

THE ROLE OF APPS ON SOCIAL MEDIA IN THE DEVELOPMENT OF GREEN TECHNOLOGY

Muya Syaroh Iwanda Lubis
Universitas Dharmawangsa

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***Correspondence Address:**

muyasyarohiwanda@dharmawangsa.ac.id

Abstract: So many applications on social media indirectly make it easy for us to access and see anything from all directions both domestically and abroad. And so much damage to nature and human resources from applications on social media that are managed and used by irresponsible people. Many people are less aware of the role of the application itself, if examined and realized, social media gadget applications play an important role in the development of environmentally friendly technology by facilitating the dissemination of information and educating the public about environmentally friendly products. In addition, through product reviews, social norms, and environmental awareness campaigns conducted on social media platforms, users can better understand the benefits and importance of using environmentally friendly technology. In addition, Social media also allows companies to reach a wider range of consumers by marketing environmentally friendly products, so the usefulness of social media itself has an important role for the green environment and society.

INTRODUCTION

Apps on social media play an important role in the world of gadgets. Because, the existence of applications helps and makes it easier for everyone to find whatever they need. Moreover, it is supported by the existence of social media. The function of social media applications is to facilitate online social interaction between users. This application allows users to share and store content such as profiles, information, photos, videos, and conduct effective long-distance communication.

The number of applications that have sprung up on social media has brought changes and impacts to gadget users in Indonesia. Many people utilize social media as a means to get to know each other and also how to love nature through existing applications. As well as spreading information related to the importance of green technology in the development of social media. The other side of the benefits of social media that is advantageous for many people can actually have negative effects on many others. One example is that the Industrial Revolution created new technologies with tremendous power. It marked the transition to new manufacturing processes in Europe and the United States around 1760 to 1840. Because these processes have been replaced

by sustainable industrialization and further technological advancements in developed countries around the world, the impact of this technology on the environment has changed significantly. The abuse and destruction of our natural earth are increasing, besides that. (Nunez, C. 2019).

A society that is beginning to understand. Environmental technology, also known as "green" or "clean" technology, refers to the development of new technologies aimed at protecting, monitoring, or reducing the negative impacts of technology on the environment and resource consumption. Although technology has negative impacts on the environment, global attention to climate change has currently highlighted some of the greatest environmental challenges we face as a society, as the transition towards a more sustainable and low-carbon environment is being accelerated. economy. Imagine the impact of technology on the depletion of resources and the ever-increasing global population if technology continues to be misused, leading to resource depletion and a rising global population.

Aside from the impact of technology mentioned above, it also affects social media. Social media often spreads inaccurate or misleading information about environmentally friendly technology. This can create confusion for consumers and investors, as well as hinder the implementation of the right and effective technology. Moreover, many social media users do not have an adequate understanding of green technology. Therefore, the role of applications on social media also needs to explain and provide information related to green technology. Currently, social media often promotes sensational content rather than more serious and complex topics about environmentally friendly technology, thus diverting attention from important innovations. In fact, the issues arising related to green technology can easily be accessed by the public through social media applications. However, **negative** experiences and failures of environmentally friendly technology projects shared on social media can create a bad impression and foster suspicion among investors and social media users.

RESEARCH METHODS

The research method used is qualitative. This method is employed to explore the perceptions, experiences, attitudes, and meanings attributed by individuals or groups to

a particular subject, Moleong. (2018:8).

To obtain accurate data, the researchers employed a Descriptive Approach to present the data in the form of in-depth descriptions to the informants. In addition, non-numeric data will be collected using in-depth interviews, observations, and focus group discussions (FGD) by conducting focused group discussions with application users to explore their opinions, experiences, and perceptions regarding the role of social media applications in promoting the development of environmentally friendly technology, as well as documents/literature as data sources. Then the flexibility in the methodology and research questions can be adjusted during the research process. Interpretative research emphasizes understanding the context and meaning of the data collected. The informants in this study consist of 25 individuals, including members of the community and students.

RESULTS AND DISCUSSION

Social media often spreads inaccurate or misleading information about environmentally friendly technology. This can create confusion for consumers and investors and hinder the adoption of the right and effective technologies. Social media applications are software or programs that allow users to interact, share content, and communicate with each other through social platforms. These applications typically offer a variety of features such as photo sharing, video sharing, messaging, and status updates. Examples of social media applications include Facebook, Instagram, Twitter, and TikTok. In a broader context, social media applications can also encompass tools and features that support data analysis, content management, and marketing on social networks. Therefore, these applications play a crucial role in shaping social interactions in the digital world.

So far, social media has played an important role in accelerating the development and implementation of environmentally friendly technologies. There are several ways in which social media contributes to providing an understanding of public needs, including: Social media allows information to be disseminated quickly and comprehensively, and organizations and environmental activists can use these platforms to educate the public about the importance of green technology and its benefits for the environment.

Social media creates a space for individuals and groups to gather and share ideas and experiences about environmentally friendly technology. This community can strengthen the movement towards sustainability and innovation.

Then, companies that produce green technology can utilize social media to promote their new products, boost sales, and introduce environmentally friendly solutions to a wider market. In addition, social media facilitates collaboration between the government, companies, and non-governmental organizations. Discussions and campaigns on this platform can lead to new initiatives and projects in the development of green technology. Information shared on social media can influence public opinion and, in turn, affect government policies regarding the environment and green technology. The active voice of the community on this platform can drive more sustainable policy changes. Social media is often used to raise funds for green technology projects. Through these platforms, initiatives can reach potential donors and investors more effectively.

Thus, social media is not only a communication tool but also a platform with great potential to support and accelerate the development of green technology at various levels.

In addition, the purpose of implementing social media in the development of green technology in Gadget can be explained, among others, by Increasing Environmental Awareness, which is one of the main objectives to raise public awareness about environmental issues and the importance of green technology through easily accessible information and sharing. Promoting Education, this application aims to provide comprehensive educational resources on green technology, sustainable practices, and the latest innovations.

This helps the community understand the benefits of using environmentally friendly technology, creates a platform for individuals, organizations, and companies with a shared interest in eco-friendly technology to network, share experiences, and collaborate on sustainability projects, and introduces and promotes environmentally friendly technology-based products and services to the public, thereby increasing awareness and acceptance of eco-friendly products. This provides a platform that supports innovation through crowdfunding, where developers and startups can present

their ideas and receive funding from the community. Gather feedback from users and the community to help developers and businesses improve their products and services to meet market needs and expectations.

Encouraging advocacy efforts to promote policy changes that support the development and use of environmentally friendly technology at the local or national level. Promoting collective action: Mobilizing individuals and groups to participate in environmental activities such as environmental campaigns, reforestation, and programs. With these various goals, the application on social media in Gudget can make a significant contribution to the movement and development of green technology, creating a positive impact on the environment and society. The obstacles posed by social media to the development of environmentally friendly technology include several aspects, among others:

1. Misinformation: Social media often spreads inaccurate or misleading information about environmentally friendly technology. This can create confusion for consumers and investors and hinder the implementation of the right and effective technology.
2. Lack of education: Many social media users do not have a good understanding of environmentally friendly technology. Content that is less educational can diminish public interest and participation in environmental efforts.
3. Polarizing Opinions: Debates on social media are often polarized, with opinions supporting and opposing environmentally friendly technology clashing with each other. This may raise doubts and anxiety among the public.
4. The priority of sensational news: Social media promotes sensational content over more serious and complex topics related to environmentally friendly technology, thus diverting attention from important innovations.
5. Negative Perception: Negative experiences or failures of environmentally friendly technology projects shared on social media can create a bad perception and foster suspicion among investors and users.
6. Short-term Impact: Many social media users are more interested in immediate solutions and short-term trends rather than innovations that require time and long-term investment.

7. Lack of community support: Unlike other popular topics, environmentally friendly technology initiatives do not receive adequate support on social media and may not gain the visibility and attention they need.

To overcome these obstacles requires a strategic approach such as strengthening public education, utilizing information campaigns, and developing online communities that support environmentally friendly technology. Technology with applications plays a very important role in the development of green technology or environmentally friendly technology, including: Energy savings are applications that help users monitor and manage energy consumption in their homes and buildings. For example, applications that control automatic lighting systems or electronic devices can reduce energy waste.

The Waste Management System is an application designed to help users manage waste, such as recycling and finding ways to reduce waste. It includes reminders for disposing of trash on schedule and information about the nearest recycling locations. Energy Savings, an application that helps users monitor and manage their energy consumption in their homes and buildings. For example, an application that controls automatic lighting systems or electronic appliances can reduce energy waste. Car-sharing, public transport, and bicycle applications offer more environmentally friendly alternatives compared to using private cars. Navigation applications also help users find the shortest or fastest routes to reduce their carbon footprint.

In the budget, there is actually an application that provides information about environmental issues, tips for living more sustainably, and eco-friendly activities. You can raise public awareness about the importance of protecting the environment. Several applications are designed to monitor air quality, pollution, and other environmental parameters, providing data that helps users and policymakers formulate environmental protection measures. With the rapid development of technology and the increasing awareness of environmental issues, applications will continue to play an important role in driving. adopt environmentally friendly technology and enhance sustainability across various sectors.

CONCLUSION

The conclusion regarding the role of applications on social media in supporting the development of green technology includes: Information dissemination: Social media applications serve as an effective platform for spreading information about environmentally friendly technologies, including their benefits, the latest innovations, and their applications. It will help raise public awareness of the need and importance of environmentally friendly technologies. Then Community and Collaboration: social media applications create spaces for individuals, organizations, and businesses to collaborate and build green communities. Groups and forums allow users to discuss, share experiences, and collaboratively develop solutions to environmental issues.

Advertising and Marketing: The growth of environmentally friendly technology often requires market support. Social media allows companies and start-ups operating in the field of environmentally friendly technology to promote their products and services more comprehensively and effectively, thereby increasing their chances of broader and more effective market acceptance. Education and Advocacy: Through educational content and environmental awareness campaigns on social media, this application helps educate the public about sustainable practices. It is important to encourage the community to change their behavior towards a more environmentally friendly lifestyle. Overall, social media applications play a crucial role in promoting the development of environmentally friendly technology by enhancing communication, collaboration, and mobilization towards sustainable environmental goals.

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