

***DIGITAL MINIMALISM* SEBAGAI RESPON KRITIS  
MASYARAKAT DALAM MENGHADAPI PERKEMBANGAN  
TEKNOLOGI DIGITAL**

SKRIPSI

*Disusun untuk memperoleh gelar Sarjana Pendidikan (S.Pd) pada Program Studi  
Pendidikan Sosiologi*



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**ABSTRAK**

Penelitian ini dilatarbelakangi oleh kepedulian peneliti terhadap perubahan perilaku sosial masyarakat digital yang kian memprihatinkan, seperti konsumtif, individualistik, dan kecanduan *smartphone* muncul sebagai akibat dari digitalisasi. Penggunaan digital teknologi mengintensifkasi interaksi digital yang terjalin ditegah masyarakat global, mayoritas dari mereka berlomba-lomba memaksimalkan penggunaan dan manfaat yang dibawa oleh digital teknologi ke dalam kehidupan, meskipun begitu diketahui sebagian kecil dari masyarakat digital mendekati teknologi digital dengan cara yang berbeda dari mayoritas. Beberapa fenomena tersebut menjadi alasan peneliti melakukan penelitian ini, dengan tujuan untuk mengetahui latar belakang masyarakat digital melakukan *digital minimalism*, mendeskripsikan aktivitas *digital minimalism* yang dilakukan oleh masyarakat digital, serta menganalisis penerapan teori interaksionisme simbolik dalam fenomena *digital minimalism* tersebut. Penelitian ini menggunakan pendekatan kualitatif dengan metode Netnography karena data yang digunakan berbasis teks melalui observasi digital di YouTube, Reddit, dan Blogger. Berdasarkan hasil penelitian, ditemukan bahwa faktor utama masyarakat digital mengadopsi *digital minimalism* adalah untuk meminimalkan variasi dampak negatif yang dibawa oleh digitalisasi. Masyarakat digital melakukan berbagai upaya untuk membatasi sifat alami digital teknologi yang adiktif, dan meluangkan waktu lebih banyak pada hal-hal yang lebih bermakna bagi mereka. *Digital minimalism* dianggap sebagai sebuah solusi bagi mereka yang sudah tidak tahan dengan penggunaan digital teknologi yang semakin intens dari waktu ke waktu. Ide-ide Cal Newport dalam karyanya yang berjudul "*Digital Minimalism: Choosing a Focused Life in a Noisy World*," telah menjadi fondasi masyarakat digital dalam mengadopsi *digital minimalism*, sementara itu *content creator* di YouTube dan Blogger memiliki peran penting dalam mempopulerkan dan membingkai makna *digital minimalism* bagi masyarakat digital.

*Kata Kunci: Digitalisasi, Minimalisme, Digital Minimalism, Interaksionisme Simbolik.*

Fahmi Maulana, 2023

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