The Influence of Digitalization, Automation and Social Media on Information Systems

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Abstract: The impact of digitalization, automation, and social media on information systems is explored in a scholarly article within the realm of scientific inquiry. The primary aim of this article is to formulate a hypothesis regarding the relationship among variables for subsequent research endeavors. Sources for research include online repositories such as libraries, Google Scholar, Mendeley, and various other academic digital platforms. The methodology employed in the research involves utilizing resources from e-books and freely accessible electronic journals. The results of this article: 1) digitalization has an effect on information system; 2) automation has an effect on information system; and 3) social media has an effect on information system.

Keyword: Information system, Automation, Digitalization, Social media.

INTRODUCTION

In this modern era, management information systems have experienced very significant progress in the pattern of decision making carried out by management both at the superior level and operational (technical implementers) at all levels. This change has also resulted in a change in the role of managers in decision making, they are required to continue to obtain very accurate information that can be used for the decision making process.

The development of information technology has been able to create a broad modern perspective or paradigm and a millennial lifestyle for Indonesian people, especially when carrying out daily activities in various fields and aspects, but there are still deficiencies in human resources that cannot yet be achieved. keeping pace with current developments. Therefore, information systems and advances in supporting technology are expected to be able to trigger major changes in the fields of business and management.

Based on this, relevant articles are needed to strengthen the theory being researched, to see the relationship or influence between variables and build hypotheses. This article discusses the influence of digitalization, automation, and social media on information systems, a literature review study in the field of ESBB.

Based on the background, the aim of writing this article is to build a hypothesis for further research, namely to formulate: 1) The influence of digitalization on information systems; 2) The influence of automation on information systems; and 3) The influence of social media on information systems;

METHOD

The method for writing the Literature Review article involves a Literature Review and a Systematic Literature Review (SLR), which are then analyzed qualitatively. Information sources are obtained online through platforms such as Mendeley, Google Scholar, and other academic support tools.

According to Kitchenham et al. (2009), a systematic literature review (SLR) involves finding, assessing, and interpreting all relevant review materials to answer the established review questions.

It is crucial to consistently use literature reviews in qualitative analysis, which is based on methodological principles. Researchers often turn to qualitative methods when conducting exploratory studies (Ali, H., & Limakrisna, 2013).

RESULTS AND DISCUSSION

In the context of the research, the conclusions of the article based on the methodology used include:

Information System

Information system is a planning system part of the internal control of a business which includes the use of people, documents, technology and procedures by management accounting to solve business problems such as product costs, services or a business strategy (Hariyanto, S. 2016).

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The information system itself has several physical cores that are needed for the smooth running of the system used, including hardware and software, including operating systems, automation and social media.

This information system has been extensively researched by previous researchers including (Anthony, A., Tanaamah, A. R., & Wijaya, A. F. 2017), and (Aswiputri, M. 2022).

Digitalization

The digitalization process involves converting analog information media into digital media. In general, digitization requires the transformation of a physical print form into an electronic format through scanning, producing electronic pages compatible with computer storage, retrieval, and transmission. (Fadhilah, R. R. 2007).

Digitalization is the process of transferring media from printed, audio or video form to digital form. Digitization is carried out with the aim of building digital document archives, facilitating photocopying tasks, and curating digital library collections. The digitization process involves the use of various equipment such as computers, scanners, source media operators, and necessary software (Sukmana 2005). According to Lasa Hs, digitalization involves the systematic conversion of physical documents into electronic format. The essence of digitalization lies in the conversion of media content from its print manifestation to a digital framework.

Transformation to digital format, known as digitization, involves converting analog data into digital data. This illustration is the conversion of music recordings from cassettes to MP3 files and newspapers switching to e-paper. On the other hand, digitalization refers to the

conversion of traditional business practices into digital formats, such as the shift from paper-based processes to paperless operations and the migration of interactions to online platforms.

This digitalization has been widely studied by previous researchers, including (Siregar, Y. B. 2019).

Automation

Automation is a way of carrying out procedures and work procedures automatically, with the most thorough and efficient use of machines or machines, so that existing materials and resources can be utilized (Atmaja et al., 2018).

Automation is the process of automating tasks or processes that are performed manually. The goal is to increase efficiency, productivity and accuracy. Automation can be applied in various fields, such as manufacturing, industry, and services.

Automation itself has several types, including process automation, manufacturing automation, and office automation. Process automation functions to automate business processes, such as ordering, billing and shipping. Manufacturing automation plays a role in automating production processes, such as assembly, packaging and testing. Meanwhile, office automation plays a role in automating office tasks, such as document processing, data entry and communication.

This automation has been extensively studied by previous researchers, including (Asaniyah, N. 2017), (Oktariawan, I. 2013), and (Siregar, Y. B. 2019).

Social Media

Social media is an online media tool that allows you to easily participate, share and create content such as blogs, social networks, wikis, forums and virtual worlds.

Andreas Kaplan and Michael Haenlein define social media as a group of Internet-based applications that are built on the technological and ideological foundations of eb 2.0 and enable the creation and exchange of user-generated content. Social media is an online medium that helps individuals obtain and send information.

In general, social media can be used as a means or way to do business and build communities through social media. In the current digital era, quite a lot of communities are starting to communicate via cyberspace, starting solidarity movements and the like.

Social media facilitates the formation of online communities based on shared interests, hobbies and goals. Social media is able to build new relationships, expand your network of friends, share information, news, photos, videos and many other types of content provided by social media. Social media also allows the dissemination of information quickly and widely. (Aspari, 2016:11).

This social media has been extensively researched by previous researchers including (Arifah, F. 2015), (Kamhar, M. Y., & Lestari, E. 2019) and (Setiadi, A. 2016).

CONCLUSION

Based on the objectives, findings, and discussions mentioned above, the aim of the paper's conclusion is to formulate hypotheses that serve as the foundation for future research:
1) Digitalization affects information systems;
2) Automation affects information systems, and
3) Social media influences information systems.

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DESCRIPTION OF TABLES AND FIGURES

Table

As shown in Table 1, the formulation of the research hypotheses is based on a review of related articles that describe previous research findings and compare their similarities and differences with the design of this study.

Table 1: Relevant Research Results

No	Author (Year)	Previous Research Results	Similarities With This Article	Differences With This Article
1	Arifah, F. N. (2015)	*Analisis sosial media sebagai strategi marketing dalam bisnis online. TRANSFORMASI*	Social media influences information systems	Digitalization and automation affect information systems
2	Asaniyah, N. (2017)	*Pelestarian informasi koleksi langka: Digitalisasi, restorasi, fumigasi. Buletin perpustakaan,*	Digitalization affects information systems	Automation and social media influence information systems
3	Kamhar, M. Y., & Lestari, E. (2019)	*Pemanfaat sosial media youtube sebagai media pembelajaran bahasa Indonesia di perguruan tinggi. Inteligensi: Jurnal Ilmu Pendidikan.*	Social media influences information systems	Digitalization and automation affect information systems
4	Setiadi, A. (2016)	*Pemanfaatan media sosial untuk efektifitas komunikasi. Cakrawala-Jurnal Humaniora,*	digitalization and social media influence information systems	Automation affects information systems
5	Siregar, Y. B. (2019)	*Digitalisasi arsip untuk efisiensi penyimpanan dan aksesibilitas. Jurnal Administrasi dan Kesekretarisan*	Digitalization affects information systems	Social media and automation influence information systems
6	Yulianti, D. T.,	*Pengembangan Digitalisasi Perawatan Kesehatan*	Digitalization affects information	Social media and automation

Damayanti, D., & Prastowo, A. T. (2021)	*Pada Klink Pratama Sumber Mitra Bandar Lampung. Jurnal Teknologi Dan Sistem Informasi*	systems influence information systems

Figure

With reference to relevant research, problem formulation, and discourse, the conceptual framework of this article is established, as illustrated in Figure 1.
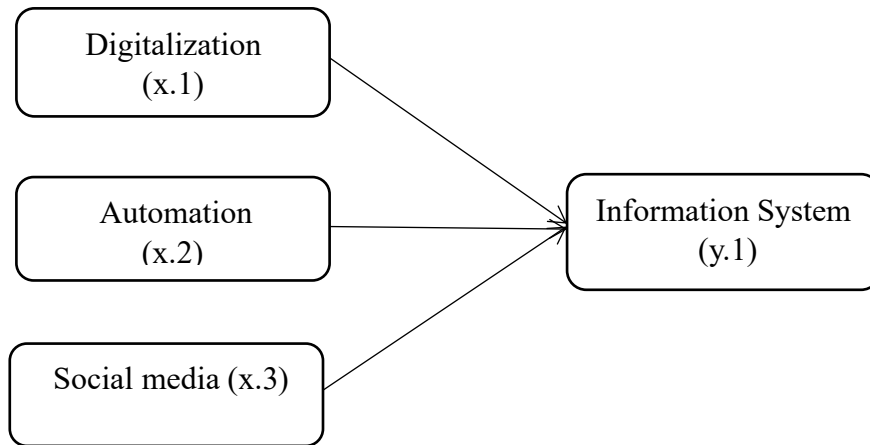

Figure 1: Conceptual Framework