of wholesome boundaries in use of technology, and a return to emphasis on basic family values such as open communication, mutual support, and respect for the privacy of each family member. Families can thus build harmony and peace in their relationships, avoiding the negative effects that their use of uncontrolled technology can have.

The next study was with Mrs. K, she was also an active cell phone user. He often USES his facebook to establish communication with the fitness community and bond with the community, making it seem more real, and it is not

uncommon to promote health by offering drugs. According to Mrs. K's research, it was found that she was using intensive facebook to establish communication with the fitness community. Through this platform, Mrs. K is actively involved in discussions, sharing information, and expanding the network with members of the fitness community. This activity gave him an opportunity to appear to exist more and to be involved in an environment that promotes his interest in health and fitness.

In addition, k's mother used a social media platform to conduct health promotions by offering slimming products. This practice suggests that he not only consumed information from the community but also was active in distributing or promoting products he considered to be beneficial to the community. This reflects the positive role that technology plays in supporting greater public knowledge and understanding.

The use of k's cell phone as a tool for interacting and communicating in the fitness community also demonstrates positive adaptation to technology in supporting healthy lifestyles. Through active participation in online discussions and activities, he can acquaint himself with community members, exchange information about fitness routines, and gain motivation and support from fellow users.

But let it be so, it is important to remember that the use of social media in the context of health promotion also raises ethical questions, particularly with regard to the safety and validity of the information being presented. Mrs. K needed to make sure that the information she Shared with the slensing products had a solid scientific basis and did not pose a health risk to the user. This would certainly not be so easily dismissed, plus the sosail media platform would not be forever filled by irresponsible individuals.

While active participation in the fitness community through social media provides social and emotional benefits, such as support and motivation, Mrs. K also needs to maintain a balance between online activities and direct interaction with the family and the surroundings. It is important to ensure that technology

does not disrupt family harmony and unity, which is the key foundation in building healthy and happy relationships.

The use of gadget by Mrs. K to participate in the fitness community and promote health through social media shows a positive potential for using technology to support healthy lifestyles and engage in communities that suit his interests. It is important, however, to keep the ethical and social impact of the use of this technology, and to maintain a balance between online activity and interpersonal needs in daily life. She, in effect, USES her account as a source of income while wanting to be more visible, reveals her hobbies in gymnastics and other gym activities.

The next study was with Mrs. T, she was also an active cell phone user. Since getting to know his mobile phone, he has become more individualist because he develops long-distance communication with his mobile phone more frequently and has more at home and less social interactions with those around him.

At first glance, small objects of only the size are small men. However, mobile phones can easily change human traits and traits. In the case of t's mother, one who was used to communicating directly was more interested in a long-distance communication system (online) that resulted in a lack of real-life interaction. This change caused a decrease in real social interaction for the mother t. although technology enabled her to remain in contact with people from a distance and extend her social network virtual, it also resulted in a lack of opportunity to engage in deep face-to-face interaction. The interactions that occur in cyberspace often cannot convey the same social nuances and personal expressions as in direct interaction, which can affect the quality of a person's social and emotional relationships.

The use of long-distance communication systems can also influence the dynamics and quality of interpersonal relationships in everyday life. As more time and energy are spent interacting via electronic devices, this may reduce time available to real-world social events, such as family meetings, community activities, or spending time with friends.

It is important to note that this shift is not entirely negative, for technology also brings great benefits in promoting global interconnectivity and facilitating access to valuable information and resources. However, for individuals like the mother t, it is important to find the right balance between online life and offline, so as not to sacrifice the quality of relationships and social interaction in the real world.

A mother t's communication behavior shift in direct interactions to more rely on long-distance communication systems indicates the significant role technology plays in daily life. While it brings benefits such as greater accessibility and increased accessibility, this shift also presents the challenge of maintaining deep social relationships and unity in everyday life. Hence, it is important to continue to develop an awareness of the use of healthy technologies and give priority to meaningful social interaction in the real world.

The next study was with il's mother, she was also an active cell phone user. He used his facebook to make long-distance communication easier and also used it as a medium for his wares. The next study is with dd's mom, she's also an active cell phone user. He USES his facebook beyond communication and interaction to upload both photos and videos and create content about sharing recipes. Dd's mother is active on uploading photos/videos that contain cooking or that are now called tutorial videos. Not just the cooking process, Mrs. Dd also often distributes the recipes she USES. Partisipasi Inu DD dalam berbagai kegiatan memasak dan berbagi resep melalui media social mencerminkan peran positif teknologi dalam memperluas wawasan dan keterampilan pada bidang kuliner dan tataboga. Kegiatan ini tidak hanya memberikan inspirasi bagi para penonton, tetapi juga memungkinkan beliau untuk mengembangkan jurnal kuliner pribadinya.

As with the general use of social media, dd's mother also needs to consider the social and psychological impact of intensive online activity. While sharing culinary content can be a tool to build social connections and gain appreciation from online communities, it is important to keep a balance between online activities and deeper social interactions in real life.

The use of mobile phones by dd's mother to actively communicate, interact, and create the culinary content on social media shows how technology can be used to expand creativity and social connectivity. Not only does it benefit self-expression and enhanced skills but it also contributes to a broader online community by sharing experiences and inspiration in cooking.

Regarding research findings and inquiry investigators, a change in behavior is a paradigm one changes according to what one learns from both family, friends, acquaintances and self. The social changes that have occurred to the rural mothers of aek hitetoras are behavior changes that result from the development of mobile phone technology being used to access facebook, which is one of the most powerful improvements to communication, socialite-wanting to enhance income, affecting her relationships and social interactions in both her family and her community (lewin, 1951, p.12) in (genuina, (2021).

Based on the observations and interviews the researchers have described asa result of the development of technology to social changes among mothers in the village of aek hitetoras suggests that the positive and negative results that have been generated from the use of a mobile phone were:

A. positive impact of technological development on social change among mothers in the village of aek hitetoras district marbau marbau northern labuhanbatu The development of technology has brought positive results to people, generally among mothers in the village of aek hitetoras district marbau marbau district, such as:

1. Increased Confidence

Regarding research done on mothers in the village of aek hitetoras shows that during the technological development this phone in particular made them more confident in their social life by accessing facebook, because of the initial technology they knew only about their neighbors, but because of the technology in particular it made their friendships broader by participating in the fitness communities and so on. Cell phone use allows such mothers to be more confident about social interaction. They can easily access information, communicate with, and engage in various communities, such as fitness and the like, which they may not previously have been able to do so widely. This not only

expands their social networks but also provides opportunities to deepen their interest and hobbies by sharing information and experience with people who share similar interests around the world.

Participation in online communities also gives mothers the opportunity to learn new things and to develop skills in specific areas, such as health and fitness. They can gain support, motivation, and inspiration from fellow community members, who help improve the quality of their lives overall.

Nevertheless, it is good to remember that the use of technology such as mobile phones can also present certain challenges and risks, such as exposure to information that is not true or becoming addicted to social media. Therefore, it is important for such mothers to manage technology wisely, maintain balance between online and offline living, and utilize technology for good and positive personal development.

In the villages of aek hitetoras, the experience of these mothers shows how important technology is in connecting isolated communities with the outside world, giving them access to information and opportunities that were previously difficult or impossible to obtain. Thus, technologies such as mobile phones can act as tools empowering societies to improve quality of life and expand their social networks in the digital age.

2. It's Easier to Do Business Online

The advent of this technology makes people much easier to create an online business. Using gadgets, they can use facebook as a container to promote his wares. Furthermore, people easily access products both for sale and for purchase (ramadhani, 2023). In accordance with the findings of exploration made in the village of aek hitetoras, there are many mothers who use their phones as trade stores, such asil's mother who USES facebook to sell clothes, household items, writing materials, rice and mother k who sell snailing drugs, so that it can have an impact on building social relationships to others and earning a living.

Digital technology allows people to learn or start businesses by selling merchandise online technologies, particularly Internet and digital platforms such as e-commerce, social media, and mobile applications, have changed the way people run the business. Society is no longer limited by geographical boundaries or large capital to start enterprises.

With technology, anyone can use online platforms to sell their products or services. For example, a rural mother can make handmade products and sell them through a platform of e-commerce, such as software or shopee, to customers throughout Indonesia. This not only provides new economic opportunities for the individual, but it also supports economic inclusion and growth of micro and small enterprises.

In addition, technology also facilitates new business models, such as dropshipping, a marketing affiliate, and crowley, enabling entrepreneurs to start at lower risks and more efficient operating costs. Social media platforms such as instagram and facebook also provide great opportunities to build brands and connect directly with consumers without the cost of advertising.

Communication has become easier and easier

With the help of information technology, we can easily communicate with people far away without space constraint. It allows us to form social relationships even when we are far apart (jie et al, 2023). Like studies done that cell phones make it easier for people in the village of aek hitetoras to interact with relatives and friends.

A major advantage of this development is that it enables people to stay connected with family, friends, and colleagues wherever they are. For example, a professional can have a virtual meeting with his team scattered all over the world without having to physically assemble in one place. This not only increases the work efficiency but also enables more easily cross-border collaboration.

In addition, information technology has also changed the way we understand and experience social relationships. Social media platforms like facebook, instagram, and twitter allow us to share experiences, photos, and videos with family and friends around the world. This opens the door to building strong online communities that support each other in many areas, from sports to art and politics.

The presence of technology particularly mobile phones makes it easy for people to access various information media (hakiki, 2019). Like studies done with mothers in the village of aek hitetoras that they use his cell phone to access such information through facebook, they use it to build communities, trade and communicate with others.

A. a negative impact of technological development on social change among mothers in the village of aek hitetoras district marbau marbau northern labuhanbatu While technology especially mobile phones may have a positive impact on social change, in other ways technology's advancement especially may have a negative impact on social changes such as those of mothers in the aek hitetoras district marbau marabou, among others:

a. The interaction patterns change

The presence of technology today makes it through the household, especially mothers. It appears that at this point the interaction patterns of mothers in particular have undergone a very significant shift. If this is left unchecked, it will change the way people live information technology and communication technologies in the environment, including in the use of social networking and online marriage websites that have always been used to measure their existence (ngafifi, 2014). As research on the mother t turned into a individualist so regular interaction with people around with technology in particular cell phones made her less likely to blend in with people around her.

b. Engendering dependence

With all the ease provided from information technology and interaction that users in their surroundings seem to be satisfied by the availability of all needs. Some information technology and communications users are increasingly refusing to use manuals and prefer to abandon direct communication interactions for efficiency and activity. They find it increasingly difficult to break away from advances in technology, and these phenomena are projected to last for a wide duration, increasing their dependence (yona, munti, and shifuddin, 2020). As studies went with onen informant who seemed to have overextended use of his cell phone and developed a lapse in his time that sometimes made him overlook his responsibility to take care of his family.

c. Makes it easier for someone to go undercover

Technology in both gadgets and mobile phones has made it easier for humans to engage in activities that could adversely affect their users. It's like

setting up a fake facebook account for both pleasure and attention, and wanting to be known to a lot of people. This happened to onen informant who used his phone to set up a fake facebook account in order to communicate with a member of the opposite sex by claiming that he was unmarried and that a scholar was in fact not true.

d. Reducing family harmony

The current technology, especially mobile phones, has a profound effect on family harmony because it causes so much fun that one spends more time playing cell phones (ningah, 2018). As had happened to one informer since he had a cell phone and used facebook kept him so busy with his cell phone that sometimes he didn't pay enough attention to his family, of course it resulted in arguments that sometimes suppressed harmony in the family.

e. Affecting spiritual spirituality

Spirituality is the concept of understanding religion, which is essentially a journey to self-understanding. Furthermore, in the islamic context, the spiritual term is more associated with human activities as a creation that has a duty to the creator, to its fellow creatures, and also in its relation to nature however, today society seems to have forgotten its purpose in life. They are so busy accumulating material wealth for temporal living, but so little is concerned about the charity of their worship that the administration is far from religious observance (hamid & djollong, 2019). According to the spiritual observation that they have neglected to do worship such as five-time prayer, it is because of the influence of the cell phone that they become like this (faizah, 2021).

Gives rise to behaviors that both ridicule and berating others With technological developments like the hanphone, people, especially mothers, are familiar with social media, and it sometimes gives rise to inappropriate behaviors such as ridicule and abuse of others that there is dissension between the two sides. God speaks in the surah of al-hujurat verse 11:

يَعْسَلُ عَيْسًا مِّنْ عَيْسٍ وَلَا مَنَّهُمْ خَيْرٌ يَكُونُوا أَمْ يَكُونُوا أَمْ يَكُونُوا أَمْ يَكُونُوا
وَمَنْ الْإِيمَانَ بَعْدَ الْفُسُوقِ مُلَاسِدٌ بِئْسَ بِالْأَلْفَابِ تَنَابَزُوا وَلَا أَنْفُسَكُمْ اتَّلَمَّرُوا وَلَا مَنَّهُمْ خَيْرٌ يَكُنَّ أَنْ
لِمُؤْنِ الظُّهُمُ كَيْفَ أَوْ لَا يَنْبُ لَمْ

O men of faith, let no man make fun of another (for) they may (those who are mocked) be better than they (those who mock) and neither women (make fun of) other women (for) might be women (who are ridiculed) better than women (who make fun of). Try not to reprove or call each other by bad names. The worst call ever was security upon receiving. The zulus were those who had no arms. (Kemenag, 2019).

The text teaches the mukmin not to ridicule or berate others, for it contradicts the teaching of the qur 'an that encourages unifying the feelings of others. Because mockery and lashing can cause a rift in individual relationships (Mundzir et al., 2021)

3. A solution to reducing the negative effects of technological developments on social changes among mothers

- a. Provides training in mobile phone technology (nastiti et al., 2023). This is in order to help mothers understand the benefits and risks associated with cell phones. With good understanding, mothers will be better able to manage the effects of technology development especially mobile phones in everyday life
- b. To set up time on a cell phone to keep mothers focused on their obligations both in the household and in the role of parents. With a good use of time management will increase both work effectiveness and activities of mothers (anasty, 2023). This is in order to avoid and lessen the negative effects of excessive use of mobile phones, such as excessive cell-phone play (the hidayatuladkia et al., 2021).
- c. Using mobile phones to create economic opportunities for mothers (ardianshi, 2023), such as selling online or starting a home business, thus making them financially independent.
- d. Spend time with family (wahyuti & leonita, 2016). This may engender feelings of affection that give positive relationships that affect family social life.
- e. Following social activities that can have a positive effect and reduce mobile phone use, such as engaging in poshaandu kader activities,

engaging in gymnastics communities, following social activities made by them or golon.

D. CONCLUSION

Based on the discovery of the exploit made by mobile phone which has had a social impact on mothers in the region of hitetoras district marbau district, among other social changes it shows such positive effects as increased confidence, easier access to online business, easier communication and easier access to information media. In addition to the development of technology especially mobile phones, it also has a negative impact on the social development of mothers in the village of aek hitetoras district marbau district of northern labuhanbatu, such as the changing interaction patterns that cause mothers to become more individualis, the resulting dependency of overuse of telephones, the presence of identity camouflage to communicate with the opposite sex, and the lack of family harmony, Influences religious spirituality and fosters both derogatory and abusive behavior. As for the solution that can be done in avoiding or minimizing the negative effects of technological developments, it is by training the use of mobile technology, managing time in the use of cell phones, making good use of cell phones for economic opportunities, spending time with family, following social activities.

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