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Communication Development People in the Revolutionary Era Industry 4.0 & Covid-19

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Abstract

Introduction to The Problem: The existence of the Covid-19 pandemic caused the government to implement various policies, these policies were relevant to the Industrial revolution 4.0, which in this era was the main characteristic of information systems in software, in this era the main objects were humans and technology. Purpose: Therefore this research aims to discuss the development of human communication in facing the era of the industrial revolution 4.0 Design/methods/approach: This research is a document or library study. data collected through documentation. Literature review method through literature relevant to research. Then the data were analyzed using content analysis based on the theme. Findings: The results of the study show that in the face of the industrial revolution era, human communication development can be done by improving communication, improving digital skills. Research implications/limitations: This study recommends that the next researcher further develop research, especially in the type of research, research subjects and data analysis techniques. Originality/value: this research provides new information about communication in the era of the industrial revolution 4.0 about how communication was formed during Covid-19.

Keywords: Human Development, Communication, Industrial Revolution, Technology, economy

Introduction

The era of the industrial revolution (RI) 4.0 in the context of development can be monitored from two different sides, namely from an economic and non-economic perspective. From an economic standpoint, the rate of economic growth supported by the presence of information technology is a phenomenon that cannot be denied, but on the other hand it has also caused a severe poverty gap, as a result of inequality in understanding, absorbing and adapting to new technological developments in society.

On the non-economic side, the phenomenon of change occurs rapidly in the face of civilization. In contrast, this shift has occurred in the tastes of young people or millennials in every aspect of their lives, but that is just like a snow mountain, that change is happening at all levels of society. Communication is an interesting part to observe in this shift of change (Bosra et al., 2020). All communication processes are affected, whether the communicator, message, message retrieval, media, message receiver, and so on.

The RI 4.0 era is actually the era of communication, where coding communication develops, namely the language that connects humans and machines (Ghufron, 2018). If previously interpersonal communication was carried out using verbal language that was easy for humans to understand, then to increase human productivity a language of symbols (mathematics) was also developed which triggered the birth of automation technology in RI 3.0. Where at that time the human concern was when human work would be replaced by robots (machines).

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And in the era of RI 4.0 the trigger was the internet network (Latipah et al., 2021), supported by a coding language which gave birth to online applications. The sophistication of communication in this era causes people to start worrying that not only stealing jobs from humans, but robots are also predicted to be able to replace human existence in this era.

This concern is very justified because coding languages have ushered in the era of artificial intelligence or artificial intelligence (Müller & Bostrom, 2016). According to Shinzo Abe, the world was shocked by "Society 5.0" where this concept focuses more on human resources themselves, this concept focuses more on human development itself, because this concept is built on the basis of humans and technology, in this era the competence of human resources needed to be improved so that they were able to utilize and maximize every technological innovation at that time such as Big data, robots, Artificial Intelligence, and the Internet of Things (Tahar et al., 2022).

Literature Review

Communication human is theme interesting For featured when judging condition as above. human refer to man as creation very perfect god, so No There is One any creature can match perfection included _ Angel though (Hamjah et al., 2021)

. For that, communication man must can more dignify man in position its perfection. Although No can denied, Development technology today's communication has change order pattern thought, behavior and habits humans (Latipah et al., 2020). convenience in communicate supported by internet technology, smart phones, wifi and so on cause man can intertwine communication with man other in a manner easy, simple and practical.

System intelligent developed by RI 4.0 can seen as profit, society of the future can utilise sophistication technology in solve maslahah economy (Zubaidah, 2018) and also society 5.0 has focus main For position source Power man as center innovation, transformation technology, and industrial automation (Matias, 2019). However it also has negative side, worry virtual communication which is also supported by artificial intelligence in the future front potentially condescending dignity humanity (Müller & Bostrom, 2016).

Methods

This research uses the type of library research or literature review (Kistoro & Sibarani, 2020), which is a series of research related to methods of collecting library data or research obtained through various information such as scientific journals, documents, encyclopedias and others. This research includes descriptive research, descriptive research is research conducted to describe phenomena regarding communication in the era of the industrial revolution 4.0 and the Covid 19 pandemic. Data was collected using the library method, through literature relevant to research such as journals, books and others. After the data is collected, the data is analyzed using content analysis based on the theme (Schreier, 2012) based on the deed found and then constructed into a theory (Prasetyo, 2014).

Results

Human Development

Development is a process of transformation man towards more fine, fine self side material nor non-material, so development is a multi- disciplinary concept that can brought closer from side anywhere but in the end focused on one orientation namely wellbeing (MR Akbar, 2017). With so basically _ development is in framework create How life man become more happy, because happiness is desire from every every human circumstances.

Human development can interpreted as a process for increase skills and competencies man with method develop competence through various activity like follow training, education, and management source Power good human being (Nuryanta, 2008).

However unfortunately reality No always the same with hope. Although Work hard man in development Already reach peak marked brilliance with the more development knowledge and technology, but in reality Still Lots suffering man, alive with all disadvantages, environment damaged, live in settlements seedy, vulnerable with various crime, crime murder, sale human,

prostitution, as well various crime other. Development turns out Still leaving The basic problem that must be can resolved (R. Akbar, 2011).

Draft development human is exists from perfect development between positive wellbeing and subjective wellbeing. Namely, align between born and inner heart, with thereby man No become lame, so aligned between material and spiritual, between spirit and body so with it man would be very possible For actualize himself as the most perfect being compared to creation Lord other.

Draft development man first time put forward by someone Nobel laureate in 1998, namely by Zaki Bede, then draft This developed by Nussbaum, and Alkire. According to draft this development man related with expansion choice that everyone has for undergo complete life. Basic stuff for expand choice This is with build ability man himself. Ability man is freedom enjoyed substance everyone for undergo the life that they are appreciate. Ability fundamental for development man is life long age, knowledge, have access to source me and service necessary social for level decent life, and capable participate in life society (Titu, 2015).

A number of a must skill be prepared in face revolution Industry 4.0 or known with 4C competencies, including namely (Zubaidah, 2018):

- 1 Skill think critical skills think critical is deep fundamental skills solve problem. Skills This important owned by everyone find source problem and how method seek and find right solution on problems encountered.
- 2 Skills think creative skills this is related skills with Skills use a new approach For finish something problems, innovations, and discoveries. Skills This think about problem with looking for creative and characteristic solutions original and new, that is the solution no other people's thoughts and yet thought or Not yet done by someone else.
- 3 Skills communication skills This is Skills for reveal thoughts, knowledge, or information new owned good in a manner written nor oral.
- 4 Skills collaboration, is Skills For Work together in a manner effective and show fear of diverse teams, coaching flexibility and will in make necessary decisions _ For reach objective together. Meanwhile according Achmad Tahar, necessary things pay attention in effort development Human Resources _ going to superior competence.

Digital Skills for Digital Competency

Digital competence is knowledge, skills, attitudes and awareness required moment use technology information. So that Management must Serious increase training Skills employees in reach digital competence. Digital capabilities as well good digital implementation is something success institution in application digital technology.

HR development which includes development identity self, that is foster a sense of empathy and sympathy, capable interact / communicate with class social anywhere so that capable endure in all dynamics.

There is four objective from the development process man (Nuryanta, 2008) including:

- (1) Improve Effectiveness and performance individual or group
- (2) increase effectiveness & performance organization
- (3) develop HR knowledge, skills & competencies (4) improve potential & growth personal source Power man

United Development Program Nations has define development man as an expanding process choice society, perhaps they For undergo long and healthy life, for educated, for enjoy standard a decent life, as well freedom politics, others guaranteed right basic human and various element price self.

Index development man built on three dimensions that is long life, rate health

, knowledge and standards decent life. Quality the lives that are enjoyed, the opportunities that they are have and the freedom they have enjoy, is aspect important from development humans (Ulza & Kurniawan, 2018).

Revolution Industry 4.0 and Covid-19

Revolution industry known with term digital revolution. Known with digital revolution because happening proliteration computers and automation recording for all field. Revolution industry be marked with presence profession new, effort new, and field work new before no once thought of by humans other. One characteristic typical from revolution industry is exists intelligence artificial or artificial intelligence (Sufian et al., 2020), one example application intelligence artificial is exists use of robots as a substitute power Work man, reason mainly is Because more use of robots economical cost, more effective and efficient.

RI Era 4.0 provides strong foothold to progress technology communication. Progress technology communication the also contributed to the method produce human. Besides, even development The technology has also changed method view man in address his life. According to Prasetyo et al, Basically, revolution This has change method man think, live, and relate One each other (Lestari et al., 2021).

problem become plus critical when at the beginning March 2020 Covid-19 is here become devastating world calamity bullshit No only health However joints life economic, social, educational even religion and belief humans (Masduki et al., 2021)

. Change pattern behavior and actions during habit new i.e. 'at home course 'and strictly in Health Protocol (Prokes) in prevent deployment The Covid 19 pandemic to mid 2021 make change in pattern communication between individuals, groups and masses (Purwanto et al., 2020).

On the side else, though The Covid-19 pandemic has disable habits man but Allah SWT really is has give facility communicate for man with so broad. All what 's there around man can utilized For communicate with environment around, everyone can used as message, symbol, channel, media, sign, code (cipher), information, news, and language.

position a Humans are also determined by the communication that he has do, because basically communication needed For regulate social etiquette between human. With good communication will give influence directly on the structure balance somebody in socialize. Factor communication too determine success and failure somebody in reach something to want.

Then, how communication human answer achievements progress communication in the era of RI 4.0 where communication happened very fast. Even the communication was taking place from all direction. Man pampered with pattern communication practical services supported by accessible internet technology through various social media that are served on the smart phone menu.

Presence revolution idusdtri 4.0 trigger happening development communication new, manipulation technique information and all existing communication _ There is previously will outdated. Characteristic digital technology typical can manipulated and used internet network.

With thus, communication human become strength communication between people humans and nature the current surroundings No only depend on verbal language, however Humans today also communicate language supported non verbal ie symbol language and coding. Symbolic language or math, delivers man to progress computer technology and the era of automation. The coding language also says human progress technology network that gave birth to the virtual era as RI 4.0 marker.

Automation and virtualization is need slow society swipe so Lots manual old habits. Meeting direct Already replaced with virtual meeting, video call, zoom meeting, google zoom and so on. Send letter replaced with letter electronic in the form of email, sms, WA, IG, and so on, even transaction Already available e-pay, e- banking, e-wallet even also present cryptocurrencies as tool projected transaction will replace fiat money in the future front. Man the more easy and convenient with service technology the convenience, on the other hand causes shift mark man in communicate

Virtual communication has become very rapid for man when the covid-19 outbreak hit whole parts of the world since December 2019. The outbreak that started from Wuhan sebah province in China it with fast spread around the world, and as of this writing downgraded covid-19 still become threats and contagion the more increase especially in Malaysia and Indonesia

(Cahyo et al., 2022).

increasing spread of the Covid-19 pandemic widespread resulted almost all countries do restrictions movement and contact direct For prevent contagion. So that on condition here it is virtual communication becomes the more lively used, students who did not Again come to school, lecturers who don't Again give lectures in front of class, everyone done in a manner in network (online) so communication still walk However held online.

From here confusion in organize life people humans in the Republic of Indonesia 4.0 Era, become increase when presence The Covid 19 pandemic is tearing us apart achievements peak progress the progress technology communication and science health become end spear in solve confusion and shock social with presence plague the.

On the side another, problematic economy classic ie between owners of capital and workers as at the start industrial revolution in england 18th century, still become continuing issue _ present at every age, though at each phase revolution This contradiction gave birth to a different model with development industrial revolution, from machine steam until internet technology. Post Machine Vapor, presence technology electricity become marker on industrial revolution 2.0, where problems encountered is appearance production bulk, which causes shock between sector real and sector finance. Phenomenon this a little Lots stimulate the birth of fiat money and in turn also gave birth to problem new ie inflation.

On the revolution Next, development computer trigger to pattern characteristic production automation, when This presence easy computer so Lots work human, however on the other hand is also a concern will replace role man with robots.

Likewise when face revolution industry 4.0, pattern production increasingly virtual based develop plus with presence intelligence estimated artificial intelligence the more growing and also expected in the end intelligence artificial it has bad contribution _ For civilization people man in Century front.

No can denied virtual communication is solution during the covid-19 (Radino et al., 2021). Besides For Guaranteed interpersonal communication exists distance, also communication for control health. In fact, the Covid-19 pandemic is also forcing organization business must create a management model based new _ deep virtual communication maintain objective the business (Newman & Ford, 2021). As for what's interesting other from virtual communication in the era of covid-19 is that appearance psychology social feeling communication _ that audio communication during pre covid-19 era considered Already adequate so in the era of covid-19, virtual communication that presents video is increasingly growing, remember Presence of video of faces and expressions satisfying them and give impression psychological have (Blanchard, 2021).

Discussion

When linked with themes development, that in principle development is create man with dignity increasingly life good in century front. However in the era of RI 4.0 which also together the presence of the covid-19 pandemic, virtual communication has find the way For develop fast. Man forced with that condition, no There is choice other. Though, as creature social interaction direct is also need basic human beings, and meetings directly it will greatly contribute to happiness human.

System information consists from a number of type among them System Agile information and systems waterfall information. System Agile Information is method development device soft fast with condition change occurring needs in time relatively short Create interaction man through processes and tools, it works system through comprehensive document, the second is system waterfall information one type of development model application and incl to in cycle life classic (classic life cycle), which emphasizes sequential and systematic phases. For development models his can analogy like a waterfall, where every stage done in a manner sequentially start from on until to down.

In the research Indah Beti et al, found phenomenon interesting lately This both among _ teenager nor mature that is youtube and vlogs. Even on YouTube these days This Lots popping

up accounts new. People race race For become a Vlogger (as vlog maker) with various content start from comedy, traveling, tutorials, styles, tips and tricks until no content educate. However dangerous content own millions audience, signifies that public Not yet using social media with wise. According to Sumarni Along the development of Vlogs and social media literacy in the revolutionary era industry 4.0, culture, custom customs and wisdom local become characteristic typical medium nation sink. Knowledge culture seldom applied in

Learning, so Lots students who don't see the culture alone. Social media literacy is very necessary in this era for push content dangerous with content education. media literacy can interpreted as use mass media tool in accordance need, access content in accordance with the required, content the especially formerly understood, analyzed and evaluated the messages in a manner true and aware (Henukh & Astra, 2021).

If this digital development utilized with good will bring impact more changes good at everything aspect life like aspect economy, education, and health so that will produce happiness. On the aspect education for example is social media application in learning. demands the 21st century requires transformed education follow development era, that beginning at first learning the only centered there is a teacher then become participant centered learn, where learning the participant educate more Lots interact, argue, and collaborate. According to forbes social media application in learning the more increased and recognized as Skills important thing to do owned by every teacher, with social media, teachers can share, discuss, and collaborate in teaching (Titu, 2015). Deep understanding of the teacher utilise development technology will contribute in increase quality institution education, and determinants success participant educate (Kistoro et al., 2020).

According to Sukartono the industrial revolution 4.0 is identified as following

1) technology information safety, 2) improve reliability and stability, 3) improve production skills, 4) aversion stakeholders interest For change, and 5) loss Lots work Because automation. Challenges and changes such, sue college tall For still operate various role like education and teaching, development and dissemination knowledge knowledge. Higher education in the industrial era in line with hope for has a world class university and can survive and grow in accordance demands revolution industry 4.0. with method strengthen the world of technology cyber with demand teachers to capable compete and understand importance technology.

Likewise with aspect economy development digital technology brings changes to fields economy in this era whole activity economy driven and determined by force technology information. The digital economy is built on knowledge, digitization, virtualization, internet networks, innovation and creativity and others. one _ example application the digital economy is e-commerce, which is everything transaction sell buy product done together electronics, with take advantage technology clever like computer, android and others. And through technology also emerged various offer products interesting endeavour owner of capital for invest his wealth to business the. There is these digital developments make it easy perpetrator economy For promote productor service they so that capable help income them.

System information service health is part important which is not can separated from system health in a country. With availability system information that, society can obtain service health in a manner fast from various institution existing health, as well can increase participation through gift information about complaint existing/ occurring health in the environment around. Information health the Can accessed through social media Instagram, Facebook, and the Web (Sari, 2017).

A number of studies has show that there is two- way relationship between development people and growth economy, this implicated that the country has capacity source Power good human will form growth an inclusive economy, meanwhile If development the human Still low so No will support growth economy (even tend negative) whereas If development the human Still low so No will support growth economy (even tend negative).

Through development communication human will build all aspect life man himself

. Because basically human development is effort man For life longer, more healthy, and have level good welfare. when communication human the built in accordance changing times

then will make it easy every human in reach his welfare. this interpreted as reflection of health status, education, and abilities economy them.

Conclusion

The era of RI 4.0 was marked by the rapid development of information technology. This development causes virtual communication to become an alternative communication that can make it easier for humans to communicate almost without limits. The presence of the Covid-19 pandemic in the same era, when entering 2020, also supports the growing development of virtual communication due to lockdowns that have been enforced in almost all parts of the world. Although virtual communication provides many conveniences, on the other hand it also has the potential to undermine the value of human communication. Increasingly sophisticated virtual technology with the development of technology in artificial intelligence, it is feared that in the future it will threaten human civilization. Even though the basic concept of development is in the framework of increasing human dignity as a creation of Allah SWT, the highest position.

However, when the sophistication of this technology is put to good use, it will bring civilization to aspects of life including the economic, educational and health aspects. After doing the research, the authors suggest to further researchers to develop and study further about the development of human communication. And also to the readers, the author hopes to be able to apply technological sophistication as well as possible so that a good civilization is created for the current and future generations.

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