SOCIAL SOLIDARITY IN THE DIGITAL AGE: CHALLENGES AND OPPORTUNITIES

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Abstract
Digital technologies have transformed the dynamics of social solidarity across the globe. This research examines this transformation in depth, taking into account the challenges and opportunities it creates. The literature review shows that cyberspace has a strong influence in strengthening the bonds of community across borders. Virtual communities of citizens have sprung up with ease, allowing cross-cultural interactions to take place more smoothly. Social networking sites facilitate collaboration and human connection on an unprecedented scale. However, digital porch technology has also created significant problems. One of the main issues relates to the risk of polarization due to automated filtration systems that tend to reinforce one-sided perspectives and "viewpoint overflow". Privacy of personal data and security of personal information are also serious issues, given the large volume of intimate data that users share on various online pages. Disparities in access to digital technology also remain a problem, leaving certain groups isolated from the times.
Keywords: Solidarity, Social, Digital Age.

Introduction

The digital age has introduced unimaginable transformations in human life. Information and communication technologies have changed the way we relate, synergize and share. However, this major change has also brought about a number of new challenges and opportunities, especially in the aspect of community unity.

Social unity is an idea that refers to similarities and commonalities among citizens, based on a sense of community, mutual respect, and help. In the past, social unity was often fostered through face-to-face links and strong community relations (Ibrahim & Safieddine, 2020). But how can this concept be realized and sustained in this increasingly complex digital world?

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Digitalization offers a wide array of tools that allow for quick and practical communication. Social media, for example, has become the main terrain for most people to connect with each other. However, there are concerns that superficial online interactions may not be able to replace the depth and authenticity of face-to-face relationships. (Faedlulloh et al., 2021). The big question that arises is: Can social unity remain strong in this age of digitalization?

In addition, the internet also facilitates the formation of virtual communities that share similar concerns and interests. This allows people from all over the world to collaborate and support each other without being limited by geographical distance. (Aslan, 2019). However, is this enough to sustain the values of true social unity, or is it just a pseudo-relationship that is prone to divisiveness?

Another challenge is the digital divide, which is the difference in access to and ability to utilize technology among different segments of society. This inequality can have an impact on social cohesion, as there are parts of society that may feel left behind and excluded due to their limited ability to access technology. (Nuroh & Liansari, 2024).

The digital age has introduced new phenomena of filter bubbles and echo chambers, where people tend to only accept information that reinforces their personal views and beliefs. This can hinder dialog and cooperation between different groups, and ultimately affect social solidarity negatively. (Sáez, 2023). However, the digital age also brings great opportunities to promote social solidarity. Crowdfunding platforms, for example, allow individuals to support various social initiatives quickly and effectively. This shows that digital technology can be used to strengthen social solidarity if utilized properly (Kennis, 2022). (Kennis, 2022).

Digital literacy education is an important aspect in strengthening social solidarity in the digital age. By increasing awareness and understanding of how to use technology positively and responsibly, people can play a more active role in building solidarity. (Sitopu et al., 2024); (Guna et al., 2024).

Governments and social institutions also have a key role in creating policies and programs that support the use of technology to improve social welfare. As such, digital infrastructure is not only a means of communication, but also a platform that strengthens social ties and solidarity (Silveira, 2022). (Silveira, 2022). In addition, digital platforms such as online forums and discussion groups can be a gathering place for people to dialogue and share thoughts on current social issues. This can help broaden horizons and increase empathy among community members (Duenas-Cid et al., 2022). (Duenas-Cid et al., 2024)..

Digital technologies also enable faster and more effective monitoring and delivery of aid in emergency situations. This shows the great potential of technology to facilitate cooperation and mutual aid in crisis situations. However, ethical challenges in data usage and privacy must also be considered. (Leinius, 2022). Irresponsible use of technology can lead to violations of privacy and trust, which can ultimately undermine

social solidarity. For this reason, it is important for society to develop new norms that support social solidarity in the digital age. This includes the ethical use of technology, respect for privacy, and the obligation to offer support and assistance to others through digital channels. (Wood, 2021).

Through various initiatives and joint efforts, the digital age can become a momentum to strengthen social solidarity. Technology is not just a tool, but also a bridge that connects various positive social programs.

Ultimately, the strength of social solidarity in the digital age will largely depend on how we utilize technology to interact and support each other. With the right approach, the digital age can be a golden opportunity to build a stronger, more connected and caring society.

Research Methods

The study conducted in this research uses the literature research method. This research method is used to review, analyze, and summarize existing knowledge on a particular topic based on published sources. This method is very important in scientific research because it helps researchers understand the existing knowledge landscape, identify gaps in previous research, and formulate new hypotheses. (Raco, 2018); (Sugiyono, 2010); (Nasution, 1996).

Results and Discussion
Concept of Social Solidarity

Social solidarity is a concept in which members of society are connected to each other through mutual care, shared consciousness and collective responsibility. It encompasses cooperation and mutual support between individuals and groups within society, which strengthens social cohesion and helps maintain stability and cohesion in community life. (Oliveira, 2021). In this context, social solidarity serves to strengthen the bonds between individuals and groups, so as to create an atmosphere of mutual respect, mutual cooperation, and help each other in facing problems together. (Nastasi & Battiato, 2021).

Culture and historical context play an important role in shaping and influencing social solidarity within a society. Culture, which includes the values, norms, customs and traditions held dear by a group, can determine the extent to which social solidarity is upheld. (Vasconcelos, 2022). For example, cultures that value collectivity and mutual aid, such as in many Asian and African countries, tend to encourage stronger social solidarity. In contrast, cultures that are more individualistic, such as in some Western countries, may have a different form of social solidarity, emphasizing personal rather than collective responsibility (Roseira, 2022). (Roseira, 2022).

Historical context also has a major influence on social solidarity. Shared experiences that occur in a society's history, such as times of colonization, war, or

natural disasters, often strengthen the sense of community and mutual aid among its members (Saiz-Alvarez & Calleja-Leal, 2020).. Obvious examples are the strong social solidarity in formerly colonized countries that fought together for independence, as well as the various social movements that emerged in response to historical injustices. These experiences form a collective memory that can enhance the bonds of solidarity within these societies (Lagerkvist, 2020). (Lagerkvist, 2020).

On the other hand, conflicts or social upheavals that occur in history can also have a negative impact on social solidarity. Internal conflicts, such as civil wars or ethnic divisions, can destroy social unity and cause societies to fragment. (Nuroh & Liansari, 2024). The process of reconciliation and efforts to rebuild social solidarity post-conflict often takes a long time and a great deal of effort. Therefore, an understanding of how culture and history shape a society's social solidarity is critical to designing effective social policies and interventions. (Trisiana, 2020).

The Digital Age and Its Changes

The digital age refers to a period of human history characterized by the dominance of digital technology in almost every aspect of life. It involves the use of computers, the internet, mobile devices, and various forms of digital media that have replaced previous analog systems (Hasanah et al., 2021). In the digital age, information and communication have become faster, more accessible and widespread, changing the way individuals work, learn, interact, shop and entertain themselves. This age is also characterized by the development of artificial intelligence, big data, and Internet of Things (IoT) technologies, which further expand traditional boundaries and create a more connected and intelligent world. (Sudarmo et al., 2021).

Key features of the digital age include global connectedness, information transparency and personalization. Global connectedness means that individuals and organizations can communicate and collaborate without geographical boundaries. Information transparency enables quick and easy access to information from multiple sources, which democratizes knowledge but also poses challenges related to data privacy and security. (Tian et al., 2024). Personalization in the digital age is demonstrated by the ability of technology to tailor content, services and experiences based on individual preferences, through data analysis and advanced algorithms. In addition, the digital age is also characterized by rapid change and continuous innovation, which demands adaptation and digital competence from all its members (Shelokov, 2022).

The development of Information and Communication Technology (ICT) has undergone a significant evolution since the days of the first computer. It started with mainframe computers in the 1960s that were used by large organizations for computing and data processing purposes. Development continued with the advent of personal computers (PCs) in the 1980s, which brought computing sophistication to homes and

small offices. The Internet became an important milestone in ICT history in the 1990s, connecting millions of devices to a global network and enabling much more efficient and effective communication and information exchange. (Saiz-Alvarez & Calleja-Leal, 2020).

In the new 21st century, ICT has made tremendous progress with the advent of mobile devices such as smartphones and tablets, starting the era of mobile computing. Smartphones not only revolutionized the way humans communicate, but also brought new applications and services that profoundly changed various aspects of daily life. (López-Rabadán, 2021). With the faster internet and its wide coverage, including 3G and later 4G technologies, people can easily access information, work, shop, and interact online anytime and anywhere. Cloud computing services have become popular, providing flexible and affordable storage and computing solutions for individuals and businesses. (Tinkler, 2021).

The past decade has seen a rapid surge in the development of artificial intelligence (AI) and big data. AI enables automation of complex tasks, deep data analysis and even decision-making, while big data paves the way for more detailed analysis and a deeper understanding of patterns and trends. Technologies such as machine learning, speech recognition, and computer vision have found their place in applications ranging from virtual assistants to autonomous vehicles. The Internet of Things (IoT) has also connected smart devices to the internet, making homes, cities, and industries smarter and more efficient. (Zufar & Airlangga, 2021).

ICT developments continue with the trend towards 5G networks, which promise much lower internet speeds and latency, opening up new potential for augmented reality (AR), virtual reality (VR), and more. Blockchain has also been a major innovation in data security and transparency, with applications spanning finance, supply chains, and even government systems. With continued technological innovation and integration, the future of ICT promises further changes that will continue to transform the way we live, work, and connect with each other (Rafiq et al., 20). (Rafiq et al., 2022).

As information and communication technology develops, its impact on various sectors is increasingly felt. In education, for example, technology has enabled virtual learning spaces and online courses that can be accessed by anyone anywhere. This opens up wider and more inclusive educational opportunities. (Mazumdar, 2024). In the business world, many companies are shifting to hybrid or fully remote working models thanks to advanced communication technologies and online collaboration platforms. On the other hand, the healthcare sector is also undergoing a significant transformation with telemedicine and electronic medical records facilitating remote diagnosis and treatment. (Ryadi, 2021).

Not only that, human social interactions have also undergone fundamental changes thanks to social media and instant messaging apps. Families and friends separated by distance can easily stay connected. However, this development also brings

new challenges such as privacy concerns, cybersecurity, and dependence on technology. The phenomenon of fake news and the rapid spread of misinformation in cyberspace are particular challenges that need to be addressed through digital literacy and appropriate regulation. (Schmitt, 2024).

Furthermore, the industrial revolution 4.0, which is characterized by the use of automation and data in the production process, has changed the landscape of industry and work. Conventional jobs have been changed or even replaced by machines and algorithms, while new technology-based jobs have emerged. (Fuaddah, 2023). Therefore, it is important for the workforce to continuously upskill and understand new technologies to remain relevant in the future job market.

Inevitably, digital transformation has brought about fundamental changes in the way people interact, work and live. From mainframe computers to 5G wireless networks, each innovation opens the door to new opportunities and challenges. The impact is widespread in various fields, ranging from education, business, health, to industry. (Hodgson, 2021). In the midst of these ongoing and dynamic changes, digital literacy, cybersecurity, and adaptation to new technologies are key to reaping the optimal benefits of ICT while minimizing the risks that may arise. The future of ICT promises the continued development of innovations that will continue to redefine many aspects of human life. (Zulaihah, 2023).

The Interaction between Technology and Social Solidarity

Modern technology has brought about a major transformation in the way we interact socially. Social media platforms and instant messaging apps allow us to communicate with friends, family and coworkers in an easier and faster way than in the past. We can share important moments, the latest news, and even participate in activities together despite not being in the same location. This versatility creates a stronger connection and sense of community despite the distance. (Cruz & Tarabasz, 2024).

However, technology also comes with its own challenges in social interaction. Virtual communication often cannot fully replace the nuances of emotions and nonverbal expressions present in face-to-face encounters. This can lead to misunderstanding or lack of empathy between individuals, which in turn can affect the quality of our relationship. (HIdayah et al., 2023).. In addition, the presence of technology can also encourage us to spend more time online than in real life, potentially reducing direct social contact and even leading to social isolation (Pérez, 2022). (Pérez, 2022).

On the other hand, technology has opened up new opportunities to build social solidarity. Online platforms and social media allow us to quickly organize collective actions, such as social campaigns, donation drives, or protest movements. Information can spread quickly and evenly, allowing more people to get involved and participate in

collective action. This helps to create a sense of community and common purpose among individuals and groups who might otherwise never meet in the real world (Bauder, 2022). (Bauder, 2022).

However, solidarity formed online can also be vulnerable to digital dynamics. For example, debates on social media often turn into sharp and divisive polarizations. Social platform algorithms tend to display content that reinforces one's own views, which can reduce understanding and tolerance of different viewpoints. Therefore, while technology offers many tools to strengthen solidarity, it is important that we remain critical of its use and continuously strive to build empathy and constructive dialogue.

The Challenge of Social Solidarity in the Digital Age

In the digital age, a sense of social solidarity faces complex and diverse challenges. One of the main challenges lies in the polarization reinforced by social media algorithms. Platforms such as Facebook, Twitter and Instagram often serve content that matches users' preferences, meaning that people tend to see information that reinforces their own beliefs. (Alsina, 2024). This can widen the gap between different groups, making discussions less fruitful and conflict-ridden. This polarization can hinder the creation of a sense of social solidarity, as communities are divided and lack constructive dialogue (Black, 2022). (Black, 2022).

Besides polarization, the spread of misinformation or disinformation is another major challenge. In the digital age, news is able to spread very quickly, often without adequate verification of facts. Disinformation can create confusion, distrust, and even panic in society. This not only undermines efforts to build a sense of social solidarity, but can also lead to further conflicts and tensions. (Choi, 2021). In crisis or disaster situations, for example, the dissemination of inaccurate information can hinder the collective action needed for community resilience (Deveaux, 2021). (Deveaux, 2021).

Another challenge is the phenomenon of "slacktivism," or activism done superficially through clicks or minimal online support. While technology makes it easier for people to engage in social campaigns, many stop at symbolic actions such as signing an online petition or sharing a hashtag without taking any further tangible steps (Pagliaro, 2020). This can create an illusion of participation and a sense of solidarity that is actually superficial and ineffective in bringing about real change. Reliance on such tactics can take the focus away from the concrete actions needed to support substantial social change. (Isabella & Nofrima, 2024).

Finally, the phenomenon of digital privacy and security is also a challenge in building a sense of social solidarity. Fear of data tracking, hacking, and misuse of personal information can deter people from participating in online movements. (Vatreš & Alispahić, 2024).. These concerns are justified by the many incidents of data leaks and privacy abuse that have occurred. Therefore, finding ways to protect individuals' privacy

while ensuring the security of digital platforms is key to building and sustaining a sense of social solidarity in the digital age. (Maldonado, 2023).

Opportunities for Social Solidarity in the Digital Age

The age of digitalization, while full of challenges, also opens up many opportunities to strengthen social solidarity. One of the main opportunities lies in the ability of digital technology to connect people across backgrounds and geographical locations. Social media and communication apps make it easy for individuals to join virtual communities with similar goals and interests. This enables solidarity networks to form across physical boundaries, facilitating collaboration and support between groups that would never interact in real life. (Aliyev & Aliyeva, 2024).

In addition, the digital age opens up great opportunities to raise public awareness of pressing social issues. Through the utilization of social media platforms, awareness campaigns are quickly contagious, covering a wider audience in short. This mobilizes support and collective action more effectively. (Menezes, 2021). For example, the #MeToo and Black Lives Matter social movements successfully gained global attention and spurred millions to speak out and act against injustice. Thanks to the exploitation of digital technologies, important issues are more quickly brought to the spotlight and garnered popular support (Duenas-Cid et al., 2024).

The digital age opens up opportunities for more efficient and effective fundraising through crowdfunding platforms. Through sites like GoFundMe, Kitabisa, and Patreon, individuals and organizations can raise funds to support various social initiatives. The ease of access and transparency of the fundraising process allows more people to contribute to important projects. This expands the opportunities for people to engage in philanthropy and social action, empowering individuals to make a positive impact locally and globally. (Achmad, 2022).

Finally, digital technology facilitates the distribution of aid in crisis situations. Digital applications and platforms are used to better coordinate aid, from logistics to important information on affected victims. For example, emergency applications and interactive maps provide real-time data on areas in need of assistance, so that solidarity responses are more quickly targeted. The ability to mobilize resources and aid quickly through technology is a great advantage to support communities facing a crisis or disaster.

Conclusion

The conclusion of the study on "Social Solidarity in the Digital Age: Challenges and Opportunities" found that digital technologies, while presenting a number of obstacles, also provide great opportunities to strengthen unity in society. On the one hand, digital technologies enable unprecedented connectivity, facilitating communication and collaboration across geographical and cultural boundaries. Virtual

communities can form easily, strengthening networks of solidarity that transcend physical and social boundaries.

However, the research also identifies significant challenges that must be overcome. One of the main challenges is the risk of segregation and polarization in the digital world, where algorithms often reinforce "echo chambers" and affiliation bias, which can hamper solidarity. Privacy and data security are also major concerns, given the amount of personal information shared on digital platforms. Additional challenges include the digital divide, which can isolate individuals or groups who do not have sufficient access to technology.

While these challenges are real, this research confirms that with the right strategies, the opportunities offered by the digital age can be fully utilized to support social solidarity. An inclusive and responsible approach to technology use can help address these issues. By promoting digital literacy, developing policies that protect privacy and security, and striving for more equitable access to technology, the digital age can become a more powerful and effective driving force for social solidarity.

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