



## **THE EFFECTIVITY OF BUILDING LOCAL CULTURAL KNOWLEDGE FOR GENERATION Z OF INDONESIA IN THE DIGITAL ERA THROUGH INSTAGRAM**

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### **Abstrak**

National identity will be preserved in a nation and its people only if they know their own nation. Indonesia is a multicultural nation consisting of 1.340 ethnic groups according to the census data of the Indonesian Central Statistics Agency in 2010. Each ethnic group has its own cultural characteristics, and each of these cultures makes up Indonesia. In other words, if one culture is lost, the national identity of Indonesia will also be eroded. Generation Z and subsequent generations as the nation's next-generation need to know their own nation's ethnic group cultures so that Indonesia's national identity is not lost amid national development. Objective: This research aims to find out how much Indonesia's Generation Z knows about local cultures, and how effective it is to make a microblog on Instagram containing cultural information to build local cultural knowledge for Indonesia's Generation Z in the digital era. Method: This study collected data using qualitative method through article journals and quantitative method through a survey and interview. The samples were 66 students of Universitas Airlangga as the representative of Indonesia's Generation Z population. The researcher also created a microblog on Instagram as social media which has a close connection with Generation Z in the digital era. The microblog contains cultural information from one of Indonesia's ethnic groups to introduce local culture in the digital era. The community's response to the microblog was analyzed to assess the effectiveness of utilizing social media in building local cultural knowledge in the digital era, especially for Generation Z. Results: The result of this study shows the lacking aspects of Indonesia's Generation Z's local cultural knowledge in the digital era and the usefulness of using Instagram to share local cultural knowledge. Recommendation: The researcher hopes that there will be other researchers or other parties who are willing to expand this research and efforts to build knowledge of other local cultures to Generation Z of Indonesia through other social media. Limitation: The limitation of this study is that this study only discusses the relationship between Indonesia's Generation Z and Indonesia's local culture in the digital era.

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## INTRODUCTION

People of a nation need to have local cultural knowledge to maintain their national identity which is formed from the unity of local cultures. If someone has local cultural knowledge that means he or she knows the information of his or her nation's ethnic group's unique culture. The problem is that local cultural knowledge is fading away from the life of the upcoming generations, starting from Generation Z. Generation Z is a generation that was born between 1995 until 2010, known as the digital generation, and has an important role in the digital era (Marlina *et al.*, 2021). While the digital era is an era that is influenced greatly by digital technologies and the internet in most aspects of life (Eshet-Alkalai, 2009; Nguyen *et al.*, 2021). Globalization is unavoidable in this era of digitalization. People's daily life can not be separated from the influence of globalization (Primanta, 2020). Globalization itself is a phenomenon that happens on a global scale where the boundaries of information between countries disappear because of the improvement in technologies so people can access information beyond their own country (Manggala, 2019; Immanuel & Pannindriya, 2020). Technology continues to develop rapidly and brings huge impacts on people's daily life. The impact of technology development can either be positive or negative and cause many advantages and disadvantages in humans' life (Kristiyani & Hamidah, 2020). Generation Z has a close correlation with technologies, especially

with the use of social media. Social media is a tool to connect, create, and share content with other people (Aichner *et al.*, 2021), and one of the most famous social media in the current digital era is Instagram.

The globalization of the digital era leads to changes in every way of Indonesian's social life (Putra, 2019). It is much more crucial for Indonesia as a multicultural nation to preserve their local cultures since Indonesia is a nation with great diversity consisting of 1.340 ethnic groups with each of them having their own unique culture. Indonesia's Generation Z needs to have a high sense of nationalism amid globalization because without knowing one's local culture there will be no nationalism that may lead to the loss of Indonesia's identity (Putri *et al.*, 2020). If Indonesians ignore their nation's cultures and prefer foreign cultures over local cultures, it would cause erosion to Indonesia's national identity. A culture can be entirely forgotten from people's lives, to then be replaced by foreign cultures.

The goal of this research is to know how much Indonesia's Generation Z knows about local cultures and how effective it is to utilize social media like Instagram that has close relations with Generation Z's lifestyle in making a microblog containing information about local cultures to build Generation Z's local cultural knowledge. This research will benefit future means of improving Indonesia's Generation Z's local cultural knowledge by knowing what cultural aspects that Indonesia's Generation Z

knows the most or the least, and how effective it is to introduce local cultures through the making of microblogs on Instagram.

## **METHOD**

This research was conducted through qualitative method by literature review from analyzing researches from related article journals within the period from 2019 until 2021 that discuss the condition and relation of Indonesia's Generation Z with local cultures in the digital era, and quantitative method by analyzing the results of the Google Form survey conducted by the researcher through descriptive statistic for the population data collection technique. The survey was constructed to observe the extent of Indonesia's Generation Z's knowledge concerning local cultures and to assess in what cultural aspects does Indonesia's Generation Z understand and lack the most by asking several related questions through Google Form. Due to the number of Indonesia's ethnic groups and the number of the study population, the researcher chose Batak to represent Indonesia's ethnic groups and 66 samples who were Universitas Airlangga students from various provinces in Indonesia through stratified random sampling technique to represent Indonesia's Generation Z for the survey. The survey's questions were about Batak's origin province, Batak's traditional dance, Batak's traditional belief, Batak's traditional ceremony, and Batak's social structure. Then, the researcher interviewed the respondents to confirm the validity and reliability of the survey by asking two questions; the first question asked which question was considered easy and which question was considered hard, then what was the reason, and the second question was what were their opinions on other Indonesia's cultures. The researcher also observed a microblog account created by the researcher in Instagram named

@introbatak.id that contains information about Batak's culture to know the effectiveness of spreading local cultural knowledge through social media in the digital era, especially to Generation Z. The data analysis technique used content analysis with data from journal articles, survey, and microblog responses.

The research flowchart starts from researching relevant literatures, conducting a survey and interview by the researcher, analyzing survey and interview data, creating a microblog on Instagram, observing responses from the microblog, then making a scientific article.

## **RESULT**

Lately, most Indonesians do not care about their own local cultures (Wahyudi *et al.*, 2019). The reason behind the decrease in Indonesian's love for their own culture is none other than globalization. Globalization through technology development provides internet access for accessing information across the globe to the society of Indonesia, ironically this causes Indonesians to be lazy, get addicted to social media, and give less attention to local cultures (Zubir & Yuhafliza, 2019; Saputra, 2020). Globalization causes Generation Z in the digital era to be apathetic to local cultures. The impact of globalization makes Indonesians hardly remember and recognize their own culture (Ismail & Jamil, 2019). The more people got swept amidst globalization, the more knowledge and love for local cultures got reduced (Batubara, 2020). If the influence of globalization is not handled quickly, it will threaten the national identity of Indonesia (Fauzan *et al.*, 2020).

In today's digital era, the sense of nationalism in Indonesia's Generation Z is starting to fade (Mahardika & Ramadhan, 2021). The phenomenon of technology development in the digital era can be associated with nationalism.

Nationalism in Indonesia is decreasing from time to time, this is inversely proportional to technology that is developing (Widyono, 2019). The digital era opens up a lot of ways that can degenerate the nationalism of Indonesia's Generation Z so that they love foreign cultures rather than local cultures (Chaerunnisa, 2019; Rohimah *et al.*, 2019). Unfiltered foreign cultures may cause moral erosion to Indonesia's Generation Z (Izma & Kesuma, 2019). There is no proud feeling in most Indonesians for their own local cultures which make up Indonesia's identity as a multicultural nation, on the contrary, Indonesia's Generation Z considers foreign culture to be of higher status than their own local cultures, they even tend to follow foreign values than Pancasila values (Hendrizar, 2020; Wulandari *et al.*, 2021). This becomes one of the factors that local cultures are getting forgotten in the digital era (Nahak, 2019). There was nescience among Generation Z in Indonesia regarding their understanding of local cultures.

**Table 1 Results of the Google Form Survey**

Question	Correct Answer	Wrong Answers	Total
Question 1	61 (92.4%)	5 (7.6%)	66 (100%)
Question 2	66 (100%)	0 (0.0%)	66 (100%)
Question 3	18 (27.3%)	48 (72.7%)	66 (100%)
Question 4	30 (45.5%)	36 (54.5%)	66 (100%)
Question 5	23 (34.8%)	43 (65.2%)	66 (100%)

Source: Primary data processed, 2021

The Google Form survey was participated by 66 students of Universitas Airlangga from various provinces in Indonesia. The survey consisted of five multiple-choice

questions with the main topic of Batak's culture. Question 1 was about Batak's origin province. North Sumatra as the correct answer was chosen by the majority of respondents which was 61 out of 66 respondents or 92.4% of the total respondents. While the wrong answers which were West Sumatra, North Kalimantan, and West Kalimantan were chosen by 5 out of 66 respondents or 7.6% of the total respondents. Question 2 was about Batak's traditional dance. Tortor as the correct answer was chosen by all respondents or 100% of the total respondents. While the wrong answers which were Legong, Mance, and Pattenung were chosen by none. Question 3 was about Batak's traditional belief concerning the meaning of *Debata Na Tolu*. "The three gods" as the correct answer was chosen by 18 out of 66 respondents or 27.3% of the total respondents. While the wrong answers which were "The three unity beliefs", "The three philosophies", and "The three religions" were chosen by 48 out of 66 respondents or 72.7% of the total respondents. Question 4 was about Batak's traditional ceremony concerning the meaning of *Sipaha Lima*. "Thanksgiving to Mulajadi Na Bolon for annual yield" as the correct answer was chosen by 30 out of 66 respondents or 45.5% of the total respondents. While the wrong answers which were "Ancestral tribute ritual by moving the bones of ancestral to a new tomb", "Parmalim's worship every Saturday", and "Tribute to Si Bolo Nan Kuasa" were chosen by 36 out of 66 respondents or 54.5% of the total respondents. Question 5 was about Batak's social structure concerning the relation between boru and hulahula. "Hulahula's position is higher than boru" as the correct answer was chosen by 23 out of 66 respondents or 34.8% of the total respondents. While the wrong answers which were "Boru's position is higher than hulahula", "Hulahula and boru have the same position", and "Both

have a position that can't be defined" were chosen by 43 out of 66 respondents or 65.2% of the total respondents.

From the interview's result, the researcher further confirmed the validity and reliability of the survey. The first question of the interview asked the respondents about which question was considered easy and which question was considered hard, and what was the reason. All respondents agreed that Question 1 and Question 2 of the survey were easy because they were taught about origin provinces and traditional dances of local ethnic groups in their schools so they became common knowledge. Question 4 of the survey was arguable, some said it was easy because traditional ceremonies of local ethnic groups are sometimes taught in some schools or are mentioned in conversations, while some said it was hard because they never heard of it. All respondents agreed that Question 3 and Question 5 of the survey were hard because they had rarely heard about traditional beliefs and social structures of local ethnic groups before so they knew nothing about them. A small portion of respondents answered Question 3 and Question 5 correctly in the survey by a lucky guess or by searching the cultural information through the internet, even so, it was hard to find the right information. The second question of the interview asked the respondents' opinion for other local ethnic groups' cultures except for Batak's culture, the majority of the respondents said that their local cultural knowledge for other cultures is the same as Batak's culture which is only in the cultural aspects of origin provinces and traditional dances while other aspects are unknown to them. There were also a few respondents that said their local cultural knowledge might be better if it was about their own ethnic group, but it would be the same as the majority of the respondents for other local ethnic

groups' cultures which are only knowledgeable in the aspects of origin provinces and traditional dances.

In this era of digitalization, the number of social media usage continues to grow. For the past twelve months, people that use the top available platform social media in their country increased by almost one million new users every day. It is known that there are more than three billion people across the globe who use social media each month (Rahmawati *et al.*, 2019). Instagram is one of the most well-known social media used by many in the digital era. People can make feeds, share stories, find information, and much more. For this reason, the researcher chose to use Instagram as a platform for making a microblog @introbatak.id containing information about Batak's culture after observing the data obtained from the Google Form survey that was conducted by the researcher. Through the use of Instagram as a social media, hashtags, and Instagram algorithm, it was found that people were able to find this microblog and understand more about local culture, this was known by the researcher from the number of likes to the contents given by various people unknown to the researcher, though it can not be measured by the number of followers considering the account is not private so people can access the content without having to follow @introbatak.id first.

## **DISCUSSION**

It is undeniable that globalization brings forth prosperity to the civilization of the human race up to this era, the digital era, where information whether from within or outside the country is now spread and obtained easier than the previous eras. Nations need to be cautious of the massive surge of information that is coming into their countries for if they are not careful, then their local cultures

might get forgotten along the way to then be replaced by a new foreign culture. Local cultures are important for they make up a nation's identity, this is especially crucial for Indonesia with its abundant number of ethnic groups with each having their own culture. Local cultures of Indonesia should be known by the upcoming generation, especially Generation Z as the digital generation. At the moment, Generation Z of Indonesia is ignorant of their nation's local cultures, like how a cultural tradition in Sumbermulyo village is mostly held by the elderly of the village who are already active to do so since their youth because there are no successors (Aufadina & Irfansyah, 2021). This happens because they prefer foreign cultures over local cultures hence their lack of local cultural knowledge. If Generation Z does not care about local cultures, then local cultures of Indonesia might get forgotten in the future. This is why it is important to build cultural knowledge for Generation Z in the digital era to build their local culture's understanding and to grow their love for local cultures so that the national identity of Indonesia can be maintained throughout globalization.

From the survey and interview participated by 66 respondents of Universitas Airlangga's students, it was found from Question 1 that the majority of respondents, which is 92.4% of the respondents, know where the ethnic group of Batak originated from, this means that most of Indonesia's Generation Z are knowledgeable with the origin provinces of local ethnic groups. The following questions, namely Question 2, Question 3, Question 4, and Question 5 asked the respondents about Batak's culture. Question 2 was about Batak's traditional dance, and surprisingly it was found that 100% of the respondents know about it, this means that Indonesia's Generation Z is most knowledgeable with the traditional dances of local ethnic groups. Question 3

was about Batak's traditional belief, this is where the respondents have the lowest percentage out of five questions in the survey, which is only 27.3% of the respondents answered correctly, this means that Indonesia's Generation Z is not knowledgeable with the traditional beliefs of local ethnic groups. Question 4 was about Batak's traditional ceremony which is known by almost half of the respondents or by 45.5% of the respondents, this means that Indonesia's Generation Z is quite knowledgeable with the traditional ceremonies of local ethnic groups. Question 5 was about Batak's social structure, the majority of respondents answered wrongly, only 34.8% of the respondents answered correctly, this means that the majority of Indonesia's Generation Z is not knowledgeable with the social structures of local ethnic groups. From the entirety of the survey and interview, it was found that the majority of Indonesia's Generation Z is knowledgeable when it comes to the origin provinces and traditional dances of local ethnic groups, this is because the origin provinces and traditional dances of local ethnic groups are taught in the social study of Indonesia's schools' curriculum, moreover for traditional dances of local ethnic groups that are often performed in public performances. So, the two of them get constant exposure to be known to Generation Z. Sadly, that's not the case for other cultural aspects, namely the traditional beliefs, traditional ceremonies, and social structures of local ethnic groups that do not get enough exposure which can be observed by how the majority of survey's respondents answered wrongly. This needs to be fixed because all cultural aspects are equally important for ethnic groups to maintain their identities.

By observing @introbatak.id, it is possible to build local cultural knowledge for Generation Z in the digital era through the making of microblogs in

social media such as Instagram. By using popular social media, there will be lots of possible microblog viewers in the future considering the ease of accessing the microblog and the huge number of active users which is roughly one billion people that actively use Instagram every month (Statista, 2021). The microblog will surely be found by people through the search of username or related hashtags when they are looking for cultural information, or through their social media algorithm when they are surfing. The strength of this local cultural knowledge building method is in the ease of accessing local culture information for Generation Z, and how the information will be accessible anytime since it stays in the social media platform. The weakness is in how the microblog is not able to reach out to a lot of people immediately if it does not get enough exposure, and there is only a small probability of growing Generation Z's love for local cultures although the purpose of building local cultural knowledge might already be reached.

## CONCLUSION

The extent of Indonesia's Generation Z's knowledge regarding local cultures is low caused by globalization that introduces them to and makes them prefer foreign cultures. Their preference for foreign cultures over local cultures becomes the main factor of their ignorance to local cultures. From the survey conducted by the researcher, it was found that the majority of Indonesia's Generation Z knows the origin provinces and traditional dances of local ethnic groups, but does not know other cultural aspects, such as the traditional beliefs, traditional ceremonies, and social structures of local ethnic groups.

The effectiveness of building cultural knowledge for Generation Z of Indonesia in the digital era by making a microblog containing information about

cultures of a local ethnic group in Instagram is not effective because it cannot immediately be known to a lot of people, moreover if the microblog does not get enough exposure. But in the long-term, it can be effective because anyone can easily access the information at any time, also considering how it costs close to nothing to introduce local culture to people by making a microblog on Instagram compared to organizing a cultural event. It is to be noted that a microblog can build cultural knowledge for Generation Z, but it only has a small probability to grow their love for local cultures. Making a cultural event is more recommended if the aim is not only to build cultural knowledge but also to grow their love for local cultures.

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