

Webinar PANDI

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Peran Media Sosial Dalam Menavigasi Era Digital



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Scopus 21 H-Index from
172 Dokumen



2 Buku
17 HKI

Aktifitas



Asesor BAN-PT

Penghargaan



Tokoh
Pemberdayaan
2023



The Best
University Leader
(2020 & 2021)

Aktifitas Publik



Ketua Pokja ICTDE
Forum Rektor



APERTI BUMN
ALIANSI PERGURUAN TINGGI BUMN

Ketua Umum



Ketua APTIKOM JABAR



Expressing Your
Freedom



“The ability to take data – to be able to understand it, to process it, to extract value from it, to visualize it, to communicate it – is going to be a hugely important skill in the next decades”

Hal Varian, Chief Economist, Google



“The biggest part of our digital transformation is changing the way we think.”

Simeon Preston, Managing Director & Group COO at FWD Insurance.

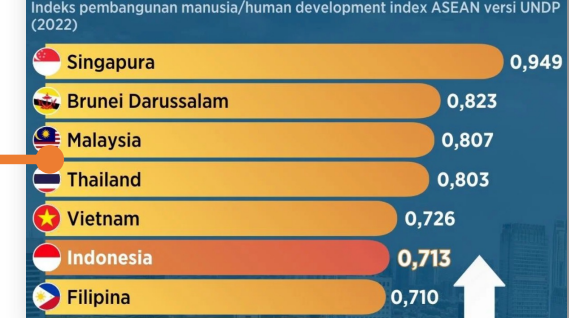
Indonesia Golden Age Vision 2045



Bonus Demografi Majukan Indonesia Mempersiapkan Bonus Demografi



Indeks Pembangunan Manusia ASEAN 2022, Indonesia Tak Menonjol



GLOBAL INNOVATION INDEX REGIONAL ASEAN



Industrial Revolution

1.0

1784

Mechanizat
Steam Pow
Waving Loc



Digital Era

4.0

Today

Artificial Intelligence,
Big Data, Robotics,
Cyber Physical
system, IoT, Network





More Concern: Human is Center Point

All Failure is failure to adapt

**Everything is Connected
→ Drive to Change?**

**Integrating system
→ Integrating Experience**

STATISTIK MEDIA SOSIAL

Platform Populer

Jumlah Pengguna Aktif

191 jt

Orang Indonesia

212,9 M
Internet
user



353,8 M
Mobile
connection



69%

Total Populasi

Daily Usage

Sekitar 3,5 jam per hari
(Global 2,5 jam).



Youtube: 89%



Whatsapp: 84%



Instagram: 80%

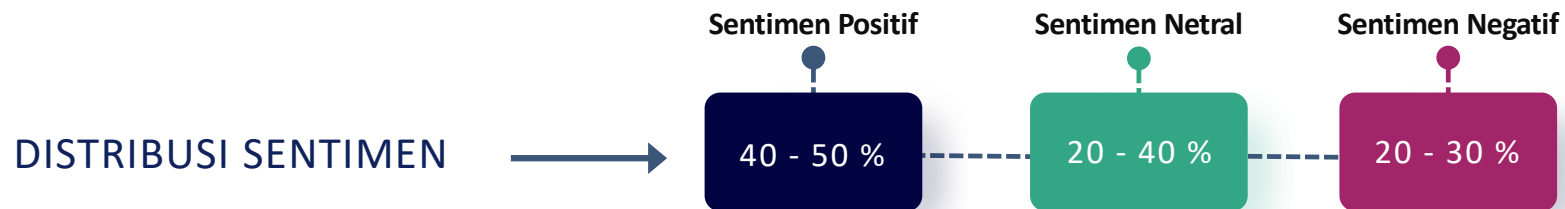


Facebook: 70%



Tiktok: Tingkat penetrasi
mencapai sekitar 52%

SENTIMEN DALAM MEDIA SOSIAL



PERBEDAAN BERDASARKAN PLATFORM



DAMPAK NEGATIF MEDIA SOSIAL



Gangguan Kesehatan Mental



Gangguan Tidur



Kecanduan Media Sosial



Cyberbullying dan Konten Negatif



Masalah Interaksi Sosial

MENDORONG DIGITAL WELLBEING

1. Mengatur Waktu Penggunaan

Social Media

- Batas Waktu Penggunaan
- Detoks Media Sosial



2. Mengikuti Konten Positif dan Edukatif

- Kurasi konten
- Pentingnya Konten Mental Health



3. Menggunakan Fitur yang Mendukung Digital Wellbeing

- Filter dan Kontrol Konten
- Mode Fokus atau Jangan Ganggu



4. Pendidikan Digital dan Literasi Media

- Peningkatan Literasi Digital
- Kampanye Digital Wellbeing



5. Keterlibatan Platform dalam Mengurangi Konten Negatif

- Penggunaan AI untuk Moderasi Konten
- Pembatasan Fitur yang Berpotensi Adiktif

Lesson Learned



Analytics Social Media

Hootsuite

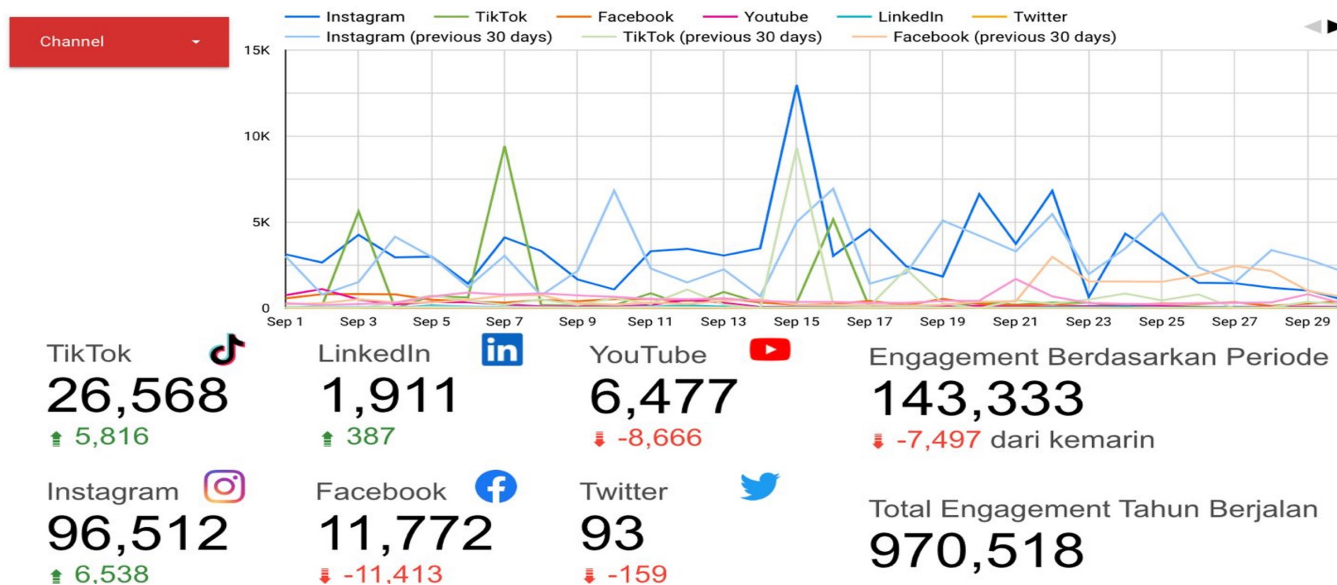
.id Expressing Your Freedom

disdik
jabar

Telkom
University

Tel-U memiliki 7 channel media sosial (kampus utama) yang dikelola oleh Tim Public Relations & Analytics (PRA) :

ENGAGEMENT



211K
@telkomuniversity

21,8K
@universitastelkom

29,7K
@telkomuniversityofficial

90K
Telkom University

22K
Telkom University

17,4K
@TelUniversity

19,8K
@telkomuniversity

Nurturing Digital Mindset



Developing Character and Competences



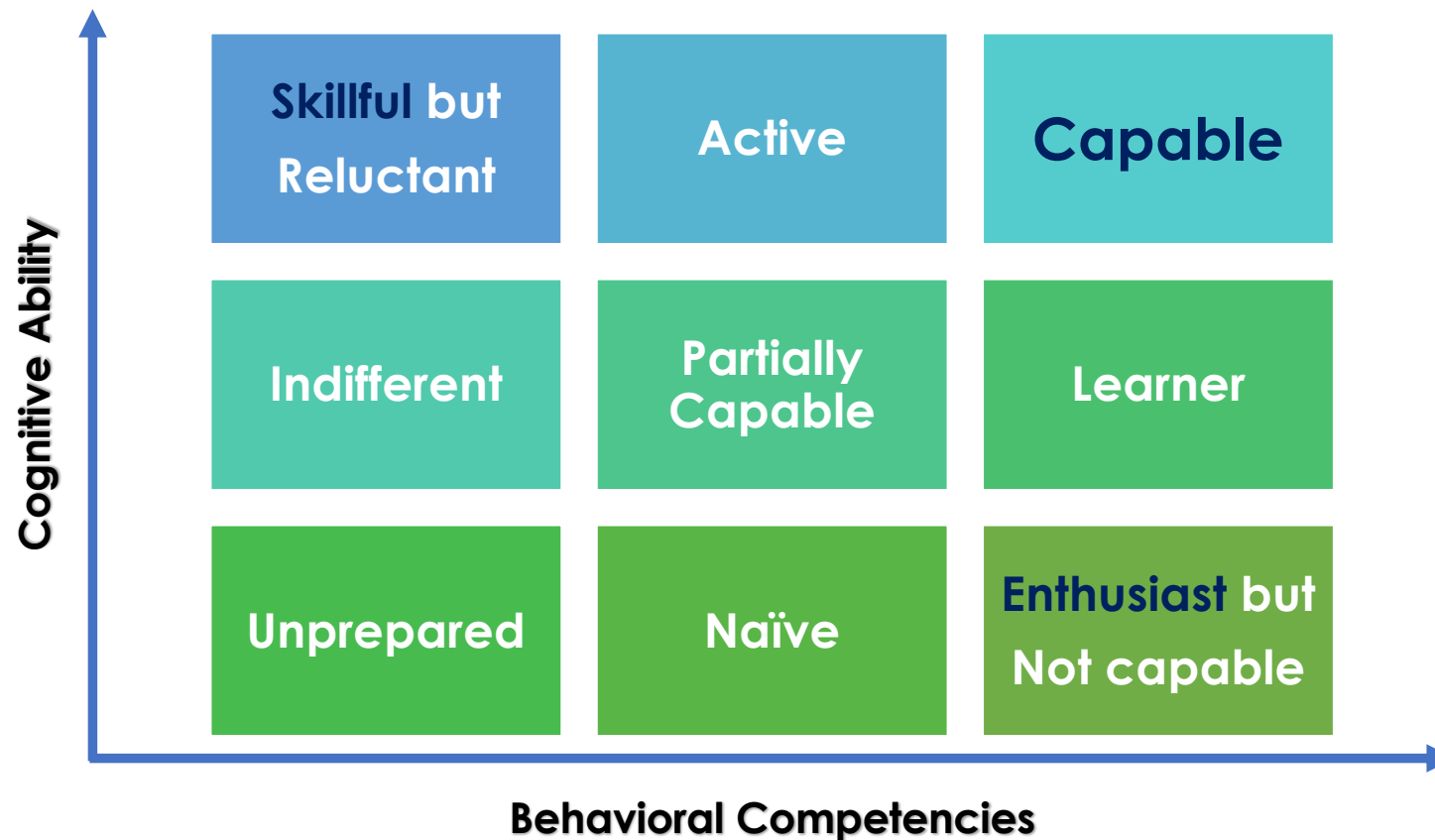
Data-centric for Quality Improvement



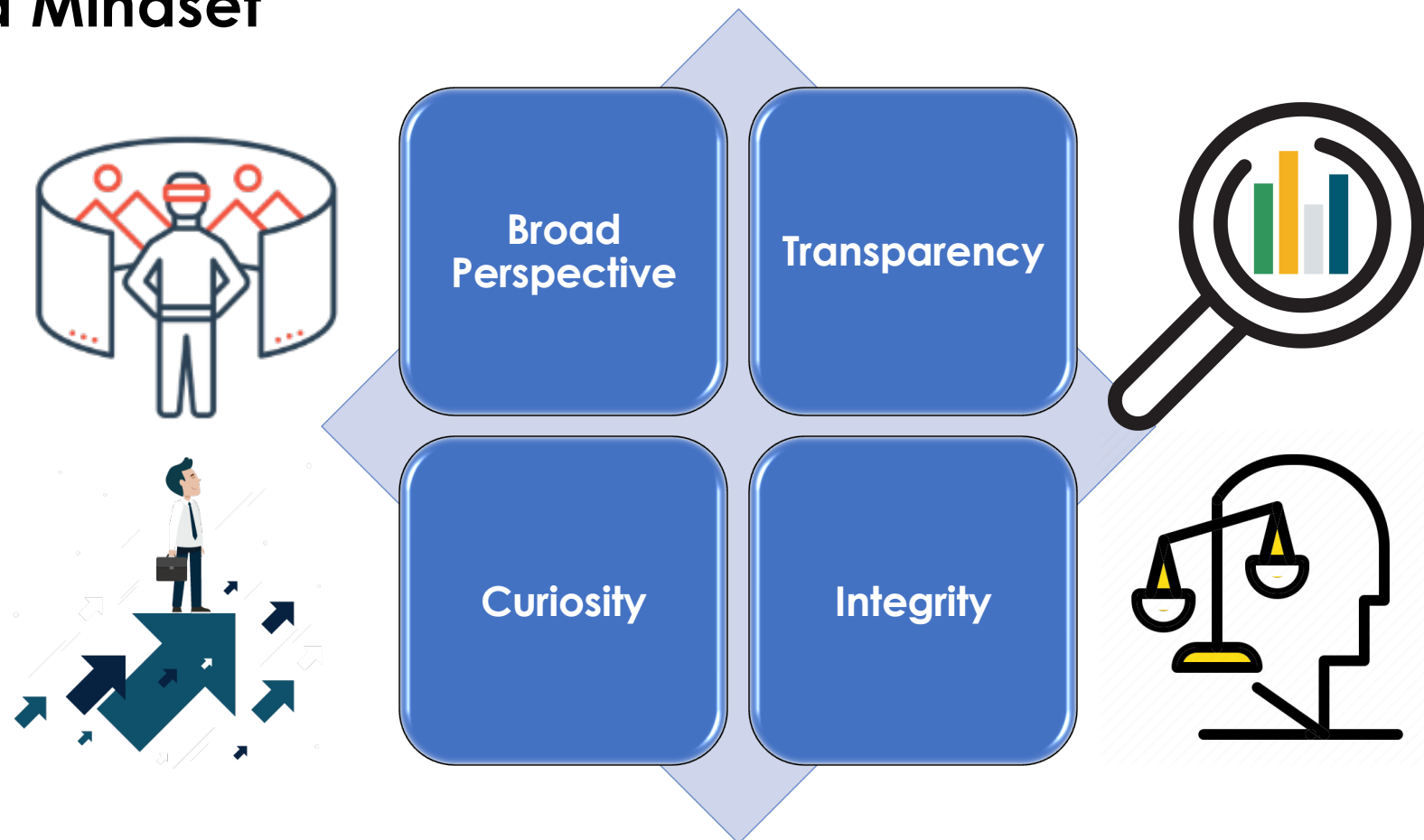
Human-centered Technology

Lifelong Learning

Self Potential



Data Mindset





RECOMMENDATION

Adaptive & Collaboration



Embrace Divine Intervention



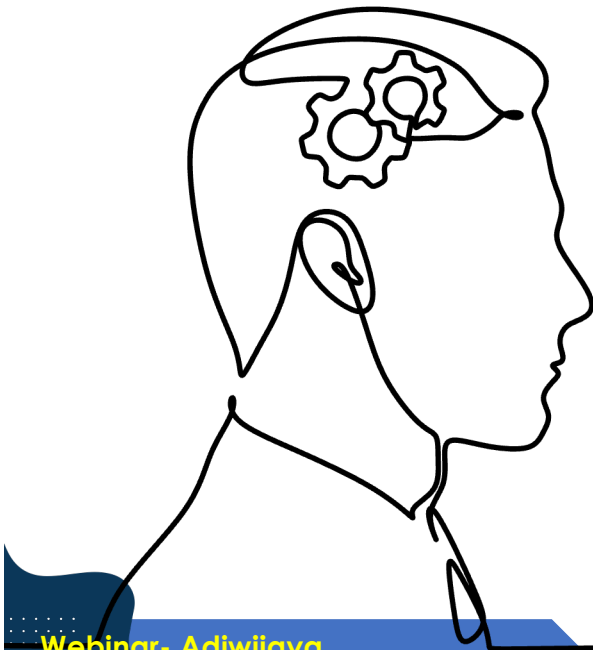
Commitment and Consistency



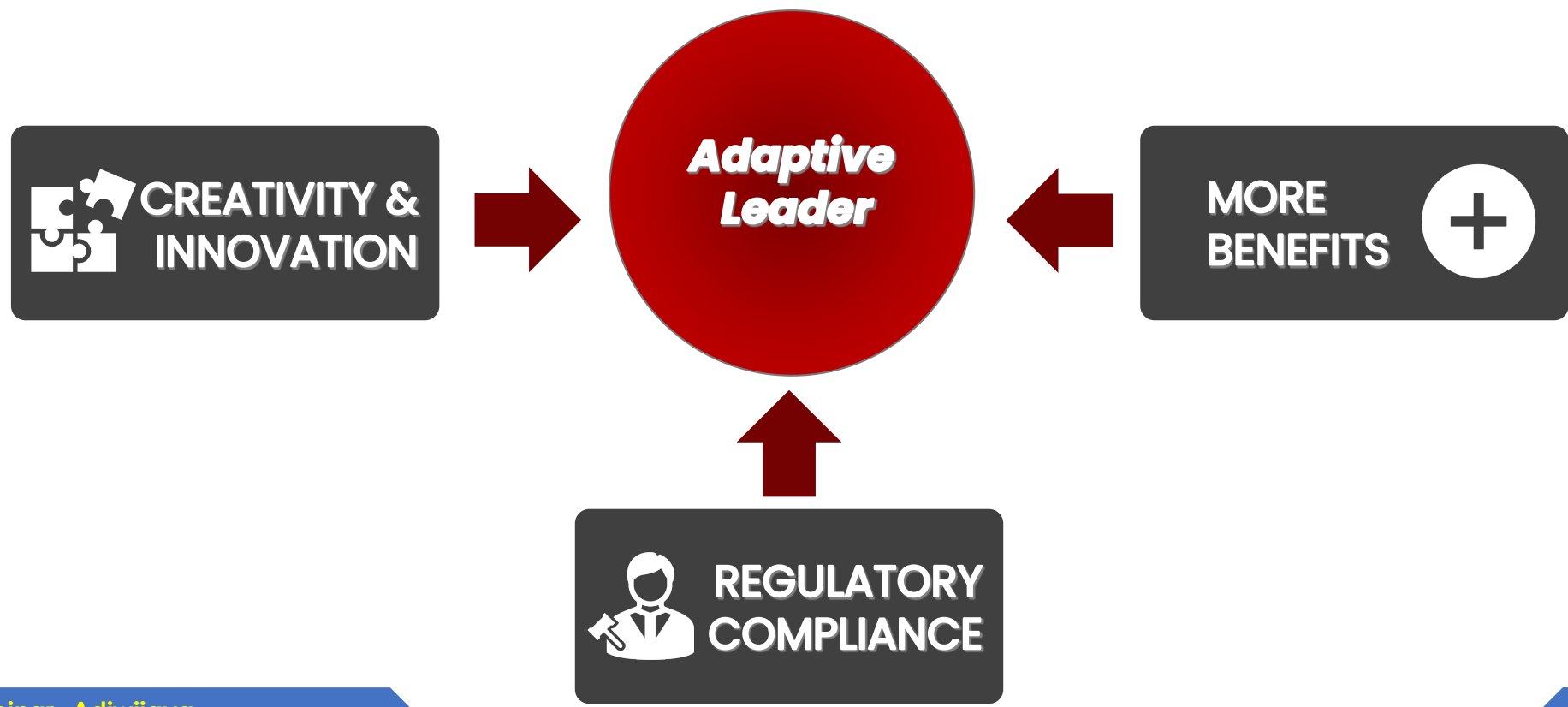
Anchor on true north



There is no impossible



CREATING THE FUTURE





Seyogyanya, jadilah seperti **Lebah**
yang senantiasa memberikan manfaat
bagi lingkungan tanpa merusak keseimbangan

Thank You

Prof. Dr. Adiwijaya