

**ASSOCIATION BETWEEN CULTURAL AWARENESS AND NATIONALISM OF
MILLENNIAL GENERATION IN THE DIGITAL ERA**

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ABSTRACT

Intense exposure to modernization makes the younger generation often not aware that the position of local culture is increasingly being threatened. The purpose of this article is to discuss the cultural awareness of the younger generation and its influence on the nationalism crisis so that later solutions can be found to increase the cultural awareness of the younger generation in the digital era. Researchers used qualitative research methods with a literature study approach and online interviews. As a result, the lack of awareness of the nation's culture has exacerbated the crisis of nationalism among the younger generation. Western culture has made the younger generation forget and not know their native culture. As a result, there is a reluctance to preserve the culture because of the lack of belonging to the culture. This is a sign of an increasing crisis of nationalism.

Keyword: *nationalism; young generation; cultural awareness.*



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INTRODUCTION

The rapid development of technology nowadays means information from all corners of the world is quickly spread without knowing the boundaries between countries. Anyone with access to the internet can see what is happening in the other hemisphere by moving their fingers across the screen. The ease of long-distance communication that can be obtained today allows the creation of seamless connectivity between global communities (Agus & Zulfahmi, 2021).

Human civilization will always experience development. Culture is one of the benchmarks to find out how high the level of civilization of a nation is (Kholidah, 2019). In the present context, globalization has become one of the factors driving the progress of the times because it triggers the transformation of attitudes and values in society from irrational to rational (Nafisah & Dewi, 2021). Globalization itself is a form of human civilization that affects global society starting from the political, economic, defense, and

socio-cultural aspects. The by-product of globalization that is currently being felt is the advancement of technology and information systems. The digitalization process that is slowly spreading in all aspects brings convenience that is quickly felt by the community. Unfortunately, the instant effect caused by digitalization makes people today dependent on technology, so it is not surprising that all aspects of today, sooner or later, will be affected by the massive use of technology (Widiyono, 2019).

Although technology can bring many positive impacts on life, technological progress is also a double-edged sword (Hafnidar et al., 2021). New challenges and problems begin to emerge along with the shifting of community values in the digital era (Natalia, 2020). One of them is the erosion of the spirit of nationalism among the younger generation due to incorrect internalizing of the values that have been entered (Aswasulasikin et al., 2020; Normah et al., 2020). Easy access to technology makes exposure to western culture even more intense among the younger generation (Agus & Zulfahmi, 2021). Unfiltered acceptance of foreign culture erodes nationalism rapidly (Azima et al., 2021). As a result, many young people today have forgotten their identity as Indonesians (Suryana & Dewi, 2021).

The size of the world that is currently shrinking in the grip of a gadget can stretch social ties and pride in being part of a great nation (Handayani, 2019). As a result, a selective slashing culture has emerged among the younger generation. The younger generation, most of whom are still searching for identity, is faced with the dilemma of choosing which values to imitate and which values to abandon. Unfortunately, many western values that are considered more in line with the progress of the times are chosen and adopted without considering the good and bad sides in the long term. The results of adoptions carried out without filters are reflected in deviant behaviors that are starting to be considered normal, such as hedonism, consumptive behavior, and individualistic attitudes (Irmania et al., 2021).

If this is left alone, in addition to causing moral degradation among youth, it will also destroy cultural identity slowly (Komariah, 2020). The existence of a great nation will be threatened if the next generations pay less attention to local values and culture, which are now being threatened by the presence of a global culture that offers much pragmatism. Do not let nationalism today seem like it is just an empty name (Asyari & Dewi, 2021). Concrete steps are needed in character building to prevent the younger generation from getting carried away in a negative current (Fadhila & Pandin, 2021).

Culture is, indeed, one of the things that cannot escape the influence of globalization. It is undeniable that local culture in the current era faces many severe challenges from inside and outside (Surahman, 2013). The existence of traditional culture is increasingly being rivaled by the existence of modern culture, most of whose followers are the younger generation who are technology literate (Budiarto, 2020). In other words, globalization based on technological acceleration has opened up significant potential for cultural invasion.

This cultural invasion generally attacks many traditional cultures. As a result, traditional culture will slowly be eroded if it is not countered with cultural awareness that the community should own. In addition to eroding local culture, globalization also encourages cultural homogenization. The identity of the diversity of culture is threatened with fading due to forced fusion into global culture (Sholahudin, 2019). If the community, particularly the younger generation, becomes unable to respond selectively to global culture, local culture will inevitably wait for the appropriate time to be placed in a museum (Nasution, 2017).

Therefore, public awareness, especially the younger generation, towards local culture, which is rarely seen, needs to be revived. It is unfortunate if the local culture that has lived in society and has formed the identity of the Indonesian nation as a multicultural country must be destroyed because of the lack of young people who have the awareness and interest to inherit it. The disappearance of a local culture marks the crisis of nationalism of the younger generation at this time. The crisis of nationalism can be said as a situation where a person does not have a love or pride in the identity attached to his nation.

Do not let the noble values of the nation contained in Pancasila be neglected because of the entry of foreign cultures into Indonesia (Maharani & Pandin, 2021) because Pancasila is the pillar of building the community's personality (Adha & Susanto, 2020). The sense of nationalism will slowly recede as the younger generation does not care about the nation's culture (Agustin, 2011). In fact, it is in the younger generation that the hope of Indonesian culture can continue to be sustainable into the future.

Many efforts are required to prevent local culture from becoming extinct in the digital era. Cultural preservation is an effort to maintain local values through adjustments to current situations and conditions (Nahak, 2019). Growing cultural awareness through multicultural education is a great starting point when it comes to cultural preservation. Following Pancasila and the 1945 Constitution, multicultural education has been taught

since elementary school and is supposed to promote the growth of a spirit of nationalism and cultural awareness (Djukardi et al., 2020; Sabira & Pandin, 2021). Nationalism is becoming important in the digital era as a weapon for society to face foreign influences contrary to national values (Magdalena et al., 2021). With cultural awareness, people can realize that the existing plurality is the basis for forming a complete national culture (Budiono, 2021).

Previous Studies

Many publications examine the issue of nationalism and the cultural awareness of the younger generation in the digital era. Several of them were used as references in the writing of this article.

Umar Sholahudin's article entitled "*Globalisasi: Antara Peluang dan Ancaman Bagi Masyarakat Multikultural Indonesia*" discusses the influence of globalization on the diversity of Indonesian society. Sholahudin explained that globalization is a serious threat to Indonesian culture, especially regarding homogenization. According to Sholahudin, to deal with this threat, the community needs to act critically and intelligently. If the community commits to maintaining diversity and togetherness, a peaceful life can be realized. Globalization, which removes the barriers between cultures, should be used by the community to strengthen social values and norms in diversity.

Another article by Agus and Zulfahmi is entitled "*Pengaruh Globalisasi Terhadap Nilai Nasionalisme Pancasila*". As in previous research, both of them stated that Globalization has had a considerable impact on society, especially among the youth. They explained that the intense exposure to western culture without being balanced with moral education made the younger generation further away from the values of the nation's character. Globalization has bewitched the younger generation to isolate their nation by adopting a western lifestyle that is contrary to the spirit of nationalism.

Another work by Kholidah is entitled "*Eksistensi Budaya Lokal sebagai Penguat Nasionalisme*". Local culture, according to Kholidah, must be preserved in the present because the qualities it contains, such as tolerance and cooperation, may develop nationalism and strengthen community peace.

The three articles also have similarities in terms of the substance of the discussion with several other articles, such as Suryana and Dewi's "*Lunturnya Rasa Nasionalisme Pada Anak Milenial Akibat Arus Modernisasi*" by Suryana and Dewi and "*Tantangan di Era Milenial dalam Menangkal Budaya Asing dengan Mengedepankan Sikap Nasionalisme*" by Komariah.

Several works discovered aided the author in compiling this article. However, of the number of works found, none specifically discusses the cultural awareness of the millennial generation and its influence on the crisis of nationalism, especially in the digital era. Therefore, this research aims to discuss this problem so that later solutions can be found to increase the cultural awareness of the younger generation in the digital era.

RESEARCH METHOD

There are two qualitative methods used in writing this article. The first method was a library study. The library study or literature review yielded for related reference sources through Google Scholar and several journal publication sites. The selected references come from 2019 to 2021.

Before starting the reference search, the researcher listed several keywords in advance to facilitate the search process later. The keywords used in the search include the digital era, nationalism, the younger generation, cultural awareness, culture, and globalization. After that, the researcher combined some of these keywords to find related references. Overall, there were 43 articles obtained. Forty articles are from the last three years, and the rest are from publications below 2019. The three articles were taken because they contain essential information related to the article's title raised by the researcher. Most of the references obtained are in Indonesian, but some are also in English.

The second data collection technique was interview. In this study, the researchers interviewed seven informants to explore their responses regarding the researcher's topic. Of the seven informants, only one was male, and the remaining six were female. The majority of them are still in their first semester of college and live in East Java, but one informant lives in West Sumatra and is the head of a particular dance studio for children.

After reaching saturation on data, the researchers analyzed based on the interview transcripts. The transcript was then condensed into several facts. After the transcript was compacted, the researcher made a "fact basket," which contained a collection of compacted facts that had been grouped according to their respective themes. The following is an image of the research flow chart for this article:

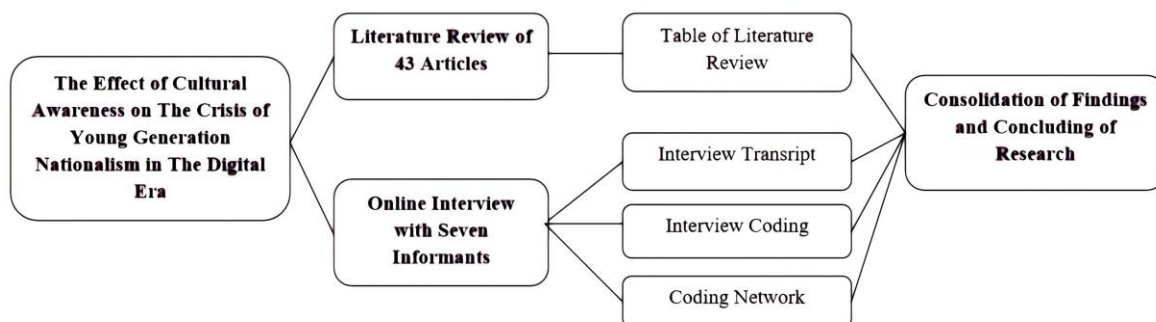


Figure 1. Study Design

RESULT AND DISCUSSION

Cultural Invasion in the Digital Era

Globalization has proven to be able to create significant changes in society. The fading of boundaries between countries makes the cultural transfer faster with the help of the internet. In this case, modern culture emerged as a result of the massive digitization process. The modern culture that comes from the world's major countries is then widely adopted by the community, especially the younger, more technologically literate generation. Here, the younger generation is required to be able to maintain the spirit of nationalism (Putri et al., 2020).

The simplest example of this foreign cultural invasion is from the food industry. Various types of fast-food restaurants serve a variety of "typical" western foods. For reasons of practicality and taste, fast food is preferred over traditional foods. If the introduction of traditional foods does not accompany this, the next generation of Indonesians will never be known to the traditional cuisine of the country's many regions.

In addition to the food industry, the Indonesian entertainment industry has recently been flooded with foreign cultures, especially from South Korea. It is evident from the number of young people who idolize members of boybands and girlbands from the country of ginseng. Korean dramas, which are watched by many young people today, indirectly also show the original Korean culture, from food, clothing, language, to small daily habits. Today's young Indonesians are so infatuated with something related to Korean culture, some of them are willing to learn Korean. It proves that the power of foreign cultures that are given a place to grow in society can change the way people think and act.

Without realizing it, the emergence of modern culture in society seems to threaten national identity (Siswantara, 2021). In other words, globalization contributes to the spread

of elements of global culture to a community group (Hidayat & Pandin, 2021). Cultural invasions often target other cultures whose position is considered weaker. In this case, traditional culture has a position that is vulnerable to being oppressed if people do not want to realize it as early as possible. Because of the homogeneity of global culture, the invasion of global culture is slowly ruining the heterogeneity of traditional cultures. Consequently, people will lose their identity as Indonesians. As a result, as custodians of cultural heritage, the younger generation must be educated with the multicultural values represented in Pancasila (Aji, 2020; Paramestri & Pandin, 2021).

Cultural Awareness and Nationalism Crisis

Cultural awareness needs to be instilled in the soul of every young generation to keep local culture alive in the digital age (Pramitasari, 2021). Cultural awareness means knowing about the culture in an area and being aware that culture is the soul of the community. People cannot be separated from their culture. If this awareness is embedded, people will not be easily carried away by the harmful currents of globalization. Three important points must be held by everyone in entering the era of disruption. The three are knowledge, understanding, and awareness based on nationalism (Candra & Suryadi, 2020).

Unfortunately, the awareness of the younger generation about traditional culture is increasingly worrying. Intense exposure to other cultures without a first filtering process makes them forget their responsibility to preserve their local culture, which is increasingly eroded by foreign cultures' arrival. Many young people are ashamed to preserve their own culture for fear of being outdated. On the contrary, they are even more proud to imitate western culture, which is considered more in line with the changing times. Currently, only a few people still want to preserve traditional culture.

Without being balanced with moral and multicultural education, there will be an excessive fanatical attitude towards all cultural products from outside. Multicultural education is an effort to instill a mindset that unity and diversity are the primary capital to foster a sense of love for the homeland (Prakasih et al., 2021). There is nothing wrong with loving foods, lifestyles, or the entertainment industry from other countries. As good citizens, however, we should limit our admiration for foreign cultures from overtaking our love for the noble culture of our own country.

The young generation is the hope of the nation. It is fitting to want to preserve the culture of the nation. The low cultural awareness of the younger generation has exacerbated the nationalism crisis that occurred. Simply put, nationalism is a love for the homeland that is not excessive (Suyatno, 2021). Someone who does not want to know and

learn about his own culture means that he has a low love for his country. One of the reasons for this reluctance is the low level of social interaction with the community. It causes individuals to feel that they do not belong and are not part of the community, so they feel they have no responsibility in preserving the local culture. If appropriately used, the cultural awareness possessed by the community can create the progress of the nation.

If someone do not care about traditional culture, what about other forms of threats to the sovereignty of the nation. Individuals who act this way tend not to want to know about the situation that is happening to their nation, even though if they think further, weak awareness of national culture can trigger SARA-based social conflicts (Setyaningsih, 2021). Therefore, the cultivation of cultural awareness to foster an attitude of nationalism in the younger generation must be further intensified, for example, through multicultural education packaged in Pancasila and citizenship education (Fauziah & Dewi, 2021; Retnasari & Hidayah, 2020).

To attract the attention of young people, combining and slightly modifying local culture with a modern touch can be a good option (Wulandari et al., 2021). Here, the government can also play a role. The government can develop exciting content that describes various indigenous Indonesian traditions that the general public does not know well by spreading information on social media (Candra et al., 2021; Rusmiati & Dewi, 2021).

The interview results also stated that traditional culture needs to be combined with the modern culture. A selective attitude towards each foreign influence must also be increased to preserve local culture. That way, the love for the homeland of the younger generation will increase because they have the enthusiasm to learn and find out more about the local culture.

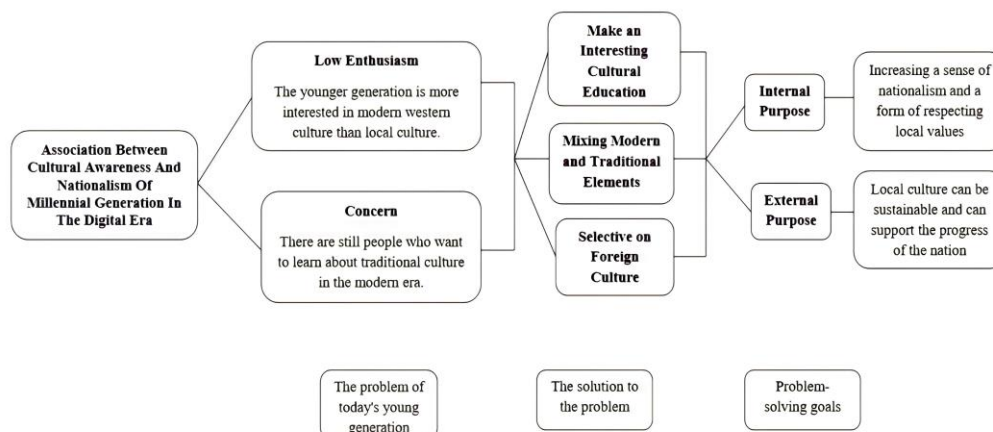


Figure 2. Interview Coding Network Result

Like the proverb "do not know then do not love," if the younger generation is aware of knowing their nation, the feeling of "owning" will be engraved in them so that a feeling of enthusiasm grows to preserve it. A good understanding of cultural awareness can inspire a high sense of nationalism in the nation. Whatever the obstacles are, the community will remain united to maintain its integration and integrity as a multicultural nation (Irawan, 2020). In addition to growing the spirit of nationalism, the cultural awareness possessed by individuals can encourage them to be involved in cultural preservation efforts. This can happen because a sense of pride in being part of the Indonesian nation has grown so that they want to participate in preserving the surrounding culture to appreciate the existing cultural values.

CONCLUSION

Globalization has brought the global community into the digital era. Many discoveries have emerged as a result of digitization. The ease of access to information and long-distance communication is one of the most widely felt. Unfortunately, this convenience, on the one hand, is destructive. The influx of global culture into Indonesia is unconsciously capable of turning off the traditional culture. Through cultural invasion, global culture dominates over traditional culture. If the younger generation lacks cultural knowledge, the national cultural identity will deteriorate over time.

Continued exposure to foreign cultures can lower the younger generation's feeling of nationalism. Without being balanced with good multicultural awareness and knowledge, there will be an attitude of comparing modern global culture with traditional local culture. As a result, there is a reluctance to preserve local culture because they feel they do not belong or are not part of the continuity of culture. Therefore, cultural awareness needs to be raised again in modern society. Collaborating between traditional culture with a modern touch can be an excellent option to regenerate the cultural awareness of the younger generation so that they want to learn about traditional culture. With good cultural awareness, a high sense of nationalism will be formed. Regardless of the threat, society can always be united because it has been bound by the power of integration with multicultural insight.

RECOMMENDATION

Therefore, the younger generation needs to rethink how they feel about their nationalism towards the nation in the massive invasion of western culture. In addition, the

younger generation needs to ask themselves about what contribution they have made to the nation. That way, the spirit of contributing to the nation will grow, one of which is by preserving local culture.

In this study, the researcher also realized that there were still shortcomings in the form of a limited number of samples taken so that the results obtained could not make more representative conclusions. This is a challenge for future researchers who want to examine this topic more deeply to increase the number of samples to obtain more representative results.

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