



The Issue of Global Reach Effectiveness Influences the Way Social Interactions in Digital Space

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Abstract

The development of contemporary technology, especially the internet and social media, has given birth to a phenomenon *borderless world*. This marked a fundamental shift in the global social and cultural order. Technology not only functions in the practical realm but also theoretically influences people's mindsets, which are then reflected in everyday behavior. This impact is not limited to urban life but also extends to rural areas through expanded access to information and the democratization of data. However, behind these benefits, consequences arise in the form of changes in social interaction patterns and religious awareness. Increasingly affordable and easy internet access strengthens entities' attachment to the virtual world, so that the boundaries between online and offline spaces are increasingly blurred and tend to merge. Previously exclusive information authorities are now more open, but the presence of electronic devices such as telephones, televisions, and computers also creates distractions. As a result, relationships between individuals often lose harmony due to excessive attachment to their devices. This phenomenon demonstrates that technology, while opening up significant opportunities for the democratization of information, also poses serious challenges to the quality of social interaction and the balance of human life.

INTRODUCTION

Human social life continues to change due to rapid technological advances (Habibah, 2021). Although humans are naturally inclined to communicate and interact within their social environment, technological transformations have transformed the way these interactions occur. The rapid development of the internet has made a significant contribution to society. The internet has also brought about changes in people's lifestyles, information search patterns, and even cultural styles of communication and social interaction. (Nur et al., 2024).

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Human needs are also increasing, influencing the level of human interaction in the digital age. This need for interaction, which is generally carried out in person, is not sufficient to meet all human needs. Therefore, it is not surprising that the need for interaction in the digital world and the internet continues to increase. As Bungin stated, along with the mass development of technology and information, this development will also bring about changes in the form of society, from local communities to a broader, global society (Febriani & Dewi, 2019).

Social interaction in the digital era is no longer limited to face-to-face meetings, but increasingly relies on digital communication. While technology offers various benefits, such as efficiency in communication and expanding social networks, its negative impacts cannot be ignored. Reliance on digital platforms often leads to a reduction in face-to-face interactions, which in turn can affect the quality of interpersonal relationships. Social isolation is one phenomenon that is certain to arise as a result of excessive time spent online, while deeper and more meaningful face-to-face communication is decreasing. This phenomenon poses new challenges in maintaining a balance between technological advancements and the quality of healthy and efficient human relationships (Fajriah & Ningsih, 2024).

The presence of new media has changed the communication and interaction processes that occur in society. The life of virtual society (cybercommunity) are now increasingly built through computer networks and have their own distinct social life. In this communication process, cyberspace engages in social contact within virtual media spaces and creates social relationships through information and communication technology (Rahawarin, 2022). These social processes and interactions can be observed in the following ways: a. Interaction and communication are often done by chatting, video calls or telephone calls. b. Relationships related to business and work using the latest communication tools such as e-mail, websites, and even providers. c. Public spaces are filled with artificial or virtual relations and communications (virtual social space)

The global reach of digital platforms promises limitless connectivity, enabling individuals from all over the world to share ideas, culture, and experiences in real time. However, behind this potential lies the issue of effectiveness: does this massive reach actually enrich social interactions, or does it actually distort communication dynamics? Personalized recommendation algorithms often reinforce echo chambers, where users are only exposed to content that aligns with their views, thereby reducing exposure to diverse perspectives (Kusnanto et al., 2024).

In the context of social interaction, digital technology does indeed provide significant opportunities, such as expanding social networks and creating a sense of togetherness. This development has created a world of reality in which people can chat and get to know each other, even forming groups in artificial spaces such as WhatsApp, Facebook, Instagram, Line, and so on. Online interaction (the digital world) will and is replacing face-to-face social interaction. The sophistication of the latest communication technology has created new relational spaces in which almost every individual's activities and social relationships involve social contact and communication through social media (Puspianto, 2023).

According to research conducted by We Are Social, a British media outlet in collaboration with Hootsuite in 2018, of Indonesia's total population of 265.4 million, 130 million actively use social media, representing a 49 percent penetration rate. A total of 120 million Indonesians use smartphones or tablets to access social media. 41% of Indonesian social media users report frequently using Facebook, 40% using WhatsApp, and 38% using Instagram (Liestyasari et al., 2020).

In this condition, social media has become an intermediary for the creation of what Putnam calls "Bonding Social Capital" which bridges social relations, as well as "Linking Social Capital," namely connections between groups of varying status and background (Tarwi & Naimah, 2022). Through new media platforms such as Facebook, Twitter, Instagram, WhatsApp, and so on, it is possible for individuals or communities to build groups and collaborate. The principle is that new media bridges friendships, interconnections, and communication between members of society at large.

The increasing use of technology in everyday life has created a new paradigm in social interaction (Lubis & Nasution, 2023). This includes changes in communication patterns, both verbal and nonverbal, as well as shifts in the formation of social networks and interactions between individuals. Along with advances in science and technology, which were initially intended to simplify human activities, ironically, technology has created discomfort and anxiety in our lives.

While technology helps lessen our burdens, it often also creates feelings of competition and loneliness. Solidarity, togetherness, and camaraderie become less tangible. The presence of electronic devices like telephones, televisions, computers, and the like has captivated us as users, oblivious to their sophistication. Every day, we are often glued to our gadget screens, which disrupts interpersonal relationships due to our focus on our own devices. (Safira, 2023)

Screen technology apparently has the ability to make its users so engrossed that they ignore their surroundings. If we fail to recognize the negative impacts of using this technology, we will lose sight of its true needs. In this context, science and technology require an ethical dimension as a guideline, which can influence the process of scientific and technological development. Ethical responsibility is key to the use of science and technology. Those involved in scientific and technological development must respect human nature and dignity, maintain the balance of the ecosystem, be responsible for the public interest, and care for future generations (Arivianto et al., 2022).

Science and technology should be used to strengthen and develop human existence, not to destroy it. The negative impacts of technological advancement are often overlooked, especially if humans do not manage their use of technology wisely. These negative impacts can also be overlooked if humans fail to utilize technology effectively. Science and technology also require an ethical dimension as a reference, which can sometimes also affect the sustainability of the use of science and technology (Munti & Syaifuddin, 2020).

In the context of contemporary society, the transformation of social communication is also closely related to changes in behavioral patterns and digital culture. Younger generations, for example, have grown up in an ecosystem that facilitates visual and instant communication, making them more accustomed to using digital language and symbols in everyday interactions. Meanwhile, older generations face a process of adapting to new technologies that often creates a digital literacy gap. These differences in how messages are interpreted and how digital media is used have resulted in a communication gap between generations (Rahmat et al., 2025).

Therefore, this transformation is not only technological but also encompasses social and cultural changes that influence how people interact, understand information, and construct shared meaning. Furthermore, the digital era has shifted the role of traditional mass media as the primary source of information. People can now produce and disseminate their own information through social networks. The phenomenon of user-generated content illustrates how every individual can act as a communicator with an audience. This change has had a significant impact on the formation of public opinion (Putra, 2023).

On the one hand, people have greater freedom to express themselves and engage in public discussions. However, on the other hand, user-generated information is often unverified, making it prone to misunderstanding and misinformation. This situation reinforces the urgency of digital literacy as a fundamental skill that people must possess to critically filter information, understand the context of digital communication, and minimize the negative impacts of uncontrolled information flows (Ridha et al., 2025).

Based on the above explanation, this study specifically discusses how the effectiveness of global reach influences the way social interactions in digital spaces, aiming to delve deeper into the impact of technological developments on the patterns of social interactions of modern humans. By focusing on the effectiveness of global reach influencing the way social interactions in digital spaces, the study attempts to analyze how global reach activities influence the way humans communicate, interact, and shape social interactions in digital spaces.

METHODS

This study uses a descriptive qualitative approach, aiming to describe and explain the phenomenon of the effectiveness of global reach on social interactions in digital spaces in detail, complexly, and comprehensively (Armadila et al., 2026). This approach was chosen because it allows for high-quality and in-depth data collection, with a focus on contextual understanding from the participants' perspectives. The research location is in Lubuk Sikaping, Pasaman Regency, West Sumatra. Primary data sources were obtained directly from participants through field interactions, including 15 students (aged 18-24), 10 children/adolescents (aged 12-17), and 10 housewives (aged 25-45) who actively use digital platforms such as TikTok, Instagram, and WhatsApp. The selection of purposive informants was based on the criteria of using social media for at least 3 hours/day with experience in global interactions (e.g., following international trends or communicating across countries). Meanwhile, secondary data sources were collected from supporting literature such as scientific journals (e.g., from Google Scholar and Scopus), digital communication theory books, APJII reports, and online articles from trusted sites such as We Are Social and Statistika to enrich the contextual analysis. The data collection techniques used in this study included observation, semi-structured interviews, and documentation. The data were then analyzed to identify patterns and themes related to the issue of how the effectiveness of global reach influences how social interactions in digital spaces are interacting.

RESULT AND DISCUSSION

In the era of globalization and advances in information technology, the internet has changed the way we interact socially on various digital platforms. (Dewi et al., 2023). One significant aspect of this transformation is the ability to connect with individuals from all over the world quickly and efficiently. This phenomenon is changing not only the way we communicate, but also the way we understand and respond to cultures, values, and perspectives from different parts of the world. (Alamsyah et al., 2024).

The introduction of modern technology, particularly social media and effective communication tools, has brought about fundamental changes in social interactions. In some cases, technology has created more individualistic and self-centered individuals. Direct interaction is considered complicated and unproductive, leading individuals to prefer fragmented communication through social media and instant messaging apps. One consequence of technological growth is a lack of trust in social environments. The rise in crime in social settings has led individuals to prefer solitary activities or to use communication tools without direct interaction.

This has resulted in a less open and more individualistic family and work environment. (Dinarti et al., 2024)

These changes can also extend to the family and workplace, where more individualistic behavioral patterns emerge. The replacement of human interaction with technology can impact individuals' spiritual and religious spaces, influencing how individuals perceive and apply religious teachings in their daily lives. While technology provides broader access to religious information, the challenge lies in maintaining the balance between technological engagement and the social interactions necessary to maintain healthy and sustainable religious practices in society (Hukunala & Nahuway, 2024).

The Impact of Technology on the Younger Generation in the global era influences the way social interactions occur in the digital space. The definition of technology refers to the results of human efforts in creating facilities and infrastructure that meet the needs of life and ensure human comfort. This is a product of the evolution of an increasingly modern era. The use of technology is also influenced by the view that a country's progress is measured by the extent to which its people master science and technology. When a country has strong mastery, one form of technology that has a negative impact on children and adolescents is gadgets. (Sukandar et al., 2023).

The impact of technology not only affects moral and religious values, but also other aspects such as cognitive, physical, social, emotional, and language development. (Chicken Bone, 2023) The importance of special attention to the development of religious and moral values through technology needs to be recognized. Some of the negative impacts include impoliteness, the use of harsh language, difficulties in self-regulation, a lack of listening to parental advice, violations of religious principles, a lack of interest in deepening religious knowledge, minimal social interaction with the surrounding environment, and a tendency to become lazy. Inappropriate sites, such as pornography, can have serious consequences for the moral and religious values they adhere to. (Aulia et al., 2023).

Device dependence can also isolate individuals from moments that influence how they engage in social interactions. With so much time spent together, it affects how they engage in social interactions (Rusman & Setiabudi, 2023).

In public settings such as public transportation, excessive focus on screens can lead to a loss of awareness of the surrounding environment, including a lack of attention to those around them. This can translate into a less attentive attitude towards in-person social interactions, which can also be affected by digital devices, affecting engagement and participation in these interactions. (Ruddin et al., 2022). The lack of direct interaction and focus on technology can limit opportunities to fully engage with others. Thus, excessive technology use can affect the depth and quality of an individual's engagement in social interactions, both at home, at work, and in public settings (Febrianti et al., 2024).

The dynamics of the effectiveness of global reach influence the way social interactions in digital spaces occur. Between Virtual Connections and Personal Engagement Pope Benedict XVI's statement on technology and direct human interaction provides important highlights on the impact of technology use. (Indrawan & Ilmar, 2020). Although technology enables broad and universal connections, physical presence and face-to-face interactions still have a crucial role in the context of social interactions. (Mohammad & Maulidiyah, 2023).

Technology in Education: Between Progress and Threat to Social Interaction
The use of technology in learning is commonplace, with teachers often integrating modern tools. While technology has been successful in disseminating knowledge globally, it also has negative impacts, such as isolating students, reducing ethical

standards, and affecting social interactions vital to strengthening religious values. (Anwar et al., 2023). Free internet access also creates opportunities for negative behavior, such as addiction to content that conflicts with religious norms. This can reduce critical thinking about information and affect understanding of religious values. (A. Aminudin, 2022)

While the internet enables effective distance learning, we must not ignore the fact that technology brings more than just positive benefits. We often see inappropriate use of technology, especially among students, which can have negative consequences if not properly monitored.

Modern Technology on Convenience and Ethical Challenges in Society In this modern era, the increasingly complex demands of life require humans to adapt to developments that demand practicality, effectiveness, and efficiency in every aspect of life. To address these increasing needs, various tools have been created to help simplify and reduce human workloads, one of which is gadgets. Gadgets refer to small technological devices that have specific functions, often considered as innovations or new products. The variety of gadgets varies according to their functions, such as mobile phones, laptops, digital cameras, and music players. Advances in science and technology also bring convenience to human activities but also pose risks to morals and ethics (Fauzan et al., 2025)

Improper use or misuse of technology can damage personal values and interests, harming both oneself and others. Gadget use has become rampant across all levels of society, from adults to children, and can be found in various settings such as homes, schools, markets, and other public places. The real problem with gadget use is how people use these advanced features wisely. Especially for teenagers, increased time spent on their devices can trigger changes in religious behavior that require attention. (Puspianto, 2022).

The transformation of social communication in the digital era has also affected the structure of relationships between individuals and groups. Communities are no longer limited to physical proximity, but are formed based on shared interests and values in digital spaces. This has given rise to new forms of community, such as virtual communities, online fandoms, and digital discussion groups, which strengthen a sense of belonging. However, along with the emergence of these new communities, there has also been the phenomenon of echo chambers, where individuals tend to interact only with those who share similar views. This phenomenon can narrow horizons and reduce diversity of perspectives, potentially reinforcing social polarization (Setiadarma et al., 2024).

Within the institutional realm, government organizations, educational institutions, businesses, and communities are also leveraging digital technology to strengthen communication (Armadila, 2022). Governments are using digital platforms to disseminate public information more quickly and transparently, while businesses are leveraging social media for marketing strategies and building relationships with consumers. In education, digital transformation has given rise to online learning models that enable interaction between educators and students without geographical boundaries. All of this demonstrates that digital communication has become a crucial foundation for modern governance. (Fauzan et al., 2025).

The Impact of Technology on Social, Cultural, and Social Interaction Implications in Modern Human Life with the Emergence of Smartphones, Challenges and Opportunities for Interaction in the Current Era Certainly, it must be acknowledged that the use of smartphones in the era of the industrial revolution 4.0 has a significant impact on social interaction. Although it opens unlimited access to the world of information, this technology also brings new challenges to social interaction. Smartphone usage behavior inside and outside the school environment and changes in human behavior along with the development of the times also

indirectly affect social interaction (Hukunala & Nahuway, 2024). The negative impacts of excessive smartphone use, such as spending time playing games or excessively on social media, can shift attention to current ways of interacting. However, technology can also be used as a tool to interact with others, as a means of long-distance relationships, and facilitate communication. (Lazarus, 2024)

In addition, the effectiveness of global reach influences the way social interactions occur in digital spaces. Such as the emergence of online games, including entertainment, behavioral changes, and their negative impacts on children and adolescents. Along with the rapid development of information and communication technology, the internet has become one of its main results. The era in which internet technology is developing rapidly brings significant benefits, one of which is in the field of entertainment such as online games. Online games have become a trend that is popular among various age groups, enabling interaction between dozens of people. Through internet technology, online game players can play anytime and anywhere, even across national borders. Despite its benefits, online games can also have negative impacts if played excessively (Rahawarin, 2022).

For students, the negative impacts include decreased motivation to learn. Gaming addiction can lead them to choose games over study time, potentially affecting academic performance and time balance. Furthermore, excessive online gaming can also affect children's social behavior. Prolonged online gaming can alter their socialization patterns and even lead to psychological problems, communication difficulties, and difficulties in building healthy social relationships. Not only online gaming, but almost all games played will have negative impacts if played excessively (Huraerah et al., 2024).

The impact of the effectiveness of global reach influences the way social interactions occur in digital spaces. Similarly, Social Media on Generational Interaction and Behavior is an evolution of mass communication supported by modern technology and access through online networks. In the past, people's basic needs were focused on food, clothing, and shelter, but today, social media has become an additional essential need in life: the need for virtual interactions through social media platforms, which use cellular data services at a certain cost. The presence of social media has drastically changed social interactions from manual to virtual. (C. Aminudin et al., 2022)

This, despite having significant impacts, both positive and negative, has had a profound impact on various aspects of human life. Especially for the younger generation, also known as millennials, social media has become a pervasive phenomenon across all ages. In this context, the growth of social media aligns with the birth and growth of today's youth generation. This generation is often referred to as the digital native generation, or the generation that grew up alongside the development of popular social media platforms, such as social networks like Facebook, Twitter, and LinkedIn, photo and video sharing platforms like Instagram, YouTube, Snapchat, and TikTok, and chat apps like WhatsApp and Telegram. The impact, both on how they think, feel, and behave, is deeply felt by social media users, especially the younger generation. (Damayanti et al., 2023)

Excessive gadget use not only affects moral and religious values, but also cognitive, physical, social, emotional, and language development, with impacts such as rudeness, offensive language, violations of religious principles, and minimal social interaction (Aulia et al., 2023). This dependence separates individuals from real moments of togetherness, such as on public transportation where focusing on gadget screens reduces environmental awareness and social engagement (Rusman & Setiabudi, 2023). The dynamics of global reach further complicate interactions in the digital space, where virtual connections often replace personal engagement, as

expressed by Pope Benedict XVI on the importance of physical presence (Indrawan & Ilmar, 2020)

In education, technology brings advances such as distance learning, but also the threat of social isolation and ethical decline, including free access to inappropriate content that undermines religious values (Anwar et al., 2023). Gadgets, as practical and efficient tools in modern life such as smartphones, laptops, and entertainment devices have become rampant in society, but their misuse risks damaging morals and ethics, especially among teenagers who spend excessive time on digital platforms (Puspianto, 2022). The emergence of smartphones in the era of the industrial revolution 4.0 opens up opportunities for long-distance relationships, but also challenges such as addiction to games and social media that shift social interactions (Lazarus, 2024).

Online games, as products of global reach, enable cross-border interaction, but excessive use can lead to decreased learning motivation, psychological problems, and socialization difficulties in adolescents (Huraerah et al., 2024). Social media, as an evolution of mass communication, has become an essential need for the millennial generation or digital natives, shifting interactions from manual to virtual through platforms such as Instagram, TikTok, and WhatsApp (C. Aminudin et al., 2022). The effectiveness of this global reach, despite providing positive impacts such as universal access to information, often exacerbates social polarization and fragmentation, which are the main focus of this research to formulate sustainable solutions (Indrawan & Ilmar, 2020)

CONCLUSION

The effectiveness of global reach significantly impacts how we interact socially in digital spaces by opening up opportunities for unlimited connectivity across national borders through platforms like TikTok, Instagram, and WhatsApp. In Lubuk Sikaping, respondents from various age groups students, teenagers, and housewives showed an increase in efficient virtual interactions, such as chatting, video calls, and participation in global trends, which enrich bonding and linking social capital, as Putnam proposed. However, these benefits are offset by communication distortions caused by echo chamber algorithms, which limit exposure to diverse perspectives and reinforce social polarization (Kusnanto et al., 2024). While bringing significant benefits in terms of connectivity and cross-cultural learning, there are also challenges that need to be addressed to ensure these interactions remain positive and productive. Therefore, it is crucial to continue developing digital literacy and assessing the impact of global reach on our social interactions. The emergence of social media, as part of technological developments, is a double-edged sword.

On the other hand, negative impacts dominate interaction dynamics, where reliance on global reach often replaces face-to-face interactions with fragmented communication, leading to social isolation, individualism, and a decline in the quality of personal relationships. This phenomenon is evident in the younger generation, who spend at least 3 hours per day on digital platforms, resulting in reduced solidarity, difficulties in direct socialization, and a degradation of moral and religious values due to exposure to inappropriate content, addiction to online games, and excessive focus on gadget screens (Aulia et al., 2023). This transformation also creates a digital literacy gap between generations, weakening togetherness within the family, educational, and community environments.

Overall, while global reach promises efficiency and inclusivity, this study emphasizes the need for ethical balance in technology use to maintain healthy social interactions. Recommendations include strengthening digital literacy, limiting screen time, and integrating ethical dimensions into technology development to prevent the

destruction of human existence. Thus, digital advancements can be wisely utilized to strengthen, rather than replace, authentic social relationships in the global era (Arivianto et al., 2022).

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