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## IMPACT SOCIAL MEDIA ON PANCASILA VALUES IN GENERATION ALPHA

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### Abstract

This study aims to analyze the impact of social media on the understanding and application of Pancasila values among the millennial generation. With the increasing use of social media, there are concerns about the potential erosion of the nation's noble values. This study uses a qualitative method with a case study approach and in-depth interviews to collect data from various relevant informants. The results of the study show that social media has a double impact on Pancasila. On the one hand, social media can be an effective means to spread information and Pancasila values widely. However, on the other hand, social media can also be a forum for the spread of negative content, such as hate speech, fake news, and ideologies that are contrary to Pancasila, which has the potential to erode the understanding and application of Pancasila values among the alpha generation.

**Keywords :** Social Media, Pancasila, Alpha Generation, Noble Values of the Nation

### Introduction

The path of life can be determined by education. To develop the quality, interests, talents, and potential of each person, education is very important to meet human needs. Children who receive education grow into good citizens who help every nation achieve perfection. Education is an excellent way to develop the soul and ideals. A country must be able to solve all its problems, both personal and societal, through education. Due to technological advances, people now tend to interact less with each other, especially in person. Bonds or relationships between people become less recognized or recognized as a result of technological advances that allow people to interact remotely. The values of Pancasila must be implemented in order to produce a generation of successors with character and increase the familiarity of the younger generation with the characteristics of the country and can help shape the personality of a generation with a Pancasila soul for the progress of the nation. As the foundation of the state, Pancasila has an important role in the life of the nation and state. Understanding Pancasila is very important to form the identity of the Unitary State of the Republic of Indonesia (NKRI), because Pancasila is the basic principle of the state philosophy. However, Pancasila is more than just an ideological foundation, Pancasila also includes important figures, especially young people. significant role, especially for young people. Young people have an important role in maintaining the integrity of maintaining the integrity of Pancasila. However, the noble values of Pancasila are no longer upheld in the alpha era, and maintaining Pancasila as the foundation of the state becomes difficult. Especially with the existence of social media that is widely used by millennials. Conflicts in the real world are often caused by information that goes viral on social media.

Thus, it is expected that the younger generation can develop a sense of nationalism by adhering to the principles of nationalism which are the goals of the Indonesian nation. The younger generation of Indonesia is expected to be able to maintain a sense of national identity by adhering to the norms and values of Pancasila, even in the face of rapid technological advances in the digital era. Pancasila still applies in the modern digital era, even though technology is developing rapidly. It is hoped that under the leadership of Pancasila, the younger generation can reclaim their sense of patriotism from the increasing influence of digital media. The spirit of nation and state

that comes from the current wave of digital influence. This can understand the issues that arise due to the fading sense of nationalism of young people in the digital era and the importance of strengthening the sense of nationalism of young people to understand how important it is to foster a sense of nationalism among young people in the life of the nation and state in this digital era, as well as understanding how important it is to foster a sense of nationalism among young people in the life of the nation and state. The spirit of patriotism for the younger generation in this digital era and life in the era of digitalization.

### Research Methodology

This method type of research is a literature study. This research was conducted qualitatively by reviewing sources related to Pancasila, a sense of nationalism, the younger generation, and the development of the digital era. Sources related to Pancasila, a sense of nationalism, the younger generation, and the development of the digital era so that they can foster the younger generation regarding Pancasila alpha. This study discusses the role of Pancasila so that the younger generation can foster a sense of nationalism in their own country. foster a sense of nationalism in their own country. This research is a qualitative study and describes the main perspective of the implementation of the values of the Pancasila principles.

### Result & Discussion

Every new generation now considers technology as something important, and has even become a friend that helps them communicate and interact. And this has developed into a habit that continues to worsen and continues to change. According to Larry and Richard E. Potter the presence of social media without realizing it turns out From the belief side, social media is able to change people's behavior according to the beliefs and beliefs they hold. Social media is also able to change the values held by society which are then shifted by its presence. While in attitudes (beliefs), social media changes the way people communicate. Pancasila must be the foundation for technological progress in Indonesia. Precisely in Indonesia. Pancasila is the outlook on life of the Indonesian people, which functions as a guideline for life. Each principle of Pancasila has a value that is useful in applying its consequences to everyday situations. Through Pancasila, the Indonesian people will become a wise, prosperous, safe, and peaceful nation in state, social, and national life without regard to SARA differences. Pancasila serves as a binder for the Indonesian nation and is the legitimate basis of the state in the form of the Indonesian state. In addition, Pancasila is not only the basis of ideology, but also contains characters that play an important role, especially among young people. Young people have an important role in maintaining the integrity of Pancasila. Therefore, an understanding of the values of Pancasila is very necessary. The ideals in how the state and nation conduct their affairs, the Pancasila doctrine includes three values. The three values are: Basic values, namely values that are very permanent and abstract and are not affected by changes over time. Because of the influence of the development of the times.

Basic values are principles with axiomatic truths that are very abstract, universal, and independent of the space and time of reality that resemble axioms. From the perspective of its value content, basic values are the fundamental values of the existence of something, which consist of intent, purpose, fundamental order, and characteristics. Contextual values are known as instrumental values. Basic values their performance direction for a certain period of time and under certain conditions are extended by instrumental values. The needs of the times may require that their instrumental values be modified. However, instrumental values are necessary. Nevertheless, the fundamental values described by instrumental values must be stated. Within the limits permitted by fundamental values, their elaboration can be done creatively and dynamically in new forms to fulfill the same spirit, as far as permitted by fundamental values. The way society realizes the values of Pancasila is an example of practical values, namely values found in everyday life. How people practice the values of Pancasila. Practical values can be found in various applications of the Pancasila principles in writing and unwritten by legislative, executive, and judicial institutions, as well as by unwritten economic actors, community leaders, judicial, legislative, and executive institutions, and even by individuals. Practical values are areas of conflict between idealism and reality, according to the content of their values. Whether fundamental and instrumental values are maintained or not, practical values are truly built by considering the application of the values that have been adopted. The main function of Pancasila is as an ideological foundation. Through its values, Pancasila's participation in technological progress has various impacts, both positive and negative.

#### *Positive impact*

1. Development of Science and Technology Experience

Along with the development of science and technology, society is increasingly easy in carrying out tasks and attitudes of society become more sophisticated. In addition, the advancement of science and technology has made socio-economic life more productive, efficient, and effective, thus enabling the manufacture of high-quality local goods that can compete in the global market.

2. Media for communication

Technological advances significantly affect human existence. If in the past humans had limited reach, now humans can communicate with each other.

3. Media for data exchange

With the advancement of technology, sharing various assets, including music, videos, photos, and other data, has now become easy and fast. It only takes a few simple steps to retrieve the info, just a few steps.

### *Negative impact*

In addition to providing positive impacts, it turns out that the development of information technology can have negative impacts on its users. This arises due to incorrect and irresponsible use. Currently, many people are more comfortable having friends from the virtual world than being active in real activities that can provide quality relationships. active in real activities that can provide quality relationships. more intense and concrete friendships and there are several negative impacts, namely as follows:

1. Strong individualism

Along with the advancement of information and technology, it makes it easier for every civilization to carry out its tasks, but because of this convenience, people often feel less dependent on others, which reduces social interaction and ignores the environment. As a result, this can cause society to become more individualistic.

2. Western Way of Life

Due to their perception that western culture is more modern than their own, many Indonesians enjoy it without hesitation.

However, Indonesian people should not adopt every aspect of Western culture. This can reduce appreciation and pride in Indonesian culture. From some of the negative impacts that have been detailed that these values are contrary to the character of the nation. To prevent the younger generation from being dragged into the negative impacts of globalization, Pancasila plays an important role in fostering a sense of nationalism in them amidst the rapid growth of social media , the negative impacts of globalization. Character and integrity are among the qualities needed to fully prepare oneself to master modern technology, especially digital technology. While integrity is one of the main traits that a child must have. Youth is the hope of the nation which is often described as an idealistic, dynamic, progressive, and integrity generation. Young people have advantages compared to their parents. However, not being the same in terms of experience is the main obligation of young people to bring change for the progress of the country. Young people today play three important roles in the nation and state. First, as the next generation who persistently and firmly continue the struggle of the previous generation. Second, as a replacement generation to replace the older generation who are no longer able to carry out the mandate. Third, as a generation of reformers who earnestly strive to realizing justice, welfare and prosperity of the nation, well-being and prosperity of the nation.

### **Conclusion**

Pancasila as the foundation of the state means that the values contained in Pancasila become the basis or guidelines for the life of the Indonesian nation. The younger generation in particular must understand, internalize, and practice all the values contained in Pancasila. values contained in Pancasila. By implementing the values of Pancasila in character education, then the attitudes and behavior of character education, then deviant attitudes and behavior will be better. Social media users are not always negatively impacted. If social media is used wisely and creatively, it can also provide benefits to its users, wisely and imaginatively. The speaker asked each participant to introduce themselves and introduce themselves and promote local culture to the wider community. There will always be technological barriers, especially with social media. These barriers can manifest as cultural upheaval or modification, rampant cybercrime, exposure to easily accessible information, changing engagement patterns, and more. Therefore, one way to deal with issues in the digital world without harming yourself or others is to learn more about social media and understand what is and is not allowed there. Positive interactions, helpful creativity, and the introduction and promotion of local culture can all be achieved through social media. When using social media, one's strong positive culture, behaviors, and skills can serve as a foundation or foothold. Therefore, an

initiative is needed to restore these noble values. Pancasila as the basis for the advancement of patriotism among Indonesian youth. Because, it is the young generation who will be the nation's successors and the next generation of leaders in the nation's struggle. The effectiveness of instilling Pancasila values can begin through education, starting from elementary school (SD), high school (SMA), or vocational high school (SMK) and continuing up to tertiary level. Because, instilling Pancasila values must be done from an early age.

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