

The role of digital technology in building social awareness and collective action among the younger generation

Alpari Nopindra

Poltekkes Kemenkes Jambi, Indonesia

e-mail: alparinopindra@poltekkesjambi.ac.id

ABSTRACT

This study aims to analyze the role of digital technology in building social awareness and encouraging collective action among the younger generation. The main focus of the study is to identify how social media and digital platforms shape critical attitudes and empathy, and to explore various forms of social participation mediated by digital technology. The method used is the Systematic Literature Review (SLR), by collecting and analyzing various related literature from relevant journals, books, and articles to obtain a comprehensive picture of the phenomenon. The results of the study show that digital technology plays a significant role as a source of information and an effective mobilization tool, facilitating digital campaigns, online petitions, and fundraising that strengthen social solidarity. However, the study also reveals various challenges such as the spread of disinformation, the effects of algorithms, and the phenomenon of slacktivism that can hinder the effectiveness of technology in social change. An important implication of this study is the need to improve digital literacy and develop inclusive digital platforms as a strategy to empower the younger generation in fighting for social issues responsibly and sustainably.

Keywords: Digital Technology, Social Awareness, Collective Action, Young Generation, Social Media

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INTRODUCTION

In the last two decades, the world has experienced a very significant digital transformation. The development of digital technology has changed the way humans communicate, obtain information, and interact in social life. Social media such as Instagram, TikTok, Twitter/X, and Facebook have become new public spaces where ideas, values, and opinions spread quickly and widely. (Irwan Triadi & Lia Agustina, 2024). Communication applications such as WhatsApp, Telegram, and Discord accelerate coordination and exchange of information across regions and even countries in real time. In addition, digital campaign platforms such as Change.org and Kitabisa.com open up space for public participation in social issues without having to go through formal structures or complex bureaucracy. (Zega et al., 2024).

This advancement not only accelerates the flow of information, but also creates a new ecosystem where individuals, especially the younger generation, have greater access to global and local issues. With digital technology, awareness of social inequality, environmental issues, human rights, and other humanitarian challenges can be built through visual narratives, short videos, infographics, and interactive discussions. (Cepta Hery & Hidayat, 2023). The role



of digital technology as a medium of communication and collaboration has made it a strategic tool in moving society towards social change. This development shows that digital technology is not just a tool for entertainment or information consumption, but also a very potential vehicle for forming public opinion, spreading social awareness, and facilitating the formation of collective action based on shared values and concerns. Thus, understanding the dynamics and impacts of digital technology is important, especially in the context of the role of the younger generation as the main actors in various modern social movements.(Anam, 2022).

The younger generation, which generally includes the age group between 15 and 30 years, is the most active and adaptive demographic group in the use of digital technology. They grew up in an era of fast and open information, where access to the internet, social media, and various digital applications have become part of everyday life. The digital skills possessed by the younger generation—both in accessing information, producing content, and building social networks—make them the dominant users of various digital platforms that exist today.(Iqbal & Abdullah, 2024). This dominance is not only quantitative, but also qualitative. The younger generation is not only a consumer of information, but also a producer of content who actively voices their ideas, values, and aspirations through various digital media. They are involved in public discussions, online campaigns, solidarity movements, to real actions in the field that are triggered and coordinated through digital technology. This phenomenon can be seen from the many social movements driven by young people, both at the local and global levels, such as the climate movement, gender equality, social justice, and digital rights.(Kartika & Mustika, 2023).

As digital natives, the younger generation has an advantage in understanding how social media algorithms work, managing audiences, and using technology to amplify social messages. They are also more open to progressive values and tend to have a high social sensitivity to issues that are relevant to their lives and their surrounding communities. This makes them potential agents of social change—both through online activism (digital activism) and in the form of real collective action.(AP Sari & Munir, 2024). With these characteristics, the role of the younger generation in shaping public opinion, mobilizing the masses, and encouraging policy change cannot be ignored. They are a social force that, if directed well, can be a driving force in building a more conscious, just, and participatory society through the use of digital technology.(Allathief et al., 2024).

In the last decade, the world has witnessed the emergence of various social movements that have grown rapidly and gained great momentum through the use of digital technology, especially social media. This phenomenon marks a new chapter in the history of activism, where mass mobilization is no longer entirely dependent on physical space, but can be carried out quickly, widely, and effectively through digital space. Hashtags such as #FridaysForFuture, #BlackLivesMatter, and various other local campaigns have become symbols of resistance and social solidarity that have

spread across countries, cultures, and languages. The #FridaysForFuture movement, for example, began with the solo action of a teenager named Greta Thunberg who protested in front of the Swedish parliament in 2018. Through the power of social media, her action inspired millions of young people in various countries to carry out similar protests against the government's inaction in dealing with the climate crisis. This action shows how digital media can build global ecological awareness and facilitate collective action across borders efficiently. (Wahab et al., 2025a).

Meanwhile, the #BlackLivesMatter movement, which began with anger over police violence against black people in the United States, has grown into a symbol of the struggle against structural racism. Social media plays a central role in documenting violence, disseminating information, and organizing mass action in a short time. Videos and narratives that go viral on platforms like Twitter and Instagram are proof of the power of digital in arousing empathy and encouraging solidarity across communities. In addition to global movements, similar phenomena are also occurring in local contexts. In various countries, including Indonesia, community-based digital movements have emerged such as online fundraising, public education campaigns on mental health, the environment, and advocacy for the rights of women and marginalized groups. These digital communities are often managed voluntarily by young people who have high social awareness, and utilize platforms like TikTok, YouTube, and WhatsApp to convey messages creatively and interactively.

The rise of this phenomenon proves that digital space has become a new field of social struggle. Social movements now do not only rely on formal organizational structures, but can also grow organically and horizontally through internet connectivity. Social media functions as a discussion space, documentation tool, and mobilization channel that can quickly touch collective consciousness. This confirms that digital technology is not only a communication tool, but also a very powerful instrument of social transformation—especially when used by groups that have a spirit of change, such as the younger generation. In today's digital era, technology not only plays a role as a tool in everyday life, but also has a very large capacity to shape perspectives, build awareness, and influence people's social actions. Digital technology—especially social media, video sharing platforms, and online discussion spaces—has become the main channel for the dissemination of information and social narratives that were previously difficult for the wider public to access. A deep understanding of this mechanism is crucial, because digital technology has a dual potential: it can be a means of transformative social empowerment, but it can also cause disinformation and polarization if not used wisely. (Wahab et al., 2025b).

Social awareness of important issues such as the environment, human rights, gender equality, social justice, and inclusion of vulnerable groups is increasingly being built through digital content that is educational and emotional. For example, visual documentation of the impacts of climate change,

personal stories of victims of violence, or testimonies about social injustice can arouse public empathy and shape collective opinion. This kind of content often spreads widely in a short time through social media algorithms, creating a viral effect that accelerates the spread of certain social values. However, what is more important is how the technology is used to trigger collective action – that is, organized joint action aimed at bringing about real change in society. This action can take the form of a digital signature campaign, online fundraising, product boycotts, peaceful actions coordinated through social media, and public policy advocacy. Digital technology allows all of these processes to be carried out efficiently, openly, and participatory. (Parso & Darmawan, 2023).

Understanding the role of technology is important, especially for the younger generation as the main users of digital platforms. By understanding the dynamics of information dissemination, the potential for algorithm manipulation, and the power of digital networks, they can use technology not only for entertainment or self-expression, but also as a tool for struggle and empowerment. Digital literacy education that includes social, ethical, and critical aspects is an urgent need so that society, especially the younger generation, can become active actors in encouraging positive and sustainable social change through digital media. (Ayuningtyas et al., 2025). Thus, building a deep understanding of how technology can raise social awareness and trigger collective action is a very important first step in creating a society that is more responsive, caring, and responsible for issues of common interest. This study focuses on three main questions. First, how does digital technology shape social awareness among the younger generation. Second, what are the forms of collective action influenced by the use of digital technology. Third, what are the factors that support and inhibit the role of technology in building social awareness and action. This study aims to analyze the role of digital technology in raising social awareness among the younger generation. In addition, this study also identifies various forms of collective action facilitated by digital technology. Furthermore, this study seeks to explain the factors that support and inhibit the effectiveness of digital technology in building social solidarity.

METHODOLOGY

This study uses the Systematic Literature Review (SLR) method to collect, evaluate, and analyze relevant literature related to the role of digital technology in building social awareness and collective action among the younger generation. SLR was chosen because this method allows researchers to gain a comprehensive understanding based on existing evidence in a systematic and structured manner. The SLR process begins with the formulation of clear and specific research questions to direct the literature search. (Misdawi et al., 2025). Next, the researcher conducted a data search using several leading scientific databases such as Google Scholar, Scopus, and Web of Science using predetermined keywords, such as "digital technology," "social awareness," "collective action," "youth," and "social movements." After that, a literature selection process was carried out based on the inclusion and exclusion criteria

that had been set. Inclusion criteria include journal articles, books, and research reports published within a certain time frame (eg 2019–2025), which directly discuss the relationship between digital technology and the social awareness of the younger generation. Meanwhile, exclusion criteria include literature that is irrelevant, opinionated without a scientific basis, or not available in Indonesian or English.

The selected literature is then analyzed in depth using content analysis techniques to identify key themes, patterns, and findings related to the role of digital technology in raising social awareness and facilitating collective action. The results of this analysis will be summarized systematically to provide a comprehensive picture and support understanding of the phenomenon being studied. With the SLR method, this study is expected to provide a strong theoretical contribution and map the development of previous research as a basis for further studies in the field of digital technology and social change.

RESULTS AND DISCUSSION

The results of the literature review conducted using the Systematic Literature Review (SLR) method show that digital technology has a significant role in shaping social awareness among the younger generation. Many studies highlight that social media, communication applications, and other digital platforms serve as the main space for the younger generation to access information related to social issues, the environment, human rights, and social justice. Consistent exposure to this content can increase their level of understanding and concern for various social problems. In addition, the literature reveals various forms of collective action mediated by digital technology. Digital campaigns using hashtags, online petitions, online fundraising, and coordination of actions in the real world are forms of collective action that are widely initiated by the younger generation through digital technology. Several studies have shown that this digitally driven collective action not only broadens participation, but also accelerates mass mobilization and strengthens solidarity between communities.

The literature review also identified factors that support and hinder the effectiveness of digital technology in building social awareness and action. The main supporting factors include high accessibility of technology, the ability to viralize messages, creativity in delivering content, and the formation of a broad digital solidarity network. On the other hand, some challenges that arise are the spread of misinformation or hoaxes, the effects of algorithms that limit users' perspectives, the phenomenon of slacktivism where participation is limited to symbolic support without real action, and threats to the security and digital freedom of activists. Overall, the results of this SLR confirm that digital technology is an important instrument in building social awareness and driving collective action among the younger generation, but its success depends heavily on how the technology is used critically and responsibly.

The Role of Digital Technology in Forming Social Awareness of the Young Generation

Digital technology, especially social media and various digital platforms, has become the main source for the younger generation in accessing social information. Social media such as Instagram, Twitter, TikTok, and YouTube provide a space for young people to get news, stories, and current issues related to the environment, human rights, and social justice. Unlike conventional media, social media offers a very high speed of information dissemination and ease of access without geographical boundaries, allowing the younger generation to always be connected to social developments that occur in various parts of the world.(Elysia & Junaidi, 2025). In addition, educational content that is spread virally on digital platforms plays an important role in shaping critical attitudes and empathy of the younger generation towards various social issues. Short videos, infographics, and easy-to-understand articles make social messages more interesting and easy to digest. With a creative and interactive delivery style, the content not only provides information, but also invites the younger generation to reflect and act. Viral content often triggers healthy debate and awareness of the importance of an active role in social change. The active involvement of the younger generation in online social discussions and advocacy is also a real form of forming social awareness through digital technology.(Husin & Maksum, 2021). Young people are not only consumers of information, but also producers of content and drivers of critical public discussion. Through comment columns, discussion forums, and digital community groups, they participate in constructive social dialogue, organize digital campaigns, and voice their opinions and aspirations. This active participation shows that digital technology is a medium that strengthens the voice of the younger generation in building collective social awareness. (Maharani & Mandira, 2024).

Digital technology also allows young people to access a variety of perspectives and experiences that were previously difficult to reach through traditional media. With access to a variety of viewpoints, they can develop a more holistic and critical understanding of complex social issues. This is important in forming a social consciousness that is not only reactive, but also reflective and proactive. In addition, digital media provides a space for young people to express their social identities and values openly and creatively.(Jamaludin & Soleha, 2022). Through the creation of content such as videos, memes, writings, or digital artwork, they can convey social messages in a personal and inspiring way. This activity not only strengthens individual social awareness, but also encourages a sense of solidarity and togetherness in the digital communities they participate in. Digital technology also supports the formation of broader and more diverse social networks, which are important capital in mobilizing collective action.(Adiwibowo & Larasati, 2025). The younger generation can easily collaborate across regions and even countries, building alliances and solidarity that strengthen the power of social movements. Support from these digital communities provides adequate

motivation and resources to continue social action and advocacy sustainably. However, it must be acknowledged that the role of digital technology in shaping social awareness also requires adequate digital literacy. The younger generation needs to be equipped with the ability to sort information critically, recognize bias, and avoid misinformation traps. Thus, the role of digital technology can be more optimal in supporting the formation of authentic and effective social awareness.(Sevilla Ukhtil Huvaaid & Hanim Khalida Zia, 2023).

Forms of Collective Action Mediated by Digital Technologies

Digital technology has introduced various forms of collective action that allow young people to participate in social change more effectively and widely. One of the most common forms is digital campaigns that often use hashtags as a mobilization tool. Hashtags become symbols and organizing tools that facilitate the spread of campaign messages to a wider audience. Real examples are movements such as #FridaysForFuture and #BlackLivesMatter that have succeeded in garnering global attention through the use of consistent and easily recognizable hashtags. With hashtags, young people can quickly spread information, gather support, and create online discussion spaces that strengthen solidarity among supporters of the Movement.(Yafie et al., 2025).

In addition, online petitions and digital fundraising are increasingly popular forms of social participation among the younger generation. Online petitions allow individuals to express their support for a particular issue in a simple and fast way, and put pressure on relevant parties to make changes. Meanwhile, fundraising through digital platforms such as crowdfunding provides an opportunity for communities to raise the financial resources needed to support campaigns, social actions, or humanitarian aid. Both of these forms demonstrate how digital technology not only facilitates communication, but also enables concrete contributions from the wider community.(Adiani et al., 2023).

Furthermore, digital technology also plays an important role in coordinating real actions that are planned and disseminated online. Through chat groups, instant messaging applications, and social media platforms, the younger generation can organize and disseminate information regarding the time, place, and strategy of actions in the field. This effective coordination allows for more structured mass mobilization and is responsive to dynamic social situations. An example is the protest action that was designed through social media and then carried out simultaneously in various cities, reflecting how digital technology strengthens the synergy between the virtual and real worlds in advancing social movements.(Gunawan, 2023).

Supporting Factors for the Effectiveness of Digital Technology in Building Social Solidarity

One of the main factors supporting the effectiveness of digital technology in building social solidarity is the high level of accessibility and penetration of technology among the younger generation. Most young people today have

digital devices such as smartphones and relatively easy and affordable internet access. This condition allows them to be continuously connected to digital platforms that are the main media for disseminating information and organizing social actions. This broad access is an important foundation in maximizing the role of digital technology as a tool for social mobilization. The ability of digital technology to spread messages quickly and widely through social media is also a significant supporting factor. Social media allows social messages packaged in the form of text, images, videos, or infographics to reach audiences in a short time and reach diverse communities both locally and globally. This speed and reach increase the opportunities for social messages to gain more attention and support, thereby strengthening the solidarity and collective movements built around them.(Blessing, 2022).

In addition, creativity in delivering social messages that are interesting and easily accepted by the audience also strengthens the effectiveness of digital technology. The younger generation uses various creative techniques such as storytelling, strong visuals, humor, and interactive content to make social messages more relevant and engaging. This creative approach not only attracts attention, but also increases memory and emotional resonance so that messages can be more easily accepted and motivate real action. Another factor that is no less important is the formation of a solidarity network that connects individuals with the global community through digital platforms. This network allows the younger generation to collaborate, exchange experiences, and support each other in efforts for social change. This digital solidarity not only builds a sense of togetherness and collective identity, but also strengthens the bargaining power and capacity of social movements to achieve common goals more effectively and sustainably.(Tiatry et al., 2021).

Barriers and Challenges in Utilizing Digital Technology for Social Awareness and Action

Although digital technology provides many benefits in building social awareness and mobilizing collective action, there are various obstacles and challenges that accompany its use. One of the main challenges is the spread of disinformation and hoaxes that can damage the credibility of social movements. False information that spreads quickly through social media often causes confusion, weakens the movement's message, and can even divide support from the community. This is a serious challenge for the younger generation to continue to be able to sort information critically and maintain the integrity of the social movements they support. In addition, the effect of algorithms on social media platforms is also an important obstacle in building inclusive social awareness. Algorithms designed to display content based on user preferences tend to create filter bubbles, a condition where users are only exposed to information and perspectives that are similar to their own views. This phenomenon reduces the diversity of viewpoints and critical discussions, so that the potential for learning and social change is limited.(RM Sari, 2022).

The phenomenon of slacktivism is also a challenge in utilizing digital technology for social action. Slacktivism refers to a form of social participation that is symbolic and has minimal commitment, such as giving likes, sharing posts, or using hashtags without being followed by real action in the physical world. Although this activity can raise awareness, if excessive it can hinder substantial and sustainable social change due to the lack of direct involvement and concrete action. Digital security threats and repression of online activists are also significant obstacles. In some cases, young people who actively advocate for social change through digital platforms face risks such as privacy violations, surveillance, intimidation, and even repressive legal action from those in power. This condition can cause fear and reduce their courage to continue participating in social movements openly and critically. (Inaya Amalia Putri & Munawaroh Munawaroh, 2025).

Implications of Utilizing Digital Technology for Empowering the Young Generation

The use of digital technology in a social context has important implications for the empowerment of the younger generation, especially in terms of the need for digital literacy and critical awareness. The younger generation needs to be equipped with the ability to navigate the digital world wisely, be able to recognize correct and useful content, and be critical of the information they receive. Good digital literacy not only helps them avoid the traps of disinformation and hoaxes, but also facilitates the effective use of technology to fight for social issues in a constructive and responsible manner. (Putri et al., 2022).

Educational institutions and social communities play a strategic role in supporting the responsible use of digital technology. Schools, colleges, and community organizations can provide education and training programs that teach not only technical skills, but also ethical values and social awareness in the use of technology. In addition, digital communities can also be a place for young people to practice dialogue, exchange ideas, and build strong solidarity networks. This role is very important so that digital technology is not only a tool for entertainment or communication, but also a medium for empowerment and social change. Furthermore, the potential for developing digital platforms as spaces for inclusive social dialogue and collaboration is a great opportunity to strengthen the participation of the younger generation. Platforms designed with features that support open, safe, and inclusive interactions can encourage the involvement of more parties in social discussions, without being limited by geographical or social barriers. This kind of digital space allows for collaboration across communities and generations that can enrich solutions to various social problems. Therefore, the development and management of digital platforms that support democratic values and inclusivity are important keys to empowering the younger generation through digital technology. (Cici & Puji Sugiyartini, 2023).

CONCLUSION

This study shows that digital technology plays a very important role in shaping social awareness and facilitating collective action among the younger generation. Social media and digital platforms are not only the main source of social information, but also an effective medium for disseminating educational content that builds critical attitudes and empathy. In addition, digital technology makes it easier for the younger generation to be actively involved in social discussions and advocacy, thereby strengthening their participation in social change. Various forms of collective action such as digital campaigns, the use of hashtags, online petitions, and digital fundraising are real manifestations of the use of digital technology as a tool for social mobilization. The speed of information dissemination, creativity in delivering messages, and the formation of a global solidarity network are the main factors that support the effectiveness of technology in building social awareness and solidarity. However, the use of digital technology also faces a number of obstacles, including the spread of disinformation, the effects of algorithms that create filter bubbles, the phenomenon of slacktivism, and digital security threats and repression against online activists. Therefore, it is important to improve the digital literacy and critical awareness of the younger generation so that they are able to use technology wisely and responsibly. The role of educational institutions and communities is very important in equipping the younger generation with digital literacy skills and fostering ethical values in the use of technology. The development of inclusive and democratic digital platforms is also a strategic opportunity to strengthen social dialogue and cross-community collaboration. With proper utilization, digital technology can be an effective empowerment tool for the younger generation in fighting for social justice and positive change in society.

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