

The Role of Communication in Social Change: Promoting Societal Transformation

La Iba¹, Zulfiah Larisu², Irwanto³, Joko⁴

¹Program Studi Ilmu Komunikasi Fisip Universitas Halu Oleo, Indonesia

²Universitas Halu Oleo, Indonesia

³Institut Agama Islam Daar Al Uluum Asahan, Indonesia

⁴Universitas Halu Oleo, Indonesia

Email: lbauho98@mail.com, zulfiahlarisu_fisip@uho.ac.id, irwan339973@gmail.com,
pakjoko080@gmail.com

Abstract

Social change is an inevitable phenomenon in people's lives, and communication has a very important role in driving this transformation. In this context, communication is not just an exchange of information, but also a process that can influence the way of view, values, and norms that exist in society. This research aims to explore the role of communication in social change, focusing on how communication can be a tool to facilitate the transformation of society at various levels. Through the Systematic Literature Review (SLR) approach, this study collects and analyzes various literature that discusses the relationship between communication and social change. The results of this study show that effective communication can contribute to positive changes in society, including increasing social awareness, promoting community participation, and encouraging collaboration between various stakeholders. The study also identifies several challenges faced in the communication process that can hinder desired social change. By understanding the dynamics of communication in the context of social change, this study hopes to provide recommendations for policymakers, social activists, and communication practitioners to design more effective communication strategies in driving social transformation. At the end of this study, it is hoped that a deeper understanding of the importance of communication in creating sustainable social change will be realized.

Keywords: ArtBull, Existence, Pencak Silat Association and Garuda Jaya Fighting.

Received : September 20, 2024

Revised : November 01, 2024

Accepted : November 19, 2024

Published : November 27, 2024

Citation :

La Iba. et al. 2024. The Role of Communication in Social Change: Promoting Societal Transformation. MSJ: Majority Science Journal, 2(4), 47-57.

Corresponding Author:

La Iba

lbauho98@mail.com

1. Introduction

Social change is an integral part of the development of society that includes changes in existing structures, behavior patterns, and values. This process of change can be triggered by various factors, including technological advances, globalization, and changes in the social environment (Ammar, MA 2023). In this context, communication functions as a bridge connecting individuals, groups, and institutions in conveying new ideas and driving collective action. Without effective communication, efforts to achieve social change can be unfocused and inefficient. Social change is a process that involves transformation in the structure, behavior patterns, and values in society. This process can be triggered by various factors, such as technological advances, globalization, and changes in the social environment. Each of these factors has a different impact on society, such as changes in lifestyle, mindset, or how individuals interact. (Bubun, B., et al. 2024).

In this context, communication plays an important role as a means of conveying new ideas and mobilizing collective action. Without effective communication, efforts to achieve social change can be unfocused and inefficient. Communication serves as a bridge connecting individuals, groups, and institutions, allowing them to share information and motivate collective action. (Nana Triapnita, N., & Marto, S. 2021). Therefore, good and targeted communication is essential for the process of social change to run smoothly and achieve the desired goals. In today's digital era, social media and other communication platforms play an increasingly



important role in facilitating social change. For example, social movements such as #MeToo and Black Lives Matter show how communication through social media can raise awareness of social issues and encourage collective action.(Mubarok, FS 2022). In this case, communication not only functions as a means of conveying information, but also as a means of mobilizing and participating the community. This emphasizes how important the role of communication is in shaping public opinion and influencing social policy.(Kuncoro, HR, et al. 2023).The #MeToo movement, which began to grow on Twitter, allowed victims of sexual harassment to share their experiences and create solidarity among fellow victims, while challenging existing norms regarding power and gender (Dewi, FR 2019).

Meanwhile, the Black Lives Matter movement, which began after the death of Trayvon Martin, has grown through social media platforms to protest violence against black people and injustice in the law enforcement system in the United States. Both movements demonstrate how social media can give voice to often marginalized groups, and accelerate social conversation and action (Insanaputra, AA 2022). Communication through social media, in this case, not only functions as a tool to convey information, but also acts as a means for community mobilization and participation. For example, the hashtag (#) used in both movements not only spreads information, but also invites people to take part in the action, either directly or by sharing important messages. (Hidayati, FR 2021).

Social media has become a major channel for people to unite ideas and power, driving broader social change. Furthermore, social media allows people to engage in social action in a variety of ways. Movement participants do not have to be directly involved in the field to make a change. They can participate by sharing information, supporting campaigns, or educating others about the issues raised. This means that social media expands the geographical and physical boundaries of social mobilization, allowing people who are not in a particular location to participate in the movement or support it remotely (Mahyuddin, MA 2019).

Overall, social media is more than just a communication platform. It has become a powerful tool for raising awareness, mobilizing social action, and driving broader social change. Communication through social media allows individuals to participate in social change more easily and broadly, combining the voices and ideas of many people to create a greater impact (Putri, IR, & Pratiwi, E. 2022). In addition, the role of communication in social media is also very important in shaping public opinion. With fast and widespread information, social media can influence how society views a social issue. This influence can be very large in driving policy changes, be it in the form of regulations, laws, or even changes in social attitudes. Through social media, new ideas can be accepted and passed on more quickly, and create pressure on those in power to respond to the changes desired by society (Arianto, B. 2020).

Overall, social media has changed the way we communicate and interact in social contexts. Communication in this digital era not only conveys information, but also accelerates social mobilization and influences social policies, making communication a very important tool in accelerating and shaping social change in society. However, although communication has great potential in driving social change, there are various challenges that must be faced. (Fitriani, D., et al. 2023). One of them is the digital divide, where not all groups in society have the same access to information and communication technology. This gap can result in the marginalization of certain voices in the process of social change. Therefore, it is important to consider inclusivity in communication strategies designed to drive social change.

Furthermore, the importance of communication in the context of social change is also related to how people understand and interpret the information conveyed. The communication process does not only involve sending messages, but also how the messages are received, understood, and internalized by the community. Good communication skills, including the ability to listen and respond, are very important in ensuring that social change messages can be received and implemented effectively (Mukarom, Z. 2020).

The importance of communication in the context of social change lies not only in sending messages, but also in how the message is received, understood, and internalized by the community. An effective communication process involves more than just conveying information; it requires two-way interaction in which the message delivered must be well

understood by the recipient of the message according to their values, experiences, and backgrounds (Adian, B. 2023). People have different ways of interpreting information, so messages about social change must be adjusted to be relevant to diverse audiences. Once the message is received and understood, the next stage is how people internalize the message in their daily lives. This internalization is very important for the desired social change to be realized, because people will only act if they feel connected and understand the relevance of the change. (Asep Deni, MM, et al 2024).

Therefore, good communication skills—including the ability to listen and respond—are essential. Good listening allows the sender to understand the audience's perspective, while empathetic and constructive responses can create constructive dialogue. Thus, effective communication will ensure that social change messages are well received and implemented in real life, thereby encouraging broader change and having a positive impact on society (Olifia, S., 2024). On the other hand, the desired social change also requires active participation from various stakeholders. In this context, communication serves as a tool to build dialogue and collaboration between government, civil society, and the private sector. This collaboration is important to create solutions that are sustainable and in accordance with community needs. Through inclusive communication, various perspectives can be accommodated, thus enriching the process of social change (Deni, A. 2023).

From previous research, it is explained that communication in its various forms not only functions as a tool for disseminating information, but also as a means to drive broader social change, shape public opinion, and influence policies and social structures in society. In addition, a communication approach based on local values can also increase effectiveness in driving social change (Hariyanto, B., et al. 2024). In many cases, changes imposed from outside can face resistance from the community. Therefore, it is important to design a communication strategy that is sensitive to the cultural and social context of the community. Thus, the proposed changes can be well received and sustainable.

Finally, this study aims to dig deeper into the role of communication in driving social change. Through the SLR approach, it is hoped that various findings can be found that can enrich the understanding of how communication can be used effectively to create a better societal transformation.

2. Method

This study uses the Systematic Literature Review (SLR) method to collect and analyze literature related to the role of communication in social change. The SLR process begins by formulating a specific research question, namely how communication can drive social change and what challenges are faced in the process. Next, the researcher conducts a literature search in various academic databases and communication journals to identify relevant studies. After collecting the existing literature, the researcher conducts a critical analysis of each source to identify the main themes that emerge. This analysis includes an examination of the methodology used in each study, as well as its relevance to the research question. In this way, the researcher can assess the quality and contribution of each literature to the understanding of the relationship between communication and social change. The SLR process also involves categorizing the results of the analysis into larger themes, such as mass communication, interpersonal communication, and the role of social media in social change. By grouping the literature based on these themes, the study can provide a more holistic picture of how communication contributes to social change in various contexts.

Finally, the results of this study are expected to provide useful recommendations for policy makers, activists, and communication practitioners to design more effective strategies in encouraging social change. By understanding the dynamics of communication in a broader social context, it is hoped that new ways can be found to encourage societal transformation.

3. Results and Discussion

The results of the study show that communication plays a key role in facilitating social change at various levels. In many cases, effective communication can raise awareness about

crucial social issues, such as injustice and discrimination. For example, a well-structured communication campaign can educate people about their rights and encourage active participation in change efforts. This shows that accurate and easily accessible information can motivate individuals to engage in collective action.

Furthermore, the study found that social media serves as an effective platform for encouraging dialogue and collaboration between individuals and groups. Through social media, different voices can be heard, which in turn can create social pressure for change. A real-world example is how viral social campaigns can influence public opinion and government policy. However, the challenge that arises is how to ensure that all groups in society, especially marginalized ones, have access to participate in these discussions. Social media has proven to be an effective platform for encouraging dialogue and collaboration between individuals and groups. Through social media, different voices can be heard widely, creating a space for the exchange of ideas, information, and perspectives. This allows for digital activism that can influence social change, such as viral campaigns that often encourage policy changes or influence public opinion. For example, movements such as #MeToo and #BlackLivesMatter show how social media can create significant social pressure for change, even to the point of influencing government policy. However, the main challenge that arises is ensuring that all groups in society, especially marginalized ones, have equal access to participate in these discussions. Inequality in access to technology and digital literacy can limit the participation of these groups, leaving those who may need change most unheard. It is therefore important to ensure inclusivity in the use of social media, so that the resulting social change truly represents all levels of society.

In addition, the analysis shows that inclusive and participatory communication is essential for the success of social change. Communication processes that involve various stakeholders, including civil society and government, can create a sense of ownership of the proposed change. Thus, the active involvement of all parties in the communication process can increase the legitimacy and effectiveness of social change efforts. Inclusive and participatory communication plays a very important role in the success of social change. Communication processes that involve various stakeholders, both civil society and government, can create a sense of ownership of the proposed change. When all parties are involved in discussions and decision-making, they feel valued and have responsibility for the change. This not only increases support for the change, but also strengthens the legitimacy of the effort, because each group feels heard and cared for. In addition, the active involvement of various parties in the communication process also increases the effectiveness of the change, because the proposed solutions are more in line with the needs and expectations of the community. Thus, inclusive and participatory communication can be a key factor in creating more acceptable, successful, and sustainable social change.

On the other hand, this study also found that the digital divide can be a significant barrier in the communication process. Not all individuals or groups have equal access to communication technology, which can result in the marginalization of important voices in social discussions. Therefore, the communication strategy designed must consider the accessibility factor so that everyone can be involved and contribute to the change process. Not all individuals or groups have the same opportunity to use modern communication tools such as the internet, smartphones, or other digital devices. This can lead to the marginalization of important voices in social discussions and change processes. For example, groups of people living in remote areas, who have limited access to a stable internet network, or those who cannot afford sophisticated technological devices, are often unable to actively participate in discussions or campaigns that take place on digital platforms. In addition, digital literacy is also a barrier. Not everyone has the skills needed to use technology effectively. Older people, those with less education, or those who are not familiar with sophisticated technology may find it difficult to engage in online conversations or understand information disseminated through social media. This can reduce their representation in important social communication processes.

Therefore, communication strategies designed for social change must consider accessibility as a primary factor. This includes providing diverse and easily accessible communication channels for all levels of society. For example, in addition to digital platforms, radio, television, or print media can be used to reach those who do not have internet access or sophisticated technological devices. In this way, everyone, regardless of economic status, education, or location, can be involved and contribute to the ongoing process of social change.

Ensuring accessibility in communication strategies not only broadens participation, but also helps reduce social inequality and increase the legitimacy and effectiveness of change efforts. This is important so that proposed changes truly reflect the interests and needs of all parties, not just the more affluent or technologically connected. The results of the study indicate that a communication approach based on local values can increase the effectiveness of driving social change. Accommodating local culture and context in communication messages can make them more relevant and easily accepted by the community. In this case, it is important to involve local figures in the communication process so that the messages delivered can resonate with the audience. The study also identified challenges in maintaining consistency of communication messages across platforms. With the many communication channels available today, messages delivered can lose focus and consistency. Therefore, it is important for change agents to have a clear and planned communication strategy so that messages can be well received at all levels of society.

- **Definition and Concept of Social Change**

Social change refers to transformations that occur in the structures, norms, values, and patterns of behavior within a society. These changes can be gradual or revolutionary, and are influenced by factors such as economic, political, technological, and cultural factors. For example, changes in social structure can be seen in shifts in social hierarchies and roles within a society, as during the industrial revolution, which created a new working class. Social norms can also change, as in shifts in views on the role of women or the rights of minorities, reflecting changes in how a society views equality and justice. Similarly, social values can shift over time, as in increased awareness of environmental and sustainability issues. Societal patterns of behavior also change, for example in the way people communicate, work, and interact, which are increasingly influenced by technological developments. The process of social change can be triggered by a variety of factors, including economic changes, political policies, technological innovations, or cultural movements that change the way a society thinks and acts. As a result, social change can affect almost every aspect of a society's life, having far-reaching impacts on existing ways of life, social interactions, and value systems. (Rahayu, ELB, & Syam, N. 2021).

Social change can be either gradual (evolutionary) or revolutionary, and communication plays a critical role in both forms of change. Incremental social change occurs slowly and involves small adjustments in existing social structures, norms, or values. It is more stable and occurs over a long period of time, such as changes in attitudes toward gender equality or workers' rights. Effective communication, such as through educational campaigns or mass media, can accelerate gradual social change by spreading information and raising public awareness. However, barriers to communication, such as unequal access to information, can slow this process. Revolutionary social change, meanwhile, occurs quickly and drastically, often upending existing social, political, or economic orders. Communication, especially through social media, plays a critical role in mass mobilization and the spread of new ideologies that underpin the change. For example, protest movements fueled by deep dissatisfaction with the existing system can grow rapidly thanks to efficient and rapid communication. However, poor communication or manipulation of information can hinder revolutionary change by exacerbating social polarization or prolonging instability. Therefore, communication, both in gradual and revolutionary social change, can be a factor that accelerates or even inhibits the process of change (Kuncoro, HR, et al. 2023).

- **The Role of Communication in the Process of Social Change**

Communication as a tool for outreach and education plays a very important role in conveying information that educates the public about social issues, human rights, justice, and necessary changes. In this context, communication is not only a process of exchanging information, but also a means to create awareness, increase knowledge, and change attitudes and behaviors of the public regarding pressing social issues. Outreach and education through communication enable the public to better understand their rights, be they civil, political, economic, or social rights. For example, an outreach campaign on women's rights or minority rights can help the public understand the importance of equality and empowerment. On the other hand, education through communication also serves to build awareness about often overlooked social issues, such as poverty, discrimination, or environmental problems, and encourage changes in attitudes and behavior that are more inclusive and equitable. (Safitri, D. 2024).

Through various communication channels, such as mass media, television, radio, social media, and other digital platforms, important messages can be conveyed to a wider audience. For example, social media campaigns that educate the public about climate change or the importance of children's rights can reach various levels of society, even those who previously did not have adequate access to information. In addition, effective communication in the form of outreach can also be carried out through seminars, workshops, or public education programs that introduce the concepts of social justice, equality, and human rights protection (Maharani, R., et al. 2023).

Educational communication is also important in creating a more critical and analytical society. By providing clear and fact-based information, communication can reduce misunderstandings or misconceptions that often become barriers in the struggle for social justice (Agustin, D. 2024). Thus, communication is not only a tool for conveying information, but also a means to empower individuals and groups to actively participate in the larger process of social change. Communication has a very important role in raising social awareness of social, political, or environmental issues, which in turn can motivate individuals or groups to act. Through various communication channels, both mass media and social media, information about pressing social problems can be disseminated to the wider community. For example, a campaign about climate change that is broadcast through a documentary or disseminated through social media can raise public awareness of the increasingly serious environmental impacts (Muhsinah, M. 2024). With increasing understanding of these issues, the public becomes more aware of the importance of action to address these problems. In addition, communication also serves to build understanding of other social issues, such as human rights or gender equality, which encourage individuals or groups to play an active role in change. Social media, in particular, plays a major role in spreading inspiring messages, as seen in global movements such as #BlackLivesMatter or #MeToo, which have succeeded in raising awareness of social injustice and encouraging collective action. Thus, communication not only conveys information, but also becomes a tool to motivate society to act for better change (Muhsinah, M. 2024).

• **Inclusive and Participatory Communication in Social Change**

Inclusive and participatory communication is essential to ensure that the process of social change is fair, equitable and sustainable. In this context, communication not only functions as a tool for disseminating information, but also as a means to involve various groups in discussions and decision-making. (Nurhamdani, AK, et al. 2024). The involvement of all groups in society, both dominant and marginalized, in the process of change is essential to avoid injustice and worsening social inequality. Marginalized groups, such as indigenous peoples, women, ethnic minorities, or people with disabilities, are often not represented in decision-making that affects their lives. Without involving them, proposed solutions may not address the real challenges they face, making the changes less effective. Inclusive and participatory communication can also increase the legitimacy of change efforts, as all parties feel involved and have a voice in the process. This builds a sense of ownership of change, making policies or actions taken more easily accepted by the community. In addition, inclusive

communication serves to reduce social inequality and discrimination by providing space for marginalized groups to voice their experiences and views. In the digital era, communication technologies, such as social media, play an important role in expanding the space for participation for groups that previously did not have channels to express their opinions. Social movements such as #MeToo or #BlackLivesMatter are examples of how technology can be used to give voice to the marginalized and drive broader social change. Inclusive and participatory communication thus not only accelerates the process of change, but also makes it more equitable and comprehensive, by involving all groups in society. How communication involving civil society, government and the private sector can create a sense of ownership of the proposed changes and strengthen active participation in the implementation of the changes (Sentanu, IGEPS, 2024).

- **Technology and Social Media as Drivers of Change**

Social media and modern communication technologies play a very important role in accelerating social change. Platforms such as Twitter, Instagram, and Facebook have become powerful tools in organizing social campaigns, speaking out about injustices, and influencing public policy. With its ability to spread information quickly and widely, social media allows individuals and groups to coordinate actions, rally support, and raise public awareness about important issues (Gulo, A. 2023).

For example, the #BlackLivesMatter movement has drawn global attention to racial injustice and police violence against black people, thanks to its message being spread through Twitter. In addition, social media has given marginalized voices a platform, such as the #MeToo movement, allowing victims of sexual violence to share their stories and advocate for changes in culture and policy around sexual violence. Social media also has the power to influence public policy by mobilizing mass support, which in turn can pressure governments or other institutions to act. For example, the Fridays for Future movement, started by Greta Thunberg, used social media to call for action on climate change, successfully pushing for change on the global policy agenda. With its ability to disseminate information in real time, social media has also become an effective tool in emergency situations, such as protests or natural disasters, providing the information needed to organize action and support those engaged in social struggles. Overall, social media and modern communication technologies have transformed the way people interact, organize, and advocate for social change, making them highly effective tools in creating a more just and socially conscious world (Salahuddin, SP 2024).

- **Barriers in the Communication Process for Social Change**

Accessibility to technology is a major challenge in ensuring that all groups in society, especially the marginalized, can participate in social change. For the poor, access to technology is often limited by economic factors. Many cannot afford digital devices such as smartphones or computers, or do not even have stable and affordable internet access (Lubis, AF 2022). Without technology, they are cut off from many sources of information that could raise their awareness of important social and political issues, and reduce their ability to engage in discussions that could influence social change. The same is true for those living in remote areas, where limited internet infrastructure and mobile networks make it very difficult to access online information. This creates a large information gap, limiting their participation in public debates or social campaigns that could change their lives. Additionally, individuals with physical or mental disabilities often face greater barriers to accessing technology. While there are devices and applications designed to assist people with disabilities, not all technologies are easily accessible to those with vision, hearing, or mobility impairments, leaving them isolated from many opportunities to participate in social and political conversations. These factors create inequalities that exacerbate social inequality, as marginalized groups are increasingly left out of broader processes of social change. It is therefore important to ensure that technology is designed in an inclusive and accessible way to prevent a widening gap between those connected to information and those not (Mahmud, A. 2024).

Digital literacy is a major challenge for some people who do not understand how to use information technology or the internet, which in turn can reduce their participation in the process of social change. Although technology offers great potential to accelerate change, many individuals, especially among the poor or those who are less educated, have difficulty accessing or using digital devices such as smartphones and computers (Nurlaila, N., et al. 2024).

Without adequate understanding of how to access online information, they become isolated from public debates, social campaigns or change initiatives taking place online. This greatly reduces their ability to participate in discussions on social, political or economic issues that affect their lives. Social change campaigns today are often conducted through social media and online platforms, which allow for the rapid and widespread dissemination of information. However, those who are less tech-savvy or lack adequate digital skills find it difficult to contribute to these movements, even though they may be deeply affected by the issues raised. Furthermore, a lack of digital literacy exacerbates social inequalities, as those who are not connected to technology tend to come from poorer and marginalized groups, who are left further behind in social and economic aspects. It is therefore important to improve digital literacy education at all levels of society, through formal and informal training or education, so that more people can access information, participate in social movements and engage in more inclusive and equitable change processes. Disinformation and Media Manipulation: How misinformation or manipulative information can hinder the process of social change by creating confusion, dividing society, or exacerbating social polarization (Ibrahim, IS, et al. 2014).

• **Communication Strategies to Drive Community Transformation**

An effective social campaign requires careful planning and a proper communication strategy so that the message can reach the right audience and drive the desired social change. One of the key elements in designing an effective campaign is choosing the right communication channel. The channel chosen must be appropriate for the audience you want to reach—for example, social media such as Instagram or TikTok are more effective in reaching younger audiences, while traditional media such as radio and television may be more appropriate for older audiences or those living in remote areas. In addition, a clear and attractive message is essential (Mulyadi, A., et al. 2022)

Campaign messages must be structured in a simple, easy-to-understand, and emotionally engaging manner in order to motivate action. Messages that are relevant to the experiences or problems faced by the audience will be more easily accepted and remembered. Determining the right audience is also crucial; a successful campaign not only reaches many people, but also those who have influence over the desired social change. Audience segmentation allows for more specific and relevant messages to be delivered. Another equally important element is the use of social influence through famous figures or influencers who can strengthen the credibility of the message and expand the reach of the campaign. Active participation from the audience must also be encouraged, either through sharing content on social media or participating in real actions, to create a sense of ownership and increase the long-term impact of the campaign. Finally, monitoring and evaluation are needed to assess the effectiveness of the campaign, see if the message is well received, and adjust the strategy if necessary. By paying attention to these elements, social campaigns can be more effective in driving significant social change (Riskha, D. 2024).

Dialogue and collaboration between stakeholders play a critical role in achieving sustainable social change. Involving multiple stakeholders—including government, civil society, minority groups, and the private sector—in the social change process allows for more equitable and inclusive solutions. Each group has different perspectives and needs. For example, government often focuses on policy and regulation, civil society emphasizes human rights and social justice, the private sector plays a role in economic and innovation aspects, while minority groups bring specific issues related to the injustices they experience (Fazhrul, MD 2023).

With constructive dialogue between all parties, they can listen to each other and understand each other's perspectives, which then results in more comprehensive and holistic solutions. In addition, collaboration between stakeholders is also very important to create sustainable social change. Changes imposed by one party without support from others tend not to last long. When the government, private sector, and civil society work together, they can create more innovative solutions based on real needs on the ground, which increases the long-term success of the change. Inclusive dialogue also increases legitimacy and participation in the social change process. When all groups, especially marginalized groups, feel involved in decision-making, they will feel more valued and have a sense of ownership of the changes that occur. This encourages them to be more active in supporting and implementing the changes, and creates a sense of justice in the social process (Swastiwi, AW 2024).

A multi-channel approach in communication strategy is essential to reach a wider audience and ensure that social messages are received by various groups of people. By utilizing a combination of traditional and digital media, campaigns can reach a diverse audience, both those who are more comfortable with modern technology and those who rely more on conventional media. Traditional media such as television, radio, and newspapers still have a wide reach, especially among older groups or those living in remote areas, where internet access is limited (Erwin, E., et al. 2023). On the other hand, digital media, including social media and mobile apps, offer a fast and interactive way to spread messages, allowing younger or tech-savvy audiences to actively participate in campaigns. With a multi-channel approach, campaigns can ensure greater accessibility to different segments of society, without neglecting groups that are less exposed to digital technology. This approach also increases campaign effectiveness by allowing the same message to be spread across multiple channels, which amplifies impact and increases message repetition. In addition, using multiple communication channels provides an opportunity to measure campaign impact more accurately, both through interaction data on digital media and wider reach on traditional media. Overall, a multi-channel approach allows social campaigns to expand reach, increase engagement, and ensure that social change messages are received by a more inclusive and diverse audience (Muzayyin, MMW 2023).

Finally, this study underlines the importance of evaluating the effectiveness of communication strategies implemented in promoting social change. Through continuous evaluation, communication practitioners can adjust their approaches according to the responses and needs of the community. In this way, the communication process can be continuously improved to achieve the desired social change goals.

4. Conclusion

Based on the research results, it can be concluded that communication has a very important role in driving social change. Through effective and inclusive communication, various social issues can be raised and discussed openly, thus encouraging community participation in change efforts. However, challenges such as the digital divide and the need for message consistency must also be considered so that communication can function optimally. In the future, it is important for change agents to design communication strategies that are responsive to the local context and involve all stakeholders. Thus, it is hoped that communication can be an effective tool in creating sustainable societal transformation.

Bibliography

- Ammar, M. A. (2023). Globalisasi dalam Dinamika Kontemporer: Studi Kasus Perubahan Sosial dan Transformasi Budaya. *JECTH: Journal Economy, Technology, Social and Humanities*, 1(2).
- Bubun, B., Miftahurrizqi, A., Artianti, L. N., Fatmala, M., & Ribawati, E. (2024). EKONOMI TRADISIONAL DAN PERUBAHAN SOSIAL. *Sindoro: Cendikia Pendidikan*, 4(11), 41-50.
- Nana Triapnita, N., & Marto, S. (2021). Komunikasi Organisasi: Teori, inovasi dan etika.

- Mubarok, F. S. (2022). Pemanfaatan New Media untuk Efektivitas Komunikasi di Era Pandemi. *Jurnal Ilmiah Komunikasi Makna*, 10(1), 28-42.
- Kuncoro, H. R., Hasanah, K., Sari, D. L., & Kurniawati, E. (2023). Mengurai Ancaman: Sekuritisasi melalui Lensa Framing dan Diskursus di Media Sosial.
- Dewi, F. R. (2019). Pengaruh Gerakan# Metoo Terhadap Perubahan Kebijakan Tentang Pelecehan Seksual Di Amerika Serikat Tahun 2017-2019.
- Insanaputra, A. A. (2022). Peran National Basketball Association (Nba) Dalam Menyebarkan Narasi Anti-Rasisme Di Amerika Serikat: Studi Kasus Kematian George Floyd Tahun 2020.
- Mahyuddin, M. A. (2019). *Sosiologi Komunikasi:(Dinamika Relasi Sosial di dalam Era Virtualitas)*. Penerbit Shofia.
- Putri, I. R., & Pratiwi, E. (2022). Aktivisme digital dan pemanfaatan media baru sebagai pendekatan pemberdayaan masyarakat atas isu lingkungan. *Bricolage: Jurnal Magister Ilmu Komunikasi*, 8(2), 231-246.
- Arianto, B. (2020). Pemanfaatan Aplikasi Drone Emprit Academic dalam Menganalisis Opini Publik di Media Sosial. *Journal of Social Politics and Governance (JSPG)*, 2(2), 177-191.
- Fitriani, D., Budiyan, Y., Hardika, A. R., & Choerunissa, M. (2023). Partisipasi Masyarakat Dalam Proses Demokrasi Di Indonesia: Analisis Peran Teknologi Dan Media Sosial. *Advances In Social Humanities Research*, 1(4), 362-371.
- Adian, B. (2023). *Komunikasi Pemberdayaan Masyarakat Kabupaten Lahat Pada Situs Megalitikum Tinggi Hari 1 Kabupaten Lahat* (Doctoral Dissertation, Universitas Bina Darma).
- Asep Deni, M. M., Werdiningsih, R., Vransisca Kissya, S. E., Suhirman, L., Sanmas, M., Humaidah Muafiqie, S. E., ... & Nahria, S. (2024). *KOMUNIKASI ORGANISASI*. CV Rey Media Grafika.
- Olifia, S., Ambulani, N., Andini, D. T., Nahdiana, N., Azis, F., Haqiqi, P., ... & Judijanto, L. (2024). *Seni Komunikasi: Membangun Keterampilan Komunikasi yang Kuat di Era Digital*. PT. Sonpedia Publishing Indonesia.
- Deni, A. (2023). *Kebijakan Publik (Formulasi, Implementasi, Evaluasi, Dan Analisis)*. Cendikia Mulia Mandiri.
- Hariyanto, B., & Anom, E. (2024). Peran Teknologi Informasi Dalam Mendukung Komunikasi Politik Melalui Media Digital Dalam Industri Musik Dangdut: The Role of Information Technology in Supporting Political Communication Through Digital Media in the Dangdut Music Industry. *Technomedia Journal*, 8(3 Februari), 344-355.
- Rahayu, E. L. B., & Syam, N. (2021). Digitalisasi Aktivitas Jual Beli di Masyarakat: Perspektif Teori Perubahan Sosial. *Ganaya: Jurnal ilmu sosial dan Humaniora*, 4(2), 672-685.
- Kuncoro, H. R., Hasanah, K., Sari, D. L., & Kurniawati, E. (2023). Mengurai Ancaman: Sekuritisasi melalui Lensa Framing dan Diskursus di Media Sosial.
- Safitri, D. (2024). *Peran Guru Dalam Menumbuhkembangkan Kesadaran Sosial Pada Siswa* (Doctoral dissertation, Universitas Muhammadiyah Bengkulu).
- Maharani, R., Rahayu, Y. C., Seviani, D. K., & Akbari, M. Y. N. (2023). Strategi Diseminasi Dinas Komunikasi Dan Informatika (DISKOMINFO) Dalam Meningkatkan Pelayanan Informasi Kepada Masyarakat Di Kabupaten Ciamis. *Birokrasi: JURNAL ILMU HUKUM DAN TATA NEGARA*, 1(3), 342-353.
- Agustin, D. (2024). Peran Public Speaking Sebagai Soft Skill Penunjang Karir Bagi Alumni Fisip UMA Angkatan 2016-2017.
- Muhsinah, M. (2024). Analisis peran dakwah sebagai alat transformasi sosial: Tantangan dan strategi komunikasi dalam konteks masyarakat modern. *Jurnal Komunikasi dan Media*, 1(1), 160-175.
- Nurhamdani, A. K., Charis, J. C., & Gabriella, F. (2024). Exploring The Openness Of Participatory Space: Case Studies From Contemporary Indonesia. *Jurnal Ilmu Komunikasi Dan Media Sosial (JKOMDIS)*, 4(2), 444-449.

- Sentanu, I. G. E. P. S., Yustiari, S. H., & S AP, M. P. A. (2024). *Mengelola Kolaborasi Stakeholder Dalam Pelayanan Publik*. PT Indonesia Delapan Kreasi Nusa.
- Gulo, A. (2023). Revitalisasi Budaya Di Era Digital Dan Eksplorasi Dampak Media Sosial Terhadap Dinamika Sosial-Budaya Di Tengah Masyarakat. *Jurnal Pendidikan dan Kebudayaan (JURDIKBUD)*, 3(3), 172-184.
- Lubis, A. F. (2022). Implikasi Kebijakan Hukum Terhadap Struktur Sosial dalam Penguatan Kedaulatan Negara. *MIMBAR ADMINISTRASI FISIP UNTAG Semarang*, 19(2), 121-140.
- Mahmud, A. (2024). Krisis Identitas di Kalangan Generasi Z dalam Perspektif Patologi Sosial pada Era Media Sosial. *Jurnal Ushuluddin: Media Dialog Pemikiran Islam*, 26(2).
- Nurlaila, N., Zuriatin, Z., & Nurhasanah, N. (2024). Transformasi Digital Pelayanan Publik: Tantangan dan Prospek dalam Implementasi E-Government di Kabupaten Bima. *Public Service and Governance Journal*, 5(2), 21-37.
- Ibrahim, I. S., & Akhmad, B. A. (2014). *Komunikasi dan komodifikasi: Mengkaji media dan budaya dalam dinamika globalisasi*. Yayasan Pustaka Obor Indonesia.
- Mulyadi, A., Naryoso, A., Yuliyanto, M., & Ulfa, N. S. (2022). Strategi Komunikasi Kementerian Komunikasi dan Informatika dalam Kampanye Nasional Penurunan Prevalensi Stunting. *Interaksi Online*, 10(2), 152-169.
- Riskha, D. (2024). Pemahaman Komunikasi: Mengartikan Pesan Dengan Tepat.
- Fazhrul, M. D. (2023). Dinamika Konflik Sosial Di Era Kontemporer: Tantangan Bagi Rekonsiliasi. *literacy notes*, 1(2).
- Swastiwi, A. W. (2024). *Globalisasi dan Media: Konvergensi Budaya dan Komunikasi*. PT Indonesia Delapan Kreasi Nusa.
- Erwin, E., Ardyan, E., Ilyas, A., Ariasih, M. P., Nawir, F., Sovianti, R., ... & Munizu, M. (2023). *DIGITAL MARKETING: Penerapan Digital Marketing pada Era Society 5.0*. PT. Sonpedia Publishing Indonesia.
- Muzayyin, M. M. W. (2023). Transformasi Gerakan Pemuda Hijrah Lombok; Dampak Teknologi Dan Globalisasi Dalam Perluasan Dari Lokal Menuju Nasional: Transformasi Gerakan Pemuda Hijrah Lombok; Dampak Teknologi Dan Globalisasi Dalam Perluasan Dari Lokal Menuju Nasional. *Mukaddimah: Jurnal Studi Islam*, 8(2), 172-187.