## THE IMPACT OF SOCIAL MEDIA ON PANCASILA VALUES IN GENERATION ALFA

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### Abstract

Internet is a term for information and communication technology (ICT) has experienced very rapid growth in recent years. and is a very important means of communication to arouse the public interest. More and more people are using social media and more people are realizing that social media is a tool to know what is happening in the world today in a short period of time. Information and communication technology continues to develop to facilitate its users for all Indonesian people, especially for students in Indonesia. Pancasila was adopted by this country as the basis of national and state life. Pancasila approves of the fact that every citizen, everyone in Indonesia adheres to their own religion and beliefs. Alfa Generation or genarasi alfa in the years (2010–2025) is the generation after Generation Z (1995–2009). The characteristics of generation Alpha are not at all different from the characteristics of generation Z, because the characteristics of generation Alpha also arise from the characteristics of generation Z parents, namely generation X and Y passed on to their children. In conclusion, this article shows that the use of social media can have a significant impact on the values of Pancasila among the Alpha generation, and that wise use of social media can help promote the values of Pancasila and strengthen the foundation for existing learners in Indonesia.

**Keywords :** Social Media, Pancasila Values, Alpha Generation

## Introduction

Lately, information and communication technology, the Internet is growing at a very fast pace and is a very important means of communication attracting public interest. In this case, this is the background of the change in technology to communicate from traditional to modern and fully digital. The use of online media as a means of communication also accelerated after using the internet on mobile phones, and the term smartphone appeared. The presence of smartphones comes with the ease with which communication is becoming more flexible and ranges from chat, email, SMS, MMS, Browsing Section and Social Media (Rafiq, 2020). The development of technology, knowledge, and communication has grown rapidly also in Indonesia. The increasing use of interconnected networks is achieved that it is possible to make connections in each individual case in large and unlimited systems, so the use of the internet itself in Indonesia is increasing every year. The internet can be replaced with traditional media such as TV, radio broadcasts and print media such as magazines and newspapers. To present interconnected networks then introduce social media which is a container or various devices that match the social needs of people online. Social media can connect individuals among themselves, perhaps and gather information express themselves through their social media (Safitri & Dewi, 2021). As time goes by, more and more people are realizing the importance of social media, and more and more people are realizing that social media is a tool that allows people to learn about what is going on in their lives. As a result, social media has become very important in human life today, and everyone, including children, understands it. This shows that social media is a media that can attract everyone will pay attention to using it (Nurlatifah et al., 2022). Nasrullah stated Social media is a medium on the internet that allows users to express themselves and interact, collaborate, share, and communicate with others to form virtual social bonds. Social media has three forms associated with social meaning: recognition of communication, and cooperation. There is no denying that social media has become a new way for people to

communicate. This affects various aspects of people's lives. Social media presence has a huge impact on communication (Rafiq, 2020). The information society is reflected in the amount of mass media consumed. This is evidenced by the rapid passage of information around them. Moreover, information is now not only produced by certain media institutions, but by all members of society, who also have equal opportunities to produce and publish information. The development of ICT makes it easier and easier for its users. Indonesia accepts Pancasila as the basis of national life. Pancasila recognizes that every Indonesian citizen has a god according to their own religion and belief. Pancasila is the ideology and source of all laws and regulations in Indonesia. The Constitution of the Republic of Indonesia (1945) and the State Defense Law require every citizen to defend the country in order to maintain the integrity of the unitary state of the Republic of Indonesia. Pancasila has an important function and position in the Indonesian state, namely as the identity of the Indonesian nation, as the ideology of the Indonesian nation and the Indonesian state, as the basis of state philosophy, and as a unifying principle of the Indonesian nation (Putri et al., 2020).

Generation Alpha (2010-2025) is the generation born after Generation Z (1995-2009). The characteristics of Generation Alpha are not much different from Generation Z because the characteristics of Generation Alpha also arise from the characteristics of Generation Z's parents, that is. Generations X and Y are passed on to their children (Indrayana et al., 2018). According to a child growth and development expert at the University of Indonesia - Anastasia Satryo, M.Psi stated that one of the characteristics of this generation is digital literacy from a very young age after a generation that is constantly exposed to little technology. They say the technology can access thousands of pieces of information at the touch of a finger, familiarizing alpha generations with instantaneous and process-free things. In addition, generation Alpha has more critical thinking because it can easily process a wide variety of different information. Therefore, the alpha generation needs character education from an early age to produce a competent generation and utilize technology optimally (Indrayana et al., 2018). As time goes by, the needs of the community are growing and growing. One of them is the discovery of new technology, a factor supporting the increasing need for new in all sectors, for example in education. This is accompanied by new innovations, technological developments and the needs of teachers and in particular students. Life in an age that is suspected to be the age of the alpha generation, if that generation is used to getting various information in the shortest possible time, just skip "Press this button and see what happens." This is a big concern for the next generation of the nation, namely Generation Alpha. Generation Alpha is very dependent and closely related to the existence of smartphones and social media (Putri et al., 2020). The negative effects of social media, particularly related to cybercrime about the magnitude of opportunities or potential in each member of society that do not mimic anything are observed or obtained from online media. Enforcement (Disclosure) Media content provides an opportunity for the audience to experience something media content then influenced by the media content itself, there is also a desire to know what children are experiencing expanding the reach of this audience is actually teenagers who imitate things that are in the media and trends do first without thinking about the effect (Fitriansyah, 2018). To overcome the above problems, it is necessary to strengthen and encourage values that can foster a positive attitude that can solve the problems of the current generation. According to Milton Rokeach and James Bank, values are a type of belief system that governs belief systems about a person acting or avoiding an action, or about what is appropriate or inappropriate. The purpose of this study is to find out how much interest the alpha generation has in social media, which is the background of our scientific journal entitled "The Impact of Social Media on Pancasila Values in Alpha Generation".

## Research Methodology

The current study uses qualitative descriptive methodology to examine the status of the general population, specific situations, the current world order, and various policy initiatives. Qualitative research is a type of research based on natural settings to identify a phenomenon by illustrating a phenomenon and highlighting the dampening effects of actions that occur in a particular phenomenon. The subject of this work is the extent to which the values of pancasila are applied to the alpha generation. The theme is Alpha generation 2010-2025.

## Result & Discussion

In this study, the problem is the current state of the alpha generation and the extent to which the alpha generation applies the values of pancasila. Of course, if social media is a new technology, it's that people's lifestyles are also changing. Changes will come, the effectiveness and efficiency of people in gathering information is not affected by time and place, and the price can be reached. The challenge for the next alpha generation is to adapt and be able to use ICT appropriately and correctly, competitively, creatively and think critically. In recent times, many young people are not right in using and exploiting ICTs, so they have an individual nature, do not care about social conditions, and only care about freedom, bragging lifestyles, unrealistic views and too idealistic about what is

important. has a style. Many alphas are unaware of the great opportunities that await them. Except for many alpha generations who are encouraged to imitate these foreign cultures. In fact, one of the triggers of brawls and dishonorable actions is from social media and is not in accordance with the values of Pancasila, namely mutual respect, tolerance and help. Acceptable (Fadlurrohim et al., 2020). According to Asmaroin, in essence, the values of Pancasila are used as a method of human improvement in the socio-cultural field where the values come from the dignity and dignity of human society, including civilized social media. The values of Pancasila are noble wisdom that forms natural and hereditary for the next generation. Ethics and Morality are the core of values reflecting the Pancasila of noble virtue. Practicing values to meet those expectations does not work for Indonesians, but also abroad. Furthermore, social media is a public space that is not limited to ordering someone and wherever you access social media, it can be implemented through the practice of Pancasila values in social networks therefore changing the position of foreign countries for the better for the people of Indonesia (Safitri & Dewi, 2021).

*Types of Social Media*

According to Nasullah (Siregar, 2022) There are six broad categories to look at social media shares: (1) Social Networking Media (Social Networking). The most well-known form of media is social media. Media like this is a tool that people often use to carry out social interactions, including any effects or results of these social interactions in cyberspace, the character traits of every user of social networking sites must be willing to engage in constant conversation, whatever the subject. Users who already know it and are likely to travel to other countries or form new networks of friends (offline). As a result of widespread social turmoil, LinkedIn and Facebook are both used. (2) Online Journal (Blog). A blog is a type of social media that allows its users to engage in ethical activities, post comments and other content, and share information (3) Simple online journal or microblog (micro-blogging). Similar to online journals (blogs), microblogging is a type of social media that allows users to post updates about their activities as well as relevant news. The most commonly used example of microblogging is Twitter (4) Media Sharing . Social media that allows users to share materials, including documents (files), videos, audio files, images, and more. The media options available are: YouTube, Flickr, Photo-bucket, or Snapfish (5) Social Bookmarking. Social markers are social media outlets that function to organize, expand, promote, and find relevant information or news online. Popular social bookmarking websites include Delicious.com, StumbleUpon.com, Digg.com, Reddit.com, and LintasMe for Indonesian users (6) Shared content media or wikis. These social media platforms are websites where users contribute content. Similar to a book or encyclopedia, wikis offer users advice on anything from grammar to book order to links about a single word. In reality, it is the user who makes the observation, so there is collaboration or teamwork to update the content on the site in question.

*The Impact of Social Media on the Implementation of Pancasila*

As time goes by, pancasila is still threatened by the collapse of pancasila. Pancasila exists because of joint deliberations that respect ethnic, cultural, and religious diversity, which means Pancasila is a meeting place for all differences in Indonesia. However, this was again tested by the rampant forms of violence in the name of religion that showed the decline of Indonesian civilization. In addition, the fading of Pancasila values is also reflected in the loss of gotong royong and the spirit of gotong royong. Not to mention that there are mass organizations that strongly oppose the existence of Pancasila and want to replace it with another ideology. Therefore, in answering this question, we must return to Pancasila and stick to it. We can use social media because until now there are still many people, especially young people who have not used social media as a productive way to disseminate useful information. Pancasila itself has 5 precepts, namely: 1. The One and Only Godhead. 2. Just and Civilized Humanity. 3. Unity of Indonesia. 4. Citizenship Led by Wisdom in Representative Consultations. 5. Social Justice for All Indonesians (Putri et al., 2020).

*On the First Precept*

This Indonesian country consists of various religions. There are six religions recognized by the Government of Indonesia, namely Islam, Protestantism, Catholicism, Hinduism, Buddhism and Khonghucu. Every religion has a holy book that contains guidelines for life. These days, the principle of tolerance can be built as an ambassador through social media. Many individuals also use social media as a means to spread false information (hoaxes) that lead to hate speech to convey information to others. Many social media applications contain hate speech such as insults, defamation, blasphemy and provocation. For example, during the riots in Wamena Papua last September 2019, the reason was that fraudulent content spread on social media. This is because citizens are given personal freedom to explore or express social media, allowing them to express themselves freely on social media without having to think about the consequences later. We can tolerate this first commandment. According to the Big

Indonesian Dictionary (KBBI), tolerance means "having or being tolerant of (recognizing, allowing, accepting) attitudes (attitudes, opinions, beliefs, habits, behaviors, etc.) that are different or not in accordance with oneself." Tolerance is mutual respect, regardless of what a person or group of people chooses. Tolerance in social networks can be achieved by respecting our neighbors. For example, if you post a happy moment on a religious day, we can appreciate it with positive likes and comments. So don't spread questions about SARA and hatred. Maintain good relations between religions (Effendi & Dewi, 2021).

*On the Second Precept*

Man is placed according to his nature. This means that everyone has an equal position before the law. Thus, the right to liberty and independence is respected. This is expressed in mutual help, sharing, caring and love. In this second commandment, we must respect and respect the rights and opinions of others and not spread false news that may affect the rights of others. Don't offend others easily. Hoaxes are false information that often appears on the internet to spread panic and fear, that is the purpose. The deeds of some irresponsible people. Email is the first known method of spreading Internet fraud, which usually contains warnings about false claims. However, as technology evolves, especially on mobile phones and social media, online scams are becoming increasingly dangerous. If you are not careful, cyber users can easily be fooled by the scam, and they can even spread the scam, which is obviously very detrimental to the victims of defamation (Effendi & Dewi, 2021).

*On the Third Precept*

Indonesia has a different culture from Sabang to Merauke, giving rise to fundamental differences. Therefore, a unity is needed that unites these differences. In various countries they strengthen as a unity with the motto "Bhinneka Tunggal Ika", which means more or less "different but one". Therefore Indonesian unity is needed. This movement aims to maintain unity and not spread differences in order to maintain national integration. Then we can also love and love local products, for example we buy local products, then we post these products, then tag or tag accounts that sell local products, so that people can get to know and learn more about local products. There is hope that Indonesia's economy will expand as a result (Effendi & Dewi, 2021).

*On the Fourth Precept*

These policies can be implemented by fostering healthy and targeted democratic behavior, which is realized by not writing harmful comments and not marginalizing other parties. Listen to other people's opinions before making decisions. So don't be easily influenced. Before commenting, it's a good idea to think first about whether the comment will hurt other people's feelings or not. If the comment is offensive, it is better not to comment on social networks. When we send messages on social networks, we must be smart and not easily provoked (Effendi & Dewi, 2021).

*On the Fifth Precept*

This fifth rule is about the right to information, the right to access social media and the right to express opinions without fear. The same legal situation also applies to criminal acts related to social media. So dare to seek justice for yourself and others, and help others find justice. We use our voices on social media to speak out for justice (Effendi & Dewi, 2021). Social media is the pulse of generation alpha, generation alpha is never separated from social media. Generation Alpha disseminates the values of Pancasila only by using social media wisely such as creating positive and insightful content. As a young generation, we must use social media as an effective means of communication to convey the values of Pancasila. As simple as a social network, we just need to get used to playing well and being active with our fingers. We can also create content that is positive but also interesting and reflects the values of Pancasila, such as videos or short films about Pancasila which can also be used as vlogs. For example, vlogs about humanitarian movements, especially fundraising to help other disaster victims or those in need. Therefore, the alpha generation must be able to write similar articles, think sharply and add positive content, even in the current era of information overload (Hasanah, 2021). The alpha generation can be an agent of innovation for the Indonesian nation, those who are able to analyze the changing times will certainly have a big impact on the Indonesian nation, so that the alpha generation can decide who really needs change and also pay attention to it. For example, nowadays technological developments are increasingly rapid and modern, so that by instilling the noble values of Pancasila, any impact can be achieved. The values of Pancasila are meant to be respected and practiced in a diverse environment of life for allThe alpha generation can be an agent of innovation for the Indonesian nation, those who are able to analyze the changing times will certainly have a big impact on the Indonesian nation, so that the alpha generation can decide who really needs change and also pay attention to it. For example, nowadays technological developments are increasingly rapid and modern, so that by instilling the noble

values of Pancasila, any impact can be achieved. The values of Pancasila are meant to be respected and practiced in a diverse environment of life for all (Sindang, n.d.).

## Conclusion

The conclusion of this journal is that the use of social media has a significant impact on the values of Pancasila among the Alpha generation (born between 2010-2025). This article highlights the importance of Pancasila as the foundation of Indonesian society and the need to instill its values in the alpha generation. The article also discusses the different types of social media and their impact on society, and emphasizes the importance of using social media to promote tolerance, respect for human rights, unity, democracy, and social justice. This article encourages the alpha generation to use social media as a tool of positive communication and spread the values of Pancasila.

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