Digital Era

Digital technology not only provides convenience but also brings changes in our life structure. Millions of people in the world now rely heavily on digital technology, including Indonesians. Not only as a support, technology has now become the main platform in various sectors, such as business, economy, and transportation. However, this rapid growth of technology has not been supported by sufficient regulations and securities. As a result, several obstacles and risks occur. The question now is whether the world, including Indonesia, has been ready for the digital revolution. This edition of the Jurnal Komunikasi Indonesia raises an issue related to the emergence of digital technology.

Digital technology not only provides change but also creates a shock in the global setting. The internet brings change and even revolution, and also great economic potential. This issue is discussed in Reno Dalu Maharso and Irwansyah’s article entitled “Attention Economy in Streaming Video Application: Interaction Avatar in YouTube Video Content Monetization”. In their study, Reno Dalu Maharso and Irwansyah showed an avatar interaction in the attention economy framework on the popular YouTube channels and its benefits in monetizing video contents on the YouTube channel. Applying the attention economy theory, they explained a form of transactions between the utilized avatars and the number of viewers as exchange rates. In the end, YouTube standardization was formed against the online advertising and aimed to make advertisers advertise on a particular channel.

The next discussion is the problem of digital technology due to the lack of adequate regulations in the transportation sector. This is reflected in the writings of Risya Zahrotul Firdaus and Sari Monik Agustin which raised the issue of symbolic violence on precariat workers of online transportation companies. In their writings, they emphasized the existence of parties who dominated and those who were dominated due to legal gaps. These legal gaps might serve as a loophole to gain profits by breaching other parties’ interests. Precarious workers in the online transportation business are recruited under a partnership agreement which should place them equal with the relevant e-commerce companies. However, in practice, the workers are dominated by the e-commerce companies. Thus, this triggers the symbolic violence suffered by the precarious workers.

Other digital technology issues are discussed by Reny Yuliati and Andria Saptyasari in their study entitled “Cyberbullying Involvement: Impacts of Violence Exposure in The Media, Family, Society, and School”. By the current progress of the communication technology sector, the number of bullying is getting higher because it occurs not only face-to-face but also mediated by the internet. This cyberbullying problem as even become a concern in various countries, including Indonesia. This study seeks to demonstrate the impact of exposure to violence from media and schools which is related to the involvement of youths in cyberbullying. Parents and schools must pay attention to this issue, where parents must select media that does not exhibit violence, and schools need to pay attention to policies, such as anti-bullying programs and creating a safe school environment.

In addition to the topic of the digital era, this edition of JKI also raises another topic. Nissa Cita Adinia and Dewi Chandra Kirana reviewed the use of photovoice to explore issues related to the female refugee living in the metropolitan city of Jakarta. Meanwhile, Amali Kartika Karawita discussed the persuasion strategy used by Marine Le Pen to change the image of Marine Le Pen and the representation of the National Front party, so the message was more acceptable to the public.

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