

THE EFFECT OF DIGITALIZATION ON LANGUAGE AND CULTURE IN MANAGEMENT PRACTICE MODERN EDUCATION

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Abstract: *This research is motivated by the important role of digitalization in language and culture in modern management practices. This research aims to determine and analyze the influence of digitalization on language and culture in modern educational management practices. The method used in this research is qualitative method. The data collection techniques used were observation, interviews and documentation. The data analysis technique used in this research is the Miles and Huberman interactive analysis model which consists of data reduction, data presentation or data display and drawing conclusions. The results of this research explain that 1) Digitalization is the process of changing various information or news from analog format to digital format so that it is easier to produce, manage, store or distribute to the general public, 2) Language is not only a communication tool, but also a cultural expression that reflects worldview, values, and identity of a group or society, 3) Modern educational management practices take steps to integrate technology, personalization, collaboration, and skill development in learning and 4) The influence of digitalization on language and culture in educational management practices modern is combining the use of technology with efforts to preserve and respect local language and culture, as well as the development of holistic communication skills in an increasingly connected era.*

Keywords : *Digitalization, Language and Culture, Modern Education Management*

INTRODUCTION .

In the 21st century, digitalization has become the main driver of change in various aspects of human life, including the world of education. In modern educational management practices, digitalization has a tremendous influence on language and culture (Kahar, Cika, Afni, & Wahyuningsih,



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2021). This phenomenon is interesting to study in depth because it plays an important role in the development of information and communication technology (ICT), which is increasingly changing the way education is managed, taught and accessed. Digitalization has changed the educational landscape, especially in terms of the language used in learning. With the existence of digital learning platforms, the language of teaching can become more global (Subroto, Wirawan, & Rukmana, 2023). English, as the dominant language in the digital world, is often used in online education contexts. This can affect understanding and mastery of local languages in the educational process. For example, many universities offer programs in English to attract international students, so local languages may be marginalized.

Modern educational management practices require the use of language in digital environments such as online learning platforms, social media, and educational applications (Nurdyansyah, 2017). The use of language in this digital context can affect grammar, spelling, and writing style. Sometimes, the language in text messages and social media can tend to be informal and non-standard. On the other hand, digitalization has also opened up opportunities for the development of sophisticated language learning technology (Jazuli, 2020). Online learning apps and platforms such as Duolingo, Babbel, and Rosetta Stone allow individuals to learn foreign languages more easily and affordably, which can enrich linguistic diversity.

Digitalization also plays an important role in the influence of culture in modern educational management practices. In the digital era, easy access to various sources of information in various languages has become more possible (Syawaluddin, 2023). This can enrich your knowledge and understanding of different cultures around the world. Students can access literature, arts, and cultural information in their native language or other languages. Modern educational management practices can integrate global cultural elements in digital educational curricula and content. This can influence local culture and create challenges in maintaining original cultural identity (Majir, 2020). Special attention needs to be paid to ensuring that local culture is not marginalized or forgotten in globalization efforts. Digitalization can also influence the way cultural rituals in education are carried out. For example, traditional or religious events can be broadcast online or recorded for access by students who cannot attend physically.

Language and culture in modern educational management practices are faced with several challenges and problems. In the modern, increasingly global educational environment, there are diverse cultures and backgrounds

of students and teaching staff (Amelia, & Rudiansyah, 2021). Education management must understand and respect this diversity, and provide an inclusive environment for all parties. The choice of language of instruction in learning and educational administration can be a problem. The language used may not be the native language of all students, and this can hinder understanding and participation. Effective communication between students, faculty, staff, and other interested parties is important in educational management. Language and cultural differences can hinder effective communication and influence informed decision making (Lundeto, 2021; Meliani et al, 2021).

Educational management must take into account the local cultural context. An approach or policy that works in one place may not be relevant or effective in another. Educational policies that may be made at the national or international level may conflict with local cultural values and norms. This can lead to conflicts and challenges in implementing the policy. A curriculum that does not consider local culture or does not incorporate cultural aspects in learning can reduce student interest and motivation (Fikri, 2023). Teachers and teaching staff must be given appropriate training to deal with cultural and linguistic differences in the classroom. They need to have a good understanding of how to teach students with diverse cultural backgrounds (Mukhtar et al, 2022).

Assessment and evaluation systems must be fair and relevant to students' culture and language. Assessments that do not take these differences into account can produce inaccurate results (Candrika, 2019). Involving parents and communities in the educational process often involves multiple cultures and languages. Educational management must find ways to facilitate effective involvement of all parties. In the modern era of education, technology plays an important role. However, differences in access to technology and digital literacy can create deeper educational gaps among students from different cultural backgrounds (Ilmassafa, Putri, & Sunarti, 2022).

To overcome this problem, modern educational management must implement an inclusive approach, respect cultural diversity, and promote equality of access and opportunity in education. Training, education, and a better understanding of local culture and language are also important components in overcoming this problem (Revianur, 2020; Roza, 2019).

Although the influence of digitalization on language and culture in modern educational management practices has many positive aspects, challenges

arise. In a digital environment, there is a reliance on technology that can influence communication patterns and social interactions. This can bring changes in the language used in daily communication among students and educators (Marpaung, 2018). Governments and educational institutions often have to develop policies to regulate the use of technology in education. This policy can also influence language and culture in modern educational management practices. It is important to ensure that digitalization does not destroy linguistic and cultural diversity. Efforts must be made to support local languages and culture in the digital environment, as well as respect intellectual rights and cultural property (Cholilah, et al, 2023). Digitalization has brought significant changes in language and culture in modern educational management practices (Amelia, & Rudiansyah, 2021). In responding to these influences, we need to consider how to wisely integrate technology, nurture linguistic and cultural diversity, and ensure that modern learning remains relevant to our cultural identity and values.

Research related to the Influence of Digitalization on Language and Culture in Modern Education Management Practices has been carried out by many previous researchers, including research (Amelia, & Rudiansyah, 2021; Meliani et al, 2021; Ilmassafa, Putri, & Sunarti, 2022; Mantri, 2021; Aminaturrahma , et al, 2023). Based on the background and previous research that has been explained by the author, the author is interested in studying the Influence of Digitalization on Language and Culture in Modern Education Management Practices. This research aims to determine and analyze the influence of digitalization on language and culture in modern educational management practices.

METHOD

This research uses qualitative research methods. According to Sukmadinata (2009), qualitative methods are research to describe and analyze phenomena, events, beliefs, attitudes and social activities individually and in groups. Qualitative methods are a collection of methods to analyze and understand more deeply the meaning of several individuals or groups considered as humanitarian problems or social problems Creswell (2015). This qualitative research uses exploratory research methods. Exploration is a type of initial research of a very broad nature. In exploratory research it is very important because it will produce a strong foundation for further research. Yusuf, (2016) stated that the aim of exploratory research is to get ideas about the main problem in more detail and to develop existing hypotheses.

This research procedure starts from identifying and formulating the problem, conducting a literature review, determining research methods, and the implementation stage. The participants in this research were Indonesian language and literature teachers and school principals. The data collection techniques used were observation, interviews, and documentation. The data analysis technique used in this research is the Miles and Huberman interactive analysis model which consists of data reduction, data presentation or data display and drawing conclusions (Sugiono, 2010).

RESULTS

Digitalization

Digitalization is a phenomenon that has changed the way humans interact, work and communicate. This refers to the transformation from analog to digital in various aspects of human life, including communication, information, economics and culture. Digitalization theory involves understanding how digital technology affects individuals, society, and the social structure as a whole (Abdullah, 2019). Digitalization is a fundamental change in technology that has changed the way humans interact, access information and live their daily lives. It refers to the process of converting data into digital form, which allows information to be stored, accessed, and shared via electronic devices such as computers, smartphones, and other devices. In the last two decades, digitalization has brought about radical changes in various aspects of human life (Maksum, & Fitria, April).

One of the main impacts of digitalization is the transformation of media and communications. Traditional media such as newspapers, television and radio are experiencing major changes in the form and method of delivering content. Digital platforms such as online news sites, streaming platforms and social media have changed the way we access information and entertainment. Digitalization allows content creators and ordinary individuals to disseminate information quickly and widely. This has changed the traditional media landscape and made space for previously unheard voices. However, this also brings challenges related to the truth of information and the spread of fake news (hoaxes) which can influence public opinion (Gushevinalti, Suminar, & Sunaryanto, 2020).

The education sector is also experiencing significant changes due to digitalization. Digital technology enables distance learning, online learning, and e-learning platforms. This provides flexibility for students and educators to access learning content from anywhere. Additionally, various digital educational resources such as learning videos, simulations, and interactive software have promoted a more engaging way of learning. However, digitalization also presents challenges in terms of accessibility and the digital divide. Not all students have the same access to the devices and internet connectivity required for online learning. This can deepen educational gaps among disadvantaged groups (Putri et al, 2021).

Digitalization also has an impact on culture and identity. Digital platforms allow individuals to share their culture quickly and widely but can also effect the erasing of boundaries between local and global cultures. Digital content can change the way people communicate and interact, changing social norms and values. However, digitalization also enables the preservation of culture and identity through digital platforms. People can share their stories, traditions, and art with a global audience, which can strengthen and preserve their culture (Rohman, & Ningsih, 2018).

Language and Culture

Language and culture are two aspects that are closely related and influence each other in human life. Language is not only a means of communication, but also a cultural expression that reflects the worldview, values and identity of a group or society. Culture, on the other hand, includes the patterns of behavior, beliefs, norms, and traditions shared by members of a social group. The link between language and culture has a profound influence in shaping individual and group identity, and plays an important role in communication, understanding and harmony in society. Language is a mirror of culture. Every language has words and phrases that not only describe physical and environmental aspects, but also express cultural understandings of the world and social relationships. For example, in some languages, there are words that have no direct equivalent in other languages because the concept is more prominent in certain cultures. Language also reflects social hierarchies, values, and views on time and life (Chairunnisa, 2018).

Language has a strong influence on individual thinking and identity. The way of language and the language structure used can shape the way of thinking and viewing the world. The choice of words and communication style in the language used by individuals reflects their identity, whether in the context of an ethnic group, religion, or region. Language also has a role in maintaining

cultural identity. People often feel more connected to their culture through their own language. The maintenance and use of traditional languages can play a role in preserving traditions, stories and cultural knowledge that have been passed down from generation to generation (Lafamane, 2020).

Culture contained in language includes social norms, customs, beliefs and traditions. Through language, we understand the values and behavior held by certain groups of society. Language can contain expressions of local wisdom, parables, or proverbs that contain deep cultural messages. Apart from that, language is also a means of expressing art and cultural creativity. Literature, songs, poetry and folklore are all closely related to the language used. The use of language in art is a way to convey stories and cultural values that involve the audience (Triyanto, Fauziyah, & Hadi, 2019).

In an increasingly global world, language acts as a bridge for intercultural communication. The ability to speak different languages allows individuals to communicate with various cultural groups. This opens up opportunities for a wider exchange of knowledge, ideas and understanding. However, language can also be a limitation in intercultural communication if it is not understood properly. Failure to understand cultural and linguistic nuances can lead to misunderstandings or conflict. Therefore, it is important for individuals to learn about other people's cultures and languages to ensure effective communication and intercultural harmony.

Language and culture have a complex and deep relationship in shaping human identity and society. Language is not only a means of communication, but also a cultural vehicle that allows us to convey values, traditions and world views. Culture, on the other hand, is contained in language through norms, customs, and artistic expressions. The link between language and culture plays an important role in understanding and appreciating human diversity in an increasingly globally connected world (Devianty, 2017).

Modern Educational Management Practices

Education has a central role in forming a young generation that is qualified and ready to face the challenges of the modern world. In the ever-evolving digital era, education management practices are also undergoing transformation to ensure that education remains relevant, inclusive and adaptive to technological developments and social change. Modern educational management practices include various strategies and

approaches that enable education to respond to student needs, utilize technology, and develop essential skills in the digital era (Handarini, 2017).

Modern educational management practices encourage the adoption of more flexible and personalized learning. Students have a variety of different needs, interests and learning styles. Technology allows education to be tailored to individual characteristics, allowing students to learn at their own pace. E-learning platforms, customized digital content, and adaptive evaluation systems are examples of educational personalization practices. Digital technology has changed the way education is accessed and delivered. Modern educational management practices prioritize the use of technology in the learning process. Online learning, learning videos, interactive simulations, and content sharing platforms enable students to have a more engaging and interactive learning experience. Utilizing technology also allows educators to plan, track, and evaluate student progress more efficiently. Learning management systems (LMS), data analysis, and digital evaluation tools can help educators monitor student progress in real-time (Maimun, Mahdiyah, & Nursafitri, 2021).

Modern educational management practices recognize the importance of digital skills development in students' preparation for the future. Skills such as digital literacy, media literacy, technology problem solving and digital ethics are becoming an integral part of the curriculum. Students need to understand how to use technology wisely, critically and responsibly. Digital skills development also involves training educators to understand and integrate technology in learning. This approach allows educators to become role models in using technology effectively in learning (Usman, 2022).

Modern education management practices encourage collaboration between educators, students, parents, and society. Technology enables easier communication between all educational stakeholders. Digital communication platforms, parent portals, and online discussion groups enable better collaboration to support student learning. Community involvement is also important in supporting the success of modern educational management practices. Collaboration with industry, community institutions and non-profit organizations can help provide more contextual and relevant learning opportunities (Suhartono & Patimah, 2023).

Modern educational management practices take steps to integrate technology, personalization, collaboration, and skill development in learning. Through this approach, education strives to remain relevant and provide students with the skills necessary to succeed in the ever-evolving

digital era. By harnessing the potential of technology and understanding student needs, modern education management practices can provide a strong foundation for the future of education.

DISCUSSION

The Influence of Digitalization on Language and Culture in Modern Education Management Practices

Digitalization has fundamentally changed the way we interact, learn and communicate. In the context of modern educational management practices, the influence of digitalization on language and culture has a significant impact. The development of information and communication technology has brought changes in the way education is accessed, delivered and managed. However, this impact also brings challenges related to preserving cultural identity and language skills in an increasingly connected era (Gushevinalti, Suminar, & Sunaryanto, 2020)

The most obvious influence of digitalization in modern educational management practices is wider access to information and learning materials. With the internet, students and educators can access global learning resources in seconds. This allows them to deepen their understanding of certain topics and access content that was previously difficult to reach. However, this impact also means that learning content is often presented in global languages such as English. This can threaten local languages and encourage students to master global languages rather than their own cultural languages (Sukmawati et al, 2022).

While digitalization can threaten local languages and cultures, there are also opportunities to preserve and promote languages and cultures through technology. Digital learning platforms can integrate content about local culture, folklore and traditions into the curriculum. This helps students understand and appreciate their cultural heritage. Local language learning applications and collaboration with cultural communities can also be used to ensure that traditional languages remain alive and relevant in the digital era. This will help maintain the richness of local language and culture from the threat of global homogenization (Ma'rufah, 2022).

Digitalization has changed the way education is delivered and accessed. Online learning platforms, digital resources and interactive learning tools enable students to learn in a more flexible way. However, this also affects the language of instruction and learning culture (Mantri, 2021). Digitalization can improve access to education for students around the world. It can help

preserve and develop languages and cultures that may be endangered by providing access to resources and courses in specific languages and cultural contexts (Saragih, 2022).

Online learning platforms often offer materials in multiple languages. This can help students from different language backgrounds to access educational content in their native language. Digitalization allows students and educators to collaborate with individuals from all over the world (Dwihantoro, et al, 2023). It can enrich the learning experience by enabling cultural and linguistic exchange. Automatic translation technology has advanced rapidly, facilitating cross-language communication. This can help in educational management involving staff and students who speak various languages (Arifin, 2017).

Teachers can use digital resources to increase their understanding of how to teach students with different cultural backgrounds. These can be online courses or resources created specifically for this purpose (Syauqi, 2016). Digitalization also enables the development of more inclusive and contextual assessment tools, which can take into account cultural differences in how students demonstrate their understanding. Digitalization can be used to record, store and immortalize cultural heritage in digital form, such as recording languages and traditions. This is important for preserving endangered cultures (Indriwardhani, Afifah, & Retnantiti, 2022).

In modern management practice, digitalization can simplify school and college administrative management, including reporting, recording student data, and communication between staff. However, it should be noted that digitalization can also give rise to challenges, such as the digital divide which can exacerbate disparities in access to education, as well as risks related to privacy and data security (Bustamam, 2017). Therefore, modern educational management needs to ensure that digitalization is used wisely to support culture and language in education, while considering the ethical and social implications that may arise.

The implementation of digitalization in modern educational management practices can have a significant impact on culture and language. Several important steps in properly integrating digitalization to support culture and language in educational contexts. Provision of Multilingual Digital Resources, ensure that digital platforms and resources used in education are available in multiple languages. This will help students with different language backgrounds to access materials and information in a language they understand (Husain & Tajuddin, 2018). Language Education, provide

online courses or digital resources specifically for language learning. This can help students learning a new language, as well as maintaining their native language and culture. Culturally Sensitive Curriculum, ensure that the curriculum reflects and respects students' diverse cultures. This can include the inclusion of reading materials, case studies, and culturally relevant content (Pratamanti, Daryono & Ulami, 2021).

Teacher Training, provide training to teachers on how to properly integrate technology in their teaching, including how to manage and utilize digital resources in a variety of languages. Intercultural Collaboration, facilitating intercultural collaboration between students from various backgrounds. For example, joint projects with schools or students from other countries can allow students to learn about other people's cultures and languages. Translation Support, use translation technology to assist communication between students, parents, and educational staff who speak different languages. This may include the use of automatic translation tools or staff who are competent in certain languages (Hendrawati, 2018).

Cultural preservation utilizes technology to record and preserve cultural heritage in digital form. This could be recording folklore, traditions or endangered languages. Inclusive assessment pays attention to how assessment is carried out. Ensure that assessments provide a fair opportunity for all students, including those who may have different cultural backgrounds. Efficient administrative management utilizes technology to manage school administration more efficiently, including student data management, scheduling, and school-home communication. Continuous evaluation and improvement continues to evaluate and refine the implementation of digitalization by taking into account input from students, parents, and education staff. Ensure that digitalization truly supports culture and language without sacrificing educational value (Yuda, Yasirandi, R., & Oktaria, 2021).

Local resource development facilitates the development of local digital resources that reflect local culture and language. This can create opportunities for the development of culturally relevant educational content. With careful and thoughtful implementation, digitalization can become a powerful tool for supporting culture and language in modern educational management practices. This can also open the door to expanding access to education and improving learning experiences for students from various cultural backgrounds (Sayekti, 2022).

The influence of digitalization on language and culture in modern educational management practice is a complex phenomenon. On the one hand, digitalization brings global access to information and opportunities for cultural preservation through technology. However, on the other hand, there is a risk of cultural homogenization, changes in communication, and the loss of local languages. Therefore, modern educational management practices must combine the use of technology with efforts to preserve and respect local languages and culture, as well as develop holistic communication skills in an increasingly connected era (Amelia, & Rudiansyah, 2021).

These results are strengthened by the results of interviews with several language teachers in Jakarta from which the author draws a general conclusion, namely: With digital access, it makes it easier for all groups to get the information they want. For teachers, easy information helps them to get information on good teaching methods, find learning materials and so on.

The results of this research are in line with the results of previous research such as research results (Amelia, & Rudiansyah, 2021; Meliani et al, 2021; Ilmassafa, Putri, & Sunarti, 2022; Mantri, 2021; Aminaturrahma, et al, 2023) which state that digitalization has an effect towards language and culture in modern educational management practices.

CONCLUSION AND RECOMMENDATIONS

Based on the results and discussion of the Influence of Digitalization on Language and Culture in Modern Education Management Practices, the author's conclusions are 1) Digitalization is the process of changing various information or news from analog format to digital format so that it is easier to produce, manage, store or distribute to the general public , 2) Language is not only a communication tool, but also a cultural expression that reflects the worldview, values, and identity of a group or society, 3) Modern educational management practices take steps to integrate technology, personalization, collaboration, and development skills in learning and 4) The influence of digitalization on language and culture in modern education management practices is to combine the use of technology with efforts to preserve and respect local languages and culture, as well as develop holistic communication skills in an increasingly connected era.

Based on the results, discussion and conclusions regarding the Influence of Digitalization on Language and Culture in Modern Education Management Practices, the author's recommendation is that the government, schools and

parents should collaborate in utilizing digitalization in the context of modern education management practices, especially on its influence on culture and language.

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