Journal of Digital Law and Policy Volume 2 Number 2, January 2023 e-ISSN 2808-3458 p-ISSN 2808-3652 https://ejournal.sidyanusa.org/index.php/jdlp



# Impact of Internet Culture on Indonesian Values and Moral Decision Making

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Received on	Revised on	Accepted on
22 December 2022	12 January 2022	24 January 2023

# Abstract

As internet usage has grown, so has the influence of internet culture on Indonesian values and moral decision making. The internet provides a platform for the exchange of ideas and perspectives, and it has the potential to shape and transform social and cultural norms and values. For example, internet culture may promote the spread of liberal and progressive ideas, and it may provide a voice to marginalized and underrepresented groups. Exposure to internet culture can influence Indonesian values and moral decision making in a number of ways. One of the key ways is through the exposure to a wider range of ideas, perspectives, and behaviors, which can challenge and broaden existing cultural norms and values. For example, internet culture may expose individuals to more liberal and progressive ideas, promoting greater tolerance and inclusiveness. This study aims to find out how the impact of the internet for Indonesia, especially values and moral decision making. Based on the literature study conducted in this study, it is known that the internet has both positive and negative impacts on Indonesian values and moral decision-making. To minimize negative impacts, strategies such as content filtering, media and digital literacy programs, promoting responsible online behavior, and enforcing online regulations could be implemented. A proactive and multi-faceted approach that considers the specific context and needs of Indonesian society could help to maximize the internet's positive benefits while minimizing its negative impacts.

Keywords: internet culture, digital interaction, Indonesian values

# INTRODUCTION

The growth of internet usage globally has also been substantial in recent years, driven by advancements in technology and the increasing availability of affordable internet access. This growth has revolutionized the way people communicate, access information, and engage with each other, both in their personal and professional lives. The impact of internet culture on values and moral decision making has also been significant. The internet provides a platform for the exchange of ideas and perspectives from all over the world, and it has

the power to shape and influence social and cultural norms and values on a global scale. The internet can promote the spread of diverse perspectives and ideas, and it can provide a voice to those who may have been previously marginalized or underrepresented.

54

The early stages of internet development in Indonesia can be traced back to the 1990s. At this time, the internet was commonly referred to as a community network, where people worked together with a sense of warmth and kinship. However, this atmosphere has evolved into a more commercial and individualistic one, particularly in internet commerce.<sup>1</sup> In 1995, after the removal of restrictions on commercial internet usage, the number of global internet users passed 50 million. By the year 2000, more than 250 million people were using the internet. In 2005, the billionth internet user likely joined the network, and just six years later, the number of global users doubled to reach 2 billion. In 2015, the number of global internet users surpassed 3 billion, and by 2017, over half of the world's population was using the internet. In 2018, the number of internet users reached 4 billion. It has taken four years for the number of users to grow from 4 billion to 5 billion. Although the growth rate of internet users has slowed in recent years, as more than 60% of people are already online, internet users have still increased by nearly 200 million in the past year, with a yearly growth rate of 4%. The COVID-19 pandemic may have impacted research into internet adoption and the actual number of users may be higher than what has been reported.



Figure 1. Internet Users Over Time (1991-2022) [Source: wearesocial]<sup>2</sup>

The growth of internet usage in Indonesia has been significant in recent years, driven by the increasing availability of affordable internet access and the widespread adoption of smartphones and other digital devices. This growth has had a profound impact on Indonesian society, transforming the way people communicate,

<sup>2</sup> Wearesocial, "MORE THAN 5 BILLION PEOPLE NOW USE THE INTERNET," 21 April, 2022,

<sup>&</sup>lt;sup>1</sup> Ghobadi Alcianno, "Sejarah Dan Perkembangan Internet Di Indonesia," *Jurnal Mitra Manajemen* 5, no. Cmc (2020): 68–71.

https://wearesocial.com/us/blog/2022/04/more-than-5-billion-people-now-use-the-internet/.

access information, and engage with each other. At the same time, the growth of internet usage and the increasing impact of internet culture on Indonesian society has also led to new challenges and concerns. For example, the internet has been used to spread misinformation, fake news, and hate speech, which can have negative impacts on social cohesion and stability. Additionally, the increasing use of digital technologies has raised concerns about privacy, security, and the impact of screen time on mental health and well-being. The growth of internet usage in Indonesia and the increasing impact of internet culture on society is a complex and dynamic process that is shaping the way we live, work, and interact with each other. It is an important area of study for understanding the impact of digital technologies on society and for exploring the ways in which the internet and digital technologies are transforming our lives and shaping our values and behaviors.

# **METHODS**

This study uses a literature study method for exploring the impact of internet culture on Indonesian values and moral decision-making. In this method, we would review and analyze existing research on the topic to understand the current state of knowledge on the issue.<sup>3</sup> Using academic databases and search engines to find existing research on the impact of internet culture on values and moral-decision making in Indonesia or in similar contexts. Synthesize the findings by summarizing and synthesizing the findings from the studies you have reviewed to identify common themes, trends, and gaps in the literature. Consider the implications of the findings from the literature for your research questions, and use these findings to inform your analysis and conclusions.

## RESULTS AND DISCUSSION

## **Internet Culture in Society**

The shift from real-world culture to internet culture refers to the changes in norms, values, and behaviors that have occurred as a result of the growing use of the internet and digital technologies. This shift has been driven by the widespread availability and adoption of the internet, which has created new opportunities for communication, social interaction, and the creation and sharing of digital content.<sup>4</sup> One of the key aspects of this shift has been the increasing importance of online social networks and platforms, which have enabled people to connect and engage with each other in new and unique ways. This has created new virtual communities and online cultures that have the potential to influence and shape real-world behavior and values.<sup>5</sup>

<sup>&</sup>lt;sup>3</sup> I Wayan Suwendra, *Metodologi Penelitian Kualitatif Dalam Ilmu Sosial, Pendidikan, Kebudayaan Dan Keagamaan* (Denpasar: Nilacakra, 2018),

 $https://www.google.co.id/books/edition/Metodologi_Penelitian_Kualitatif_dalam_I/8iJtDwAAQBAJ?hl=en\&gbpv=0.$ 

<sup>&</sup>lt;sup>4</sup> Raodia Raodia, "Pengaruh Perkembangan Teknologi Terhadap Terjadinya Kejahatan Mayantara (Cybercrime)," *Jurisprudentie : Jurusan Ilmu Hukum Fakultas Syariah Dan Hukum* 6, no. 2 (2019), https://doi.org/10.24252/jurisprudentie.v6i2.11399.

<sup>&</sup>lt;sup>5</sup> AAMC Dyanggi, N Islam, and R Rian, "Digital Literacy as An Effort to Build National Resilience In Defending the Country in the Digital Field," *Journal of Digital Law* ... 1, no. 3 (2022): 1–9,

At the same time, the shift from real-world culture to internet culture has also led to new challenges and concerns, such as the spread of misinformation and fake news, cyberbullying and online harassment, and the impact of screen time on mental health and well-being.<sup>6</sup> The shift from real-world culture to internet culture is a complex and dynamic process that is shaping the way we live, work, and interact with each other. It is an important area of study for understanding the impact of digital technologies on society and for exploring the ways in which the internet and digital technologies are transforming our lives and shaping our values and behaviors.

Internet culture refers to the norms, values, and beliefs that have emerged as a result of the widespread use of the internet and digital technologies. It encompasses a wide range of practices and behaviors, including online communication and social media use, online gaming and communities, digital activism, and political participation, and the creation and sharing of digital content.<sup>7</sup> Internet culture has the potential to shape and transform social and cultural norms and values, both positively and negatively. For example, internet culture may facilitate the exchange of diverse perspectives and ideas, promote inclusiveness and tolerance, and foster social and political engagement. On the other hand, it may also contribute to the spread of misinformation, cyberbullying, and online hate speech, and may have a negative impact on mental health and well-being.<sup>8</sup> As such, internet culture is an important area of study for understanding the impact of digital technologies on society and for exploring the ways in which the internet and digital technologies are transforming the way we live, work, and interact with one another.

Internet culture in Indonesia is a dynamic and evolving phenomenon that is shaped by a number of factors, including the growth of internet usage, the availability of digital technologies, and the influence of broader social, cultural, and political trends.<sup>9</sup> One of the key features of internet culture in Indonesia is the growth of online social networks and platforms, which have enabled people to connect and engage with each other in new and unique ways.<sup>10</sup> This has created new virtual communities and online cultures that have the potential to influence and shape real-world behavior and values. Internet culture in Indonesia is also characterized by the increasing importance of digital content, such as online videos, blogs, and social media posts, which have become an important source of information and entertainment for many Indonesians. This has led to the growth of new digital industries, such as e-commerce and online advertising, and has created new opportunities for

<sup>9</sup> Zhanna Pavlenko, "LAW IN DIGITAL REALITY," The Bulletin of Yaroslav Mudryi National Law University. Series: Philosophy, Philosophies of Law, Political Science, Sociology 2, no. 49 (May 26, 2021), https://doi.org/10.21564/2663-5704.49.229779.

https://www.ejournal.catuspata.com/index.php/jdlp/article/view/202%0Ahttps://www.ejournal.catuspata.com/index.php/jdlp/article/ole/004/202/149.

<sup>&</sup>lt;sup>6</sup> Jonathan L. Zittrain, "Reflections on Internet Culture," *Journal of Visual Culture* 13, no. 3 (2014), https://doi.org/10.1177/1470412914544540.

<sup>&</sup>lt;sup>7</sup> Whitney Phillips, "It Wasn't Just the Trolls: Early Internet Culture, 'Fun,' and the Fires of Exclusionary Laughter," *Social Media and Society* 5, no. 3 (2019), https://doi.org/10.1177/2056305119849493.

<sup>&</sup>lt;sup>8</sup> Ni Putu Suci Meinarni and Happy Budyana Sari, "Analisis Potensi Kejahatan Di Dalam Dunia Maya Terkait Data," *Kertha Wicaksana* 14, no. April 2019 (2020): 9–15, https://doi.org/https://doi.org/10.22225/kw.14.1.1530.9-15.

<sup>&</sup>lt;sup>10</sup> Leski Rizkinaswara, "Penggunaan Internet Di Indonesia," 14 August, 2019, https://aptika.kominfo.go.id/2019/08/penggunaan-internet-di-indonesia/.

creativity and self-expression.<sup>11</sup> At the same time, internet culture in Indonesia is not without its challenges and concerns. For example, the spread of misinformation, fake news, and hate speech on the internet has become a major issue in Indonesia, and has raised concerns about the impact of these harmful online behaviors on social cohesion and stability. Additionally, the increasing use of digital technologies has raised concerns about privacy, security, and the impact of screen time on mental health and well-being.<sup>12</sup>

57

#### Indonesian Values that Grow in Society

The development of the internet in Indonesia has been increasing year by year, proving its vital role in various aspects. Initially developed for military purposes in the 19th century, the internet has been demanded for use in different sectors, such as trade, social, and even government systems. In Indonesia, the internet is widely used by various age groups, from children to the elderly, despite its known positive and negative aspects that users need to be aware of. Security and protection of data are crucial factors because data is the main component that needs to be well-preserved.<sup>13</sup> On the other hand, the development of national character has been an important agenda in Indonesia since its independence. The policies adopted by the Indonesian government over time have influenced the model of character education in schools. Effective character education should be rooted in Indonesia's culture of Bhineka Tunggal Ika, and it should include both unique Indonesian values and universal values. It should be implemented systematically and gradually, not just as knowledge or indoctrination. The purpose of character education is to shape and strengthen the national character.<sup>14</sup>

The widespread use of the internet and the development of national character in Indonesia is that the internet has become an influential tool for disseminating and promoting national values and character education. With the internet, people can access information about Indonesian culture, history, and values more easily, and educational institutions can use online platforms to provide character education to a broader audience. Therefore, the internet can contribute to the development of national character by providing a means to spread values and education beyond traditional classrooms and by creating opportunities for people to connect and engage with their cultural heritage.<sup>15</sup> At the same time, it is important to ensure that the information and values disseminated through the internet align with the principles of character education and the nation's culture.

<sup>&</sup>lt;sup>11</sup> Anang Sugeng Cahyono, "PEMANFAATAN MEDIA SOSIAL UNTUK EFEKTIFITAS KOMUNIKASI," Publiciana Jurnal Unita 9, no. 1 (2016), https://journal.unita.ac.id/index.php/publiciana/article/view/79/73.

<sup>&</sup>lt;sup>12</sup> Indriati Amarini, "Pencegahan Dampak Negatif Perkembangan Teknologi Informasi Terhadap Pengguna Internet," Kosmik Hukum 18, no. 1 (2018), https://doi.org/10.30595/kosmikhukum.v18i1.2340.

<sup>&</sup>lt;sup>13</sup> Said Akmala, "PERKEMBANGAN INTERNET PADA GENERASI MUDA DI INDONESIA DENGAN KAITAN UNDANG-UNDANG ITE YANG BERLAKU," Cyber Security Dan Forensik Digital 1, no. 2 (March 12, 2019): 45– 49, https://doi.org/10.14421/csecurity.2018.1.2.1371.

<sup>&</sup>lt;sup>14</sup> Yudi Hartono, "MODEL PEMBELAJARAN NILAI-NILAI KARAKTER BANGSA DI INDONESIA DARI MASA KE MASA," AGASTYA: JURNAL SEJARAH DAN PEMBELAJARANNYA 7, no. 01 (January 10, 2017), https://doi.org/10.25273/ajsp.v7i01.1059.

<sup>&</sup>lt;sup>15</sup> Ni Putu Suci Meinarni et al., "Legal Knowledge Development Plan in Responding Student's Understanding on IT Law: 'Pawongan' Approach," *Proceedings of the 3rd International Conference on Learning Innovation and Quality Education (ICLIQE 2019), Atlantis Press* 397, no. Icliqe 2019 (2020): 1239–47, https://doi.org/10.2991/assehr.k.200129.152.

Indonesia is widely known for preserving and upholding its traditional values and cultural heritage, which have been passed down from generation to generation. These traditional values are considered to be the cornerstone of Indonesian society, and they continue to shape the way that people live, interact with each other, and make moral and ethical decisions.<sup>16</sup> Those traditional values that are still widely practiced in Indonesia include collectivism, respect for elders and authority, a strong sense of community and interdependence, a commitment to peace and harmony, and a deep respect for religious and spiritual traditions. These values help to foster a strong sense of social cohesion and stability, and play an important role in shaping the moral and ethical landscape of Indonesian society. In addition to these traditional values, modern Indonesian society is also influenced by global cultural trends and the impact of technology and the internet. As a result, there is often a complex interplay between traditional values and modern cultural and technological influences, which can create unique challenges and opportunities for moral decision making in Indonesia.<sup>17</sup> Nevertheless, many Indonesians remain deeply committed to preserving their traditional cultural heritage and the noble values of their ancestors, and continue to strive to live in accordance with these values in their daily lives.<sup>18</sup>

Indonesian original values that affect morality are a complex and multifaceted set of beliefs, norms, and traditions that have been shaped by Indonesia's rich cultural heritage, religious traditions, and historical experiences. Some of the key Indonesian original values that can impact moral decision making include:

- Collectivism: In Indonesian culture, there is a strong emphasis on the importance of community and interdependence. This value encourages individuals to prioritize the well-being of the group over their own self-interest, and to make decisions that are in the best interests of the community as a whole.<sup>19</sup>
- 2) Respect for elders and authority: In Indonesian culture, there is a strong tradition of respect for elders and authority figures, such as parents, teachers, and leaders. This can influence moral decision making by encouraging individuals to prioritize obedience and deference to those in positions of authority.<sup>20</sup>
- 3) Harmony and peace: Indonesian culture values harmony and peace, and emphasizes the importance of avoiding conflict and preserving social stability. This can influence moral decision making by encouraging individuals to prioritize compromise and negotiation over confrontation, and to make decisions that are aimed at preserving social harmony.<sup>21</sup>
- Religiosity: Religion plays a central role in Indonesian culture, and can shape moral decision making by providing individuals with a set of moral and ethical guidelines to follow. For example, in the Muslim

58

<sup>&</sup>lt;sup>16</sup> Sapta Baralaska Utama Siagian, "NILAI- NILAI PANCASILA DALAM MENANGANI INTOLERANSI DI INDONESIA," Jurnal Teologi Biblika 5, no. 1 (November 26, 2020): 36–45, https://doi.org/10.48125/jtb.v5i1.23.

<sup>&</sup>lt;sup>17</sup> Ni Putu et al., "The Siginificance of Pancasila Education Subject in Building the Character of STMIK STIKOM Indonesia Students," *Jurnal Bali Membangun Bali* 1, no. April 2020 (2021), https://doi.org/10.51172/jbmb.

<sup>&</sup>lt;sup>18</sup> Julia Bea Kurniawaty and Santyo Widayatmo, "MEMBUMIKAN NILAI-NILAI PANCASILA DALAM DUNIA PENDIDIKAN DI INDONESIA," *JAGADDHITA: Jurnal Kebhinnekaan Dan Wawasan Kebangsaan* 1, no. 1 (December 2, 2021), https://doi.org/10.30998/jagaddhita.v1i1.807.

<sup>&</sup>lt;sup>19</sup> HERLY JENET LESILOLO, "KAJIAN FILSAFAT PANCASILA DALAM PENDIDIKAN MLTIKULTURAL DI INDONESIA," KENOSIS: Jurnal Kajian Teologi 4, no. 1 (2018), https://doi.org/10.37196/kenosis.v1i1.22.

<sup>&</sup>lt;sup>20</sup> Mahyuddin, "SOCIAL CLIMBER DAN BUDAYA PAMER : PARADOKS GAYA HIDUP MASYARAKAT," Kajian Islam Interdisipliner 2 (2017): 117–36, http://202.0.92.5/pasca/jkii/article/view/1086/21.

<sup>&</sup>lt;sup>21</sup> Wisnu Wardana Jan Hendrik Peters, Tri Hita Karana, The Spirit of Bali (Jakarta: PT Gramedia Pustaka Utama, 2013).

majority regions of Indonesia, the values and principles of Islam, such as honesty, justice, and compassion, can have a strong impact on moral decision making.<sup>22</sup>

59

5) Social responsibility: In Indonesian culture, there is a strong tradition of social responsibility, which encourages individuals to contribute to their community and to help those in need. This value can influence moral decision making by encouraging individuals to make decisions that are aimed at promoting the greater good and helping others.<sup>23</sup>

These values can have a significant impact on Indonesian moral decision making and can shape the way that individuals make ethical and moral choices. Understanding these values and how they influence behavior is an important aspect of studying the impact of Indonesian culture on moral decision making.

#### The Impact of the Internet on Indonesian Values and Morality

The impact of the internet on Indonesian values and moral decision making can be both positive and negative. On the one hand, the internet provides access to vast amounts of information and new perspectives, which can broaden individuals' understanding of the world and expand their perspectives on moral and ethical issues. This can be particularly valuable in a country like Indonesia, where cultural and religious diversity is a defining characteristic of society. The internet can also expose individuals to negative or harmful content, such as hate speech, cyberbullying, and other forms of online harassment. This can have a negative impact on individuals' moral and ethical values, as well as their overall well-being. Additionally, the internet can also foster a sense of anonymity and disinhibition, which can lead individuals to engage in immoral or unethical behaviors online that they would not engage in in the physical world. In order to mitigate the negative impact of the internet on values and moral decision making, it is important for individuals and communities to be mindful of the content they consume and engage with online, and to be proactive in seeking out positive and educational content that can help to foster personal and moral growth. Additionally, it is also important for communities and organizations to work together to address online harassment and hate speech, and to promote the safe and responsible use of the internet in Indonesia.

Table 1: Positive and negative impacts of the internet		
[Source: Compiled by Authors]		

The Impacts of Internet		
Positive	Negative	
Access to information: The internet provides individuals with access to a vast array of information and resources, which can help to broaden their understanding of the world and expand their perspectives on moral and ethical issues. This can be especially valuable in a culturally diverse country like Indonesia, where different religious and cultural traditions	<b>Exposure to harmful content:</b> The internet can also expose individuals to harmful or offensive content, such as hate speech, cyberbullying, and other forms of online harassment. This can have a negative impact on individuals' moral and ethical values, as well as their overall well-being.	
may have different perspectives on moral and ethical questions.		
Increased collaboration and community-building:	Encouragement of unethical or immoral behavior:	

<sup>&</sup>lt;sup>22</sup> Mardan Umar, "URGENSI NILAI-NILAI RELIGIUS DALAM KEHIDUPAN MASYARAKAT HETEROGEN DI INDONESIA," Jurnal Civic Education: Media Kajian Pancasila Dan Kewarganegaraan 3, no. 1 (June 8, 2019): 71, https://doi.org/10.36412/ce.v3i1.909.

<sup>&</sup>lt;sup>23</sup> Halida Zia, Nirmala Sari, and Ade Vicky Erlita, "PRANATA SOSIAL, BUDAYA HUKUM DALAM PERSPEKTIF SOSIOLOGI HUKUM," DATIN LAW JURNAL 1, no. 2 (December 24, 2020), https://doi.org/10.36355/dlj.v1i2.451.

The internet can also facilitate greater collaboration and community-building, by allowing individuals to connect with others who share similar interests and values. This can help to promote a sense of social cohesion and common purpose, which is one of the fundamental principles of Pancasila.	The internet can also foster a sense of anonymity and disinhibition, which can lead individuals to engage in unethical or immoral behavior online that they would not engage in in the physical world. This can include things like cyberbullying, spreading false information, or engaging in hate speech.
<b>Improved education and professional development:</b> The internet can also provide individuals with new opportunities for education and professional development, by offering online courses, training programs, and other resources that can help individuals to improve their skills and knowledge.	<b>Dissemination of false information:</b> The internet can also be a source of false or misleading information, which can have a negative impact on individuals' values and moral decision making. For example, exposure to false information about a particular religious or cultural tradition can lead to misunderstandings and conflict.

In terms of examples related to Pancasila, one could argue that the principles of national unity (Bhinneka Tunggal Ika), social justice (Keadilan Sosial), and democratic governance (Demokrasi Terpimpin) are particularly relevant to the impact of the internet on Indonesian values and moral decision making. For example, the internet can be seen as a tool that can help to promote national unity by connecting individuals from different parts of the country and fostering greater understanding and cooperation. At the same time, however, the internet can also be a source of conflict and division, particularly if individuals engage in hate speech or spread false information. Similarly, the principles of social justice and democratic governance can be both advanced and undermined by the impact of the internet, depending on how it is used. For example, the internet can provide new opportunities for democratic engagement and participation, but it can also be used to spread false information or engage in hate speech, which can undermine social justice and democratic governance.

## CONCLUSION

The internet has an influence on Indonesian values and moral decision making. There are positive and negative impacts. There are several approaches that could be considered in order to minimize the negative impacts of the internet on Indonesian values and moral decision making, while still maximizing its positive benefits. Some potential strategies that can be taken to reduce the negative impact of the internet such as, content filtering (filter or block access to harmful or offensive content, such as hate speech or violent imagery), media and digital literacy programs (approach could be to focus on building individuals' media and digital literacy skills, so that they are better equipped to identify and assess the credibility and quality of information they encounter online), promoting responsible online behavior (encourage individuals to engage in responsible and ethical online behavior, and to foster a culture of online citizenship), enforcing online regulations (may be necessary to enforce existing online regulations, or to create new laws or regulations that address the negative impacts of the internet on Indonesian values and moral decision making). Ultimately, the best approach will likely depend on the specific context and needs of Indonesian society, and may involve a combination of these and other strategies. However, by taking a proactive and multi-faceted approach, it may be possible to minimize the negative impacts of the internet on Indonesian values and moral decision making, while still maximizing its many positive benefits.

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- 62
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