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**USE OF SOCIAL MEDIA IN THE INDUSTRIAL REVOLUTION ERA 4.0
INSTITUTION: LITERATURE REVIEW**

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Abstract

Use of the internet and digitization bring world community towards revolution industry fourth or industry 4.0. The industrial era 4.0 has characteristics combination between internet device with performance man or cyber-physical system provides multiple communication strategies connection public for can developed . Communication only digital in the industrial era 4.0 became challenge for public For increase ability in the field digitization . social media hold role important for public moment this, almost all needs and activities public use social media, start from marketing, operations, to a number of work using social media as intermediary permanent. This is very helpful public For operate activity everyday with more easy . this study aim For discuss more in about How use of social media to life society in the era of the industrial revolution 4.0. Outlined strategy in study This focuses on social media in the form of electronic word- of-mouth (e-WOM), internet buzzer, social media activists, and the use of search engine optimization. Approach used is studies to diverse framework definitions and models Industry 4.0 as well mapping and analysis to a number publication. A number of publication themed Industry 4.0 is sorted according to method research, aspect studies and fields industry .

Key words: *digital communication, industry 4.0 era, social media, strategic management*

INTRODUCTION

Revolution era industry generation fourth or known with the industrial era 4.0 marked with develop fast technology and information. Indonesia is one of the countries entering the industrial era 4.0. Schwab (2016) explains revolution fourth developed from revolution third, that is the digital revolution that has been going on during a number of decade . The industrial revolution delivers convenience to humans specifically natural development technology. The concept of the application of this era is automation carried out by technology without the need for human labor in the application process. Technology is the main pillar in development revolution one industry is the internet. This technology is growing rapidly, has very sophisticated features and makes it easier for humans to access or carry out an activity. In an all-round era sophisticated and also in the middle rampant social media onslaught, of course We Already No foreign Again with one technology this. Since its appearance in 1997, researchers and experts competing create more technology advanced again . Since beginning created, social media of course Already reserved for users for convenience they in communicate distance far.

The digital era is happening moment this, realized or no , have bring public going to era of digital society . Technology continuing communication develop slowly change life social public as well as method man related with man other. If first relation woke up in a manner direct with meet and stared

face now relationships too built through cyberspace. That is, without need stare face, someone already can chat and earn friend new. With exists human computers and smartphones can communicate with who just without must meet direct. Ayu (2012) in Prasanti (2018) said that the media has become part from existence man since man That there .

In the modern era like Now This is mass media be a frequent one talked about . The more mass media day the more develop with fast . That change the more advance in the background back by thought humans who don't there is limit. Man always want to create innovation - innovation new later will make it easy life man in century upcoming, added with exists increasingly technology go ahead, come diverse tool communication such as laptops and gadgets that are multifunctional and not Can separated for internet users. Many more people interested read and search information via the internet with a laptop or gadget .

Social media This There is Because the emergence of the internet and the internet did not direct There is like now, there is necessary stages noticed , start from the first is stage connectivity where the internet is used For things fundamental such as browsing, searching online and accessing email. In this period internet only used in things fundamental like send message news and search something via the internet, no there is anything else.

Then the second called as a networked economy, in phases This there is such a thing as e-commerce or online trading reap popularity . on stage this man already start know the term online shop and the like, activities sell buy those that don't held in a manner direct and already start mushroomed. As for the stages third is immersive experiences, when the user starts familiar with social media , video and cloud.

In this time internet users already get to know with the virtual world and get to know various existing platforms, tried available features . And stages fourth there's something called the internet of everything, deep half This almost whole man connected via the internet. Like now , that used to be internet only used For activities certain now almost whole activity can done via the internet. Want to order eat , stay open the cellphone, want go everywhere, open your cell phone and order a motorcycle taxi online, want have a meeting with client, yes using zoom meeting or Google meet. All can done with easy if we use the internet and social media with careful .

In the modern era like now this who doesn't know and not can use feature social media from children even adults it seems understand and have used to will matter this, from start circles lower until circles on all using social media, eg holder control , social media already mushrooming all over layer society.

Social media hold role important for man moment this, almost all needs and activities man use social media, start from marketing, operations, to a number of work using social media as intermediary permanent. Naturally matter this is very helpful public for operate activity mandatory with more easy.

LITERACY STUDY

Digital Communications

Communication is interaction between two people or more that involves reciprocity. Somebody or group of people can find and use various type information For connected with environment around them and understand communication with more ok . According to Skinner say that digital communication is a verbal act or symbolically performed with objective for finish something . Whereas according to James AF Stoner communication is a process where somebody try send message to others for offer knowledge and information .

Interpersonal skills are communication made in something connection between two people or more, fine verbally or nonverbally , with objective for reach similarity together . Communication effective

is ability for each other exchange information, ideas, beliefs, feelings and attitudes between two people or the resulting group in accordance with hope . Communication is key main in intertwine connection with other people. How to communicate with effective among others with use concise and easy language understood, the purpose clear, delivered with expression and movement good body .

Industrial Age 4.0

Term Industry 4.0 first appeared in Germany moment holding of the Hannover Fair 2011 (Kagermann et al , 2011). Industry 4.0 is predicted own potency great benefits among them capable fulfil need customer in a manner individuals , engineering and business processes become dynamic, retrieval decision become more optimally, giving birth to a business model new and way new in create mark added (Kagermann et al , 2013).

Before appearance Industry 4.0 has happen three revolution marked industry with he found machine steam and trains fire 1750-1930, onward electrical inventions, tools communications , chemistry, and oil 1870-1900 and invention computers , the internet, and telephones handheld 1960 to now.

Progress technology the more make it easy life human , for one with the emergence of the Internet and digital technologies are increasingly make it easy connectivity humans and distribution information. Revolution Industry 4.0, making utilization and growth technology no can dammed and the industry experienced adjustment form enhancement effectiveness and efficiency. Industrial revolution is experiencing peak moment This with birth impactful digital technology massive to life human. Revolution industry latest or generation fourth push system automation inside all activity processes .Happening revolution this alone many industrial sectors get convenience. However, besides exists impact positive there are also negative impacts that occur consequence revolution this . Following a number of impact positive as well as negative from exists industrial revolution 4.0, including :

Impact Positive Revolution Industry 4.0 convenience in access information because can using gadgets or technology other. Efficiency in communicate distance Far Become place online business As place increase popularity Impact Negative Industrial Revolution 4.0 Cyber crime Create culture indifferent not indifferent to surrounding or “phubbing” culture As place for cyberbullying Social media According to Richter and Koch, 2007 (in Situmorang et al., 2018) states social media is A internet facilities , online applications , and media intended to facilitate interaction , work The same as well as share information. With lots of social media this make social media as a digital marketing company for more easy introduce the product to the user .

Social media is product real development technology especially the internet. this medium make it easy man in communicate and interact through online network. Kaplan and Haenlein explains “ social media as A group application Internet- based build on top ideological basis and web 2.0 technology, and what makes it possible creation and exchange of user-generated content (Curran & Lennon , 2011).

More carry on they explain the term web 2.0 is used in a manner special For explain technology such as wikis, weblogs, and other internet media , and this web 2.0 important for social media Because capable speed up growth from social media That alone . Understanding on confirm about how sophisticated development of the internet as product technology especially social media No indisputable that social media Already become need for society in the modern era, will but social media delete limitation space , time , and actors communication .

Aljawiy and Muklason (2011) explained expose impact positive and negative use of social media including :

Impact positive : the more easy interact with others, as various media information , as a medium of discussion, as a medium of promotion, and as means entertainment.

Impact Negatives : Lack interaction with the outside world, happen fraud, Theft of personal data, Restricted domains more private (privacy) . blur , Make addiction , pornography, and its prevalence deployment news fake (hoax).

Strategy Management

According to Jung & Jeong (2020), there are a number of social media way as a possible marketing strategy profitable company : (1) Social media possible company For communicate direct to consumers and stakeholders interests, and (2) social media can increase financing business For company new Because costs more low, and a lot benefit others can increase superiority competitive company new . There is various social media that have used by internet users such as Instagram, Facebook, Twitter, Whatsapp , Youtube , Twitter, Linkedin , Tiktok , Blog , etc.

Various the media type Can utilized company for promote product or the services it sells so that lots social media users will know product the even chance for buy it even with social media help new company pioneer emit cost which low for marketing as well No need long time in convey product to candidate consumer .

Basically social media management is use various software tools and services that make it easy perpetrator business in share content on social media . A number of thing that can categorized as in activity social media management like schedule posts on social media , interact with target audience up to manage fast response on social media .

METHODE RESEARCH

Method research used is study literature based on exploration literature from results studies earlier Literature the form books, survey results, online media, and articles study national until internationally (Satria, 2020). sources literature used as base for study This has set its relevance with tree research . Approach research used in study article This is through study qualitative literature-phenomenology study, approx behavior people who use social media .

From source References the researcher study secondary data acquisition in journal or article scientifically sourced from party other . Secondary data used writer in the form of writings, then writer study and try review a number of thinking about the importance of social media in the era of the industrial revolution 4.0 in Indonesia as well as a number of source other related libraries with research conducted .

RESULTS AND DISCUSSION

In the industrial era 4.0 humans given various type convenience in access information . only with communication media smartphone or smartcomputer we can access all type information good form news want cross country pictures . The current medium of communication This favored by the public is social media like facebook , twitter, instagram , and others. social media used as event communicate and also to existence self .

Dai (2020), said that attitude and behavior public moment this depending on the information obtained because it , choose and sort the information received is very important done . Social media in principle own very many benefits. Social media was created for communication more easy, especially in the industrial era 4.0 with increasingly technology up to date . Communication process through communication media the more advanced with the features are also increasing sophisticated. Formerly man more depend on communication stare advance in delivering message to communicate in life social . As it develops internet technology so fast , have bring interaction changes communication and order communication between humans , which was more depend on

communication stare advance now shift to the direction of using the media , especially the internet (Tacariani , 2011: 128).

Influence development communication , no regardless from development technology which is part from communication public . Aspect biggest from technology is the birth of the digital era, where the use of text and in form code can divided in the process of production , distribution , and storage in time together at once (Syahputra , 2017).

Social media this will impact bad if happen abuse in use it . Impact bad is biased in review from a number of aspect , like aspect psychological , health , and social . In aspect social , frequent impact we look is the more decrease interaction social in a manner direct. In using social media as characteristic communication heterogeneous and various type socio- cultural dimension as well as religion, ethics communication be very important For noticed .

The amount growing number of social media sites moment this give more lots choice to internet users for choose one or a number of from him . No Can denied again , the development of the digital era is evident capable open Lots chance For growing. Many types profession new appear along with increasing need .

Advances in science and technology has bring civilization human . Power very broad range make interaction man in dimensions space and time the more not limited . Device technology actually created For make it easy man in undergo various activity life so that trigger change attitude behavior, and way increasingly life efficient and productive, as well change style increasingly modern life .

CONCLUSION

Based on study literature that has writer do , there is a number of points that can taken as following: Revolution 4.0 is marked with develop fast technology and information . the industrial revolution gave convenience to humans specifically natural development technology .Communication media used humans in the industrial era 4.0 partially big switch to digital product . the medium more known with network media designations social or social media social media the used build communication and socializing with other people even until cross country.nSocial media use can be used as a medium for do promotion business or very good selling online until to abroad .

Communication ethics become reference main in consume social media, remember characteristic from social media that doesn't own batsan distance and time in exchange information . Therefore ethics communication become very important inside using social media. Importance innovation and collaboration For adapt with the digital world, capabilities digital communications for create Source Power Superior humans in the 4.0 era social media always become institution social. When technology start grow to in every aspect life human , then the media is source main continuing information and needs increase For life .

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