

DIVING INTO SOCIETAL ISSUES: THE IMPACT OF DIGITAL ERA DEVELOPMENTS ON ENVIRONMENTAL ISSUES

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Abstract

Environmental issues are a major threat to the survival of humans and other living creatures. In the digital era, the role of media in environmental ecology has become more complex. One way the media contributes to environmental ecology is by conveying information about environmental issues that require attention. Thanks to the media, many issues such as climate change, plastic pollution and sustainability are at the center of public attention. The media also plays an important role in exposing destructive practices that damage the environment, triggering responses from governments and civil society. Unraveling the ecological impact of media in the digital era is an important step in understanding the role of media in environmental conservation. The media has a great ability to shape our perceptions and actions towards environmental issues. This research investigates in depth the social content: the impact of the development of the digital era on environmental issues using a literature review approach. This research discusses the definition of environmental issues, the influence of technological developments in the digital era on people's lives, the ecological impact of digital media: the role in preserving the environment, technological developments in the digital era and environmental sustainability

Keywords: social issues, developments in the digital era, environmental issues

INTRODUCTION

Human life cannot be separated from the environment, which is the place where humans live and carry out their activities. However, the influence of human activities on the environment is increasing along with technological developments and industrialization. As a result, environmental issues are increasingly complex and have become global issues that require attention from all parties. In Indonesia itself, environmental problems have become a massive issue discussed by various groups. Environmental communication is an important factor in increasing awareness and pro-environmental action in society. Environmental communication can help strengthen environmental awareness and motivate pro-environmental action, as well as expand public participation in environmental issues. In the digital era, digital technology has