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### CULTURAL COMMUNICATION IN THE DIGITAL ERA: (Challenges, Strategies, And Social Implications)

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#### Abstrak

Penelitian ini membahas transformasi komunikasi budaya di era digital yang ditandai oleh pesatnya perkembangan teknologi informasi, media sosial, dan globalisasi. Melalui metode kualitatif dengan studi kepustakaan, penelitian ini mengidentifikasi perubahan mendasar dalam bentuk, proses, serta dampak komunikasi budaya terhadap masyarakat. Hasil penelitian menunjukkan bahwa era digital menghapus batas geografis, mempercepat pertukaran budaya, dan memperluas jejaring sosial. Namun, tantangan seperti miskomunikasi, polarisasi budaya akibat algoritma media sosial, serta penyebaran hoaks dan ujaran kebencian juga semakin meningkat. Strategi yang diusulkan meliputi peningkatan literasi digital dan budaya, pendidikan multikultural, kolaborasi lintas sektor, serta inovasi dalam pelestarian budaya melalui digitalisasi. Implikasi sosial yang ditemukan meliputi penguatan solidaritas sosial, pembentukan identitas hibrida, peluang ekonomi budaya, hingga risiko krisis identitas dan konflik sosial. Penelitian ini merekomendasikan upaya kolektif lintas sektor untuk membangun ekosistem komunikasi budaya yang sehat, adaptif, dan inklusif di era digital.

**Kata Kunci:** Komunikasi Budaya, Era digital, Tantangan, Strategi, Implikasi Sosial

#### Abstract

This study discusses the transformation of cultural communication in the digital age, which is characterised by rapid developments in information technology, social media, and globalisation. Using qualitative methods and literature review, this study identifies fundamental changes in the form, process, and impact of cultural communication on society. The findings reveal that the digital age has erased geographical boundaries, accelerated cultural exchange, and expanded social networks. However, challenges such as miscommunication, cultural polarisation caused by social media algorithms, and the spread of misinformation and hate speech have also increased. Proposed strategies

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include enhancing digital and cultural literacy, multicultural education, cross-sector collaboration, and innovation in cultural preservation through digitalisation. The social implications identified include strengthened social solidarity, the formation of hybrid identities, cultural economic opportunities, and the risk of identity crises and social conflicts. This study recommends collective cross-sector efforts to build a healthy, adaptive, and inclusive cultural communication ecosystem in the digital age.

Keywords: Cultural Communication, Digital Age, Challenges, Strategies, Social Implications

## INTRODUCTION

The development of digital technology has brought significant changes to various aspects of human life, including in the realm of cultural communication (Utaridah et al., 2024). The digital era is characterised by the rapid growth of the internet, social media, and advanced communication devices that enable cross-cultural interactions to occur instantly and without geographical boundaries. Amidst the increasing tide of globalisation, cultural communication has become increasingly complex, demanding adaptation and new understanding of emerging social dynamics. This phenomenon not only influences how individuals interact but also reshapes the values, norms, and cultural identities of society.

Cultural communication is the process of exchanging information, ideas, and meanings between individuals or groups from different cultural backgrounds (Suharti & Kartika, 2021). In a traditional context, cultural communication takes place face-to-face, through symbols, language, rituals, and customs that have been passed down from generation to generation. However, the advent of digital technology has redefined this process. Communication is no longer limited by space and time but can occur in real-time through various digital platforms such as social media, instant messaging apps, online forums, and interactive websites. This shift has had a significant impact on communication patterns, both in personal, professional, and social spheres.

One of these is the potential for miscommunication or misinterpretation due to differences in cultural background, language, and values (Abubakar et al., 2022). Digital technology does indeed facilitate the exchange of messages, but it does not always convey the cultural nuances inherent in traditional communication. For example, the use of emojis, memes, or certain symbols on social media can have different meanings in each culture. This can lead to

misunderstandings, even conflicts, if not accompanied by adequate cross-cultural understanding. Additionally, social media algorithms that tend to reinforce opinion polarisation and create ‘echo chambers’ further exacerbate the challenges of cultural communication in the digital world.

On the other hand, the digital era also opens up great opportunities for the preservation and development of local culture. Through digital platforms, communities can promote their cultural wealth, traditions, and local wisdom to a global level (Mashis et al., 2023). Various cultural digitisation initiatives, such as the creation of educational content, documentation of traditional arts, and the organisation of online cultural festivals, have proven to be effective strategies in expanding reach and strengthening cultural identity amid the tide of globalisation. Thus, cultural communication in the digital age not only presents challenges but also offers innovative solutions in preserving cultural diversity.

Effective cultural communication strategies in the digital age require high levels of digital and cultural literacy. Individuals are required to be able to sort through information, understand the cultural context of the messages they receive, and develop empathy and openness towards differences (Arifin, 2023). Multicultural education and cross-cultural training are key to building inclusive and harmonious communication. Additionally, collaboration between the government, educational institutions, and civil society is essential to create a culturally inclusive digital ecosystem free from discrimination.

The social implications of cultural communication in the digital age are far-reaching. On the one hand, the digitisation of communication can strengthen social solidarity, expand friendship networks, and accelerate the exchange of knowledge between cultures (Ishaq & Mahanani, 2018). However, on the other hand, there are also challenges in the form of the spread of hoaxes, hate speech, and negative stereotypes that can damage social harmony (Sidartha Adi Gautama, Yudi Dharma, 2023). The active role of society in maintaining communication ethics and building a healthy digital culture is crucial to mitigating these negative impacts.

The transformation of cultural communication in the digital age also has an impact on the formation of individual and group identities. Cultural identity is no longer static, but dynamic and constantly evolving through interactions in the digital space (Fransiska et al., 2020). This process creates hybrid identities, where individuals can adopt elements of other cultures without

losing their own cultural roots. However, this process also has the potential to cause identity crises, especially among younger generations who are more vulnerable to the influence of global culture. Therefore, it is important to instil local cultural values from an early age so that future generations can maintain a strong sense of identity amid the onslaught of foreign cultures.

In addition, cultural communication in the digital age also influences social, political, and economic dynamics. For example, in the political context, social media has become an effective tool for conveying cross-cultural political messages, shaping public opinion, and mobilising collective action. In the economic sphere, digital communication opens up opportunities for international business collaboration and the marketing of cultural products to global markets. However, all these opportunities must be balanced with clear regulations and protection of cultural intellectual property rights to prevent excessive exploitation or commercialisation of culture.

In facing the challenges of cultural communication in the digital age, a holistic approach involving all stakeholders is needed (Teguh & Ciawati, 2020). The government must formulate policies that support cultural preservation and digital literacy, while educational institutions should integrate multicultural education into their curricula. Civil society also plays an important role in monitoring digital communication practices and promoting values of tolerance and mutual respect for differences. Through the synergy of all parties, cultural communication in the digital age can serve as a means to strengthen unity in diversity, while also driving inclusive and sustainable social progress.

Overall, cultural communication in the digital age is a complex phenomenon that requires adaptation, innovation, and cross-sector collaboration. The challenges that arise must be addressed with appropriate strategies, based on a deep understanding of cultural dynamics and technological developments. The social implications, both positive and negative, serve as an important reflection for society in building a civilised and just digital civilisation. Therefore, a deeper exploration of cultural communication in the digital age is highly relevant to study, in order to find solutions to various emerging issues and maximise existing potential for collective progress.

## **METHOD**

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This study uses qualitative methods through library research to examine cultural communication in the digital age, including its challenges, strategies, and social implications (Sugiyono, 2019). Qualitative research was chosen because it provides a deep understanding of the complex and contextual dynamics of cultural communication, in line with the phenomena occurring in society today.

In this study, the researcher will collect and analyse various relevant literature sources, such as books, scientific journals, articles, research reports, and official documents discussing cultural communication, digital technology developments, and their social impacts. These sources will be obtained from libraries, online databases, and credible scientific repositories. The researcher will ensure that the literature used is the latest publication and highly relevant to the topic being studied.

The data collection process is carried out through the identification, selection, and critical review of literature related to cultural communication in the digital age. Researchers will explore cultural communication theories, digital literacy concepts, and empirical studies that discuss the challenges, strategies, and social implications of cultural interactions in the digital space. Furthermore, the collected data will be analysed descriptively and qualitatively by identifying patterns, themes, and trends that emerge from various sources.

## **RESULT AND DISCUSSION**

The results of this study indicate that cultural communication in the digital age has undergone significant transformation in terms of form, process, and impact on social life. Through in-depth literature review, it was found that the main changes in cultural communication in the digital age lie in the shift in communication medium, interaction patterns, and accompanying social dynamics. This transformation not only brings various positive opportunities but also presents new complex challenges that require special strategies to ensure that cultural communication can proceed effectively, harmoniously, and produce constructive social impacts.

One of the main findings is that the digital era has eliminated geographical boundaries in cultural communication. Whereas in the past, cultural interactions mostly took place in person

and were limited to specific physical spaces, today cultural communication can take place globally and in real time through social media, instant messaging apps, online forums, and various other digital platforms. The ease of access and speed of information exchange enable individuals from diverse cultural backgrounds to interact, exchange ideas, and introduce their respective cultural values without significant barriers. This phenomenon has resulted in an increasingly intense process of cultural globalisation, in which cultural values, information, and practices can spread very quickly to all corners of the world.

However, behind this ease of access, this study also found that cultural communication in the digital era is very vulnerable to miscommunication and conflict. Differences in language, symbols, and interpretation of messages often become a source of misunderstanding between cultures. For example, the use of emojis or memes that are considered funny and acceptable in one culture may offend or even be considered offensive in another culture. In addition, the limitations of non-verbal expression in digital communication also pose a challenge, as many cultural meanings are actually conveyed through gestures, intonation, and facial expressions. As a result, messages conveyed through digital media often lose important cultural context, which can lead to misinterpretation.

This study also found that social media algorithms that regulate the flow of information in the virtual world tend to reinforce cultural polarisation (Permatasari et al., 2021). These algorithms work by displaying content that is considered relevant to user preferences, thereby creating a ‘filter bubble’ or echo chamber that limits exposure to different cultural perspectives. As a result, individuals tend to interact only with groups that share similar views, while cultural differences become increasingly marginalised. This condition has the potential to reinforce stereotypes, prejudices, and even conflicts between cultural groups, especially when accompanied by the spread of hoaxes or hate speech that is rampant on social media.

In addition to these challenges, the results of this study also highlight various strategies that can be applied to overcome cultural communication problems in the digital era (Angel Frilyaningrum et al., 2021). One of the most effective strategies is improving digital literacy and cultural literacy among the public. Digital literacy not only encompasses technical skills in using digital devices and applications, but also critical understanding of the content, context, and social implications of messages received and conveyed. Meanwhile, cultural literacy involves the

ability to understand, appreciate, and adapt to differences in values, information, and cultural practices that exist in global society (Nizomi, 2019; Ulfiah et al., 2023).

Multicultural education and cross-cultural training are key to building inclusive and harmonious communication in the digital age (Huda et al., 2023). Through this education, individuals are taught to develop empathy, tolerance, and an open attitude towards cultural differences. In addition, multicultural education can also help individuals recognise and avoid cultural biases that are often unrecognised in digital communication. This study found that educational institutions, both formal and informal, have a strategic role in instilling multicultural values and digital literacy from an early age.

Another strategy identified in this study is the importance of collaboration between the government, educational institutions, and civil society in creating a culturally friendly digital ecosystem. The government can play a role in formulating policies that support the preservation of local culture and the protection of cultural intellectual property rights. Educational institutions can integrate digital literacy and cultural materials into the learning curriculum. Meanwhile, civil society can play a role as agents of change who actively promote the values of tolerance, mutual respect, and ethical communication in the digital space .

In addition to these strategies, this study also highlights the importance of innovation in the preservation and development of local culture through digital media (Nur Syamsiyah et al., 2024). The digitalisation of culture, such as the creation of educational content, the documentation of traditional arts, and the organisation of cultural festivals online, has become an effective solution for expanding the reach of local culture to a global level. Through digitalisation, the younger generation can more easily access, learn, and preserve the cultural heritage of their ancestors. This study found that cultural digitisation initiatives carried out by local communities, artists, and cultural institutions can strengthen cultural identity amid the increasingly rapid pace of globalisation.

From a social perspective, this study found that cultural communication in the digital era has a very broad and diverse impact. On the one hand, the digitalisation of communication can strengthen social solidarity, expand friendship networks, and accelerate the exchange of knowledge between cultures. Social media, for example, has become a new space for people to build cross-cultural communities, share experiences, and fight for relevant social issues. Through

interaction in digital spaces, individuals can learn to understand other cultural perspectives, develop empathy, and build stronger global solidarity.

However, on the other hand, this study also found that cultural communication in the digital era can have various negative impacts, such as the spread of hoaxes, hate speech, and negative stereotypes towards certain cultural groups (Utami, 2019). The rapid and massive spread of information on social media is often not balanced with adequate fact-checking, so that false or misleading information can easily spread and trigger social conflict. In addition, anonymity in the virtual world can also make individuals more daring to carry out discriminatory or intolerant actions without fear of social sanctions.

This study also found that the transformation of cultural communication in the digital era has an impact on the formation of individual and group identities. Cultural identity is no longer static, but dynamic and constantly evolving as interactions take place in the digital space (Rapiadi et al., 2023). This process creates a hybrid identity, where individuals can adopt elements of other cultures without losing their own cultural roots. However, this process also has the potential to cause an identity crisis, especially among the younger generation who are more susceptible to the influence of global culture. This study highlights the importance of the role of family, school, and local community in instilling local cultural values so that the next generation continues to have a strong sense of identity amid the onslaught of foreign cultures.

In the political context, this study found that social media has become an effective tool for conveying political messages across cultures, shaping public opinion, and mobilising collective action (Kusuma et al., 2023). Various social movements and political campaigns are now leveraging digital media to reach a broader and more diverse audience. However, this phenomenon also brings new challenges, such as political polarisation, the spread of misinformation, and the manipulation of public opinion through digital propaganda. Therefore, political literacy and communication ethics are very important for maintaining the quality of democracy in the digital era.

In the economic field, this study found that digital communication opens up opportunities for international business collaboration and the marketing of cultural products to the global market. Various local cultural products, such as handicrafts, culinary arts, and performing arts, can now be promoted and sold online to consumers around the world. However,



these opportunities must be balanced with clear regulations and protection of cultural intellectual property rights to prevent excessive exploitation or commercialisation of culture. This research emphasises the importance of synergy between business actors, the government, and cultural communities in managing the potential of the cultural economy in the digital era in a sustainable manner (Avitasari et al., 2023).

This study also found that cultural communication in the digital era requires adaptation and continuous innovation from all parties. Rapid technological changes have caused communication patterns and cultural dynamics to continue to evolve. Therefore, individuals and cultural groups must always be ready to learn, adapt, and develop communication strategies that are in line with the developments of the times. This study recommends that the government, educational institutions, and civil society continue to update policies, curricula, and digital literacy and cultural programmes in line with the needs and challenges faced (Kasrah et al., 2024).

Overall, the results of this research indicate that cultural communication in the digital era is a highly complex and dynamic phenomenon. The transformations that are taking place bring various opportunities and challenges that require serious attention from all parties. With the right strategy, cultural communication in the digital era can become a means to strengthen unity in diversity, broaden horizons, and promote inclusive and sustainable social progress. However, without proper understanding and management, cultural communication in the digital age can also become a source of conflict, disintegration, and identity crises.

## **Discussion**

Cultural communication in the digital age has undergone fundamental changes, both in form, process, and its impact on society. This transformation is not only due to advances in information technology, but is also influenced by globalisation, changes in social interaction patterns, and the evolving dynamics of values and norms within society. In the digital age, cultural communication is no longer limited by space and time but occurs in real-time and across geographical boundaries through various digital platforms. This has significant implications for how individuals and cultural groups interact, understand one another, and build shared identities.

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The shift in communication mediums from face-to-face to online has altered cultural interaction patterns. While cultural communication previously relied heavily on symbols, body language, and non-verbal expressions, cultural messages are now increasingly conveyed through text, images, emojis, and videos widely shared on social media and other digital platforms. This transformation accelerates cultural exchange processes but also increases the risk of miscommunication due to the loss of cultural context inherent in traditional communication.

## **Opportunities and Challenges of Cultural Communication in the Digital Age**

### **1. Opportunity**

The digital era opens up great opportunities for the preservation and development of local culture. Through digitisation, various cultural heritages can be documented, promoted, and accessed by the global community. Educational content, documentation of traditional arts, and online cultural festivals are effective means of introducing the richness of local culture to the world. In addition, digital media enables cross-cultural collaboration, exchange of ideas, and innovation in creating new cultural products that are relevant to the times.

Digitisation also strengthens social solidarity and expands friendship networks between individuals from different cultural backgrounds. Social media has become a new space for building cross-cultural communities, sharing experiences, and fighting for relevant social issues. Interaction in the digital space helps individuals develop empathy, tolerance, and understanding of cultural differences, thereby strengthening unity in diversity.

### **2. Challenge**

Behind these opportunities, cultural communication in the digital age also faces a number of serious challenges. One of the main challenges is the potential for miscommunication due to differences in language, symbols, and message interpretation. The use of emojis, memes, or specific symbols on social media often leads to misunderstandings because their meanings vary across cultures. Additionally, the limitations of non-verbal expression in digital communication cause cultural messages to

lose important nuances that should be conveyed through gestures, intonation, and facial expressions.

Social media algorithms that regulate the flow of information also reinforce cultural polarisation. By displaying content that matches user preferences, these algorithms create echo chambers that limit exposure to different cultural perspectives (Mohammad Zaenul Arifin & Denas Hasman Nugraha, 2022). As a result, individuals tend to interact only with groups that share similar views, while cultural differences become increasingly marginalised. This situation reinforces stereotypes, prejudices, and even conflicts between cultural groups, especially when accompanied by the spread of misinformation or hate speech.

### **3. Strategies for Overcoming Cultural Communication Challenges**

#### **a. Improvement of Digital Literacy and Culture**

One of the main strategies for overcoming cultural communication challenges in the digital age is to improve digital and cultural literacy. Digital literacy encompasses not only technical skills in using digital devices and applications, but also a critical understanding of the content, context, and social implications of messages that are received and conveyed. Meanwhile, cultural literacy involves the ability to understand, appreciate, and adapt to differences in values, information, and cultural practices that exist in global society.

Multicultural education and cross-cultural training are key to building inclusive and harmonious communication. Through this education, individuals are taught to develop empathy, tolerance, and an open attitude towards cultural differences. In addition, multicultural education helps individuals recognise and avoid cultural biases that are often unrecognised in digital communication.

#### **b. Cross-Sector Collaboration**

Another important strategy is collaboration between the government, educational institutions, and civil society in creating a culturally friendly digital ecosystem. The government can play a role in formulating policies that support the preservation of local culture and the protection of cultural intellectual property rights. Educational institutions can integrate digital literacy and cultural materials into their curricula.

Meanwhile, civil society can act as agents of change by actively promoting values of tolerance, mutual respect, and ethical communication in the digital space.

**c. Innovation in Cultural Preservation**

Innovation in the preservation and development of local culture through digital media is also an effective strategy. The digitisation of culture, such as the creation of educational content, documentation of traditional arts, and the organisation of online cultural festivals, expands the reach of local culture to a global level. Cultural digitisation initiatives carried out by local communities, artists, and cultural institutions can strengthen cultural identity amid the tide of globalisation.

**4. Implications of Social Communication Culture in the Digital Age**

**a. Positive Impact**

The digitisation of cultural communication has had a wide range of positive impacts, including strengthening social solidarity, expanding friendship networks, and accelerating the exchange of knowledge between cultures. Social media has become a new space for people to build cross-cultural communities, share experiences, and fight for social issues. Interaction in the digital space helps individuals understand other cultural perspectives, develop empathy, and build stronger global solidarity.

**b. Negative Effects**

However, cultural communication in the digital age also has negative impacts, such as the spread of hoaxes, hate speech, and negative stereotypes against certain cultural groups (Kusuma et al., 2023). The rapid and massive spread of information on social media is often not balanced with adequate fact-checking, so that false or misleading information can easily spread and trigger social conflict. Anonymity in the virtual world also makes individuals more daring to engage in discriminatory or intolerant behaviour without fear of social sanctions.

The transformation of cultural communication in the digital age has an impact on the formation of individual and group identities (Liliweri, 2002). Cultural identity is no longer static, but dynamic and constantly evolving through interactions in the digital space. This process creates hybrid identities, where individuals can adopt elements of other cultures without losing their own cultural roots. However, this

process also has the potential to cause identity crises, especially among younger generations who are more vulnerable to global cultural influences.

## **5. The Influence of Cultural Communication in the Digital Age on Social, Political, and Economic Aspects**

### **a. Social aspects**

Cultural communication in the digital age strengthens social solidarity and expands friendship networks between individuals from different cultural backgrounds. Social media has become a new space for building cross-cultural communities, sharing experiences, and fighting for social issues. Interaction in the digital space helps individuals develop empathy, tolerance, and understanding of cultural differences.

### **b. Political Aspect**

Social media has become an effective tool for conveying political messages across cultures, shaping public opinion, and mobilising collective action. Various social movements and political campaigns utilise digital media to reach a wider and more diverse audience. However, this phenomenon also brings new challenges, such as political polarisation, the spread of disinformation, and the manipulation of public opinion through digital propaganda.

### **c. Economic aspects**

Digital communication opens up opportunities for international business collaboration and marketing of cultural products to global markets. Local cultural products, such as handicrafts, culinary arts, and performing arts, can now be promoted and sold online to consumers around the world. However, these opportunities must be balanced with clear regulations and protection of cultural intellectual property rights to prevent excessive exploitation or commercialisation of culture.

### **d. Adaptation and Innovation in Cultural Communication**

Cultural communication in the digital age requires continuous adaptation and innovation from all parties. Rapid technological changes mean that communication patterns and cultural dynamics are constantly evolving. Therefore, individuals and cultural groups must always be ready to learn, adapt, and develop communication

strategies that are in line with the times. Governments, educational institutions, and civil society must continuously update policies, curricula, and digital and cultural literacy programmes to address the needs and challenges they face.

## CONCLUSION

Cultural communication in the digital age has undergone significant changes that bring new opportunities and challenges for society. Digitalisation has expanded access to and exchange of culture, but it has also increased the risk of miscommunication, polarisation, and conflict due to differences in interpretation and social media algorithms. The main strategies for addressing these challenges are improving digital and cultural literacy, multicultural education, cross-sector collaboration, and innovation in the preservation of local culture through digital media. The social implications of this phenomenon are far-reaching, ranging from strengthened solidarity to the threat of an identity crisis. Therefore, collaboration between governments, educational institutions, and civil society is essential to create a harmonious, adaptive, and sustainable cultural communication ecosystem in the digital age.

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