



## THE INFLUENCE OF SOCIAL MEDIA ON YOUTH NATIONAL INSIGHTS

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### Abstract

In today's digital era, social media has become an important part of the daily life of the younger generation. However, the impact of social media on understanding and awareness of national values still needs further research. This journal aims to determine the influence of social media on nationalism in the younger generation. This study uses a quantitative research method involving a survey of a sample of young people who actively use social media. The sample in this study is 30 respondents who actively use social media with an age range of 18-25 years. Data was collected using a survey method which was conducted online. The survey was designed to collect information about the use of social media by young people, their understanding of national values, awareness of national history and culture, as well as their level of involvement in national issues. Surveys include structured questions with predetermined answer choices, as well as some open-ended questions to allow room for narrative responses. Questions posed to respondents related to the content consumed, the social interaction that is established and the influence of public figures on the minds of adolescents, all of which are reviewed based on national insights. Data were analyzed using statistical techniques. descriptive analysis to describe the characteristics of the sample and research variables. correlation analysis to evaluate the relationship between social media use and youth nationalism. Regression analysis is used to identify factors that are significant in influencing nationalism. The results of the study provide insight into the extent to which social media influences the perceptions and understanding of the younger generation towards nationality. The use of social media can influence the thoughts, perspectives, national identity of youth through interactions with public figures, online discussions and debates, and collaboration with fellow social media users.

**Keywords :** Social Media, National Outlook, Young Generation

### Introduction

In this rapidly developing digital era, social media has become an inseparable part of the daily life of the younger generation (Yohanna, 2020). The younger generation is a group that was born and grew up in an era where information and communication technology, especially social media, has become so dominant. They spend significant time interacting with social media platforms such as Facebook, Instagram, Twitter and YouTube. For example, by observing activity since waking up. Unknowingly, the first thing that was checked was the cellphone. This habit shows the start of human dependence on cell phone technology. It cannot be denied, the rapid transfer of technology in this era caused by the internet has led to the birth of various kinds of applications that aim to facilitate human life itself (Rizqiyah & Dewi, 2021). Rob Brown stated that the internet has brought modern humans into a more meaningful communication process compared to other media (Brown, 2009). Social media does not only function as a means of communication, but also as a source of information, entertainment and means of self-expression. It is undeniable, social media has a considerable influence on someone. Someone who starts out small can become significant because of social media, and vice versa (Putri, Nurwati, & Santoso, 2016). However, social media is one of the great revolutions that can change human behavior. The most striking impact is the

widespread use of social media among young people, making them tend to divert their social activities in the form of interactions with social media. Thus, some of them may experience a lack of skills in socializing in the real world. In early 2020, a poll of internet users in Indonesia found that as many as 171.17 million people or around 64.8% of the population in Indonesia were internet users. This data is based on an Indonesian poll in collaboration with the Association of Indonesian Internet Service Providers (APJII). (Hasiholan, Pratami, & Wahid, 2020). The increasing number of internet users is dominated by the increasing number of social media users. We Are Social data in 2020 states that mobile phone users in Indonesia reach a percentage of 96% and smartphone users as much as 93% with the age of gadget and internet users ranging from 16-64 years (Roman, 2020).

The phenomenon of technological progress, apart from intersecting with human behavior, also influences the nation's ideology and the national insights of the younger generation (Rizqiyah & Dewi, 2021). Presented by Prof. Muladi said that the national vision is that the Indonesian people see themselves internally and externally (the surrounding environment) by making unity and unity a top priority in carrying out social, national and state life. (Ministry of Finance, 2018). Knowledge and understanding of national insight is needed to maintain the integrity of the Unitary State of the Republic of Indonesia (NKRI). (May, Farida, & Kridaningsih, 2021). Dynamic conditions following changes along with the process of development of national life from time to time requires all to continue to understand and properly guide the teachings contained in the conception of nationalism. According to the Law of the Republic of Indonesia Number 40 of 2009 concerning Youth Article 1 point 1 states that Youth are Indonesian citizens who are entering an important period of growth and development aged 16 (sixteen) to 30 (thirty) years. In general, what is called the younger generation is the group of people aged 0-35 years. Members or individuals who are included in the group have the same experience, so sociologically and practically they have experienced major events that are experienced simultaneously by the whole community, for example the generation of development. The influence of social media on the national outlook of the younger generation needs to be researched because there are various debates about how social media influences their perceptions and understanding of nationality. Social media can broaden the younger generation's access to information and diverse points of view, thus potentially enriching their national insights. However, there are also concerns that social media can be a source of inaccurate information, and can influence young people with narratives that are divisive or denigrate national values. Therefore, this study aims to investigate the influence of social media on nationalism in the younger generation. In this study, we will analyze how the use of social media by the younger generation relates to their understanding of national values, awareness of national history and culture, and their level of involvement in national issues.

### Research Methodology

This study used a quantitative research approach with a cross-sectional design. This approach enables the collection of representative data from the younger generation who are actively using social media at the time the research was conducted. The research sample consisted of young people aged between 18-25 years and actively using social media. Sampling was carried out in a stratified random manner, taking into account variations in age, gender, educational background, and geographic area. The expected number of participants is around 30 respondents. Data was collected using a survey method which was conducted online. The survey was designed to collect information about the use of social media by the younger generation, their understanding of national values, awareness of national history and culture, and their level of involvement in national issues. Surveys include structured questions with predetermined answer choices, as well as some open-ended questions to allow room for narrative responses. The collected data were analyzed using statistical techniques. First, a descriptive analysis will be carried out to describe the sample characteristics and research variables. Then, a correlation analysis was performed to evaluate the relationship between the use of social media and the nationalism of the younger generation. Regression analysis is used to identify factors that are significant in influencing nationalism.

### Result & Discussion

This research was conducted to see the effect of using social media on nationalism in the younger generation. Data were obtained from respondents randomly answering questions through online surveys. Of the total 30 respondents who participated in this study, about 55% were women and 45% were men. The age range of the participants ranged from 18-25 years. The majority of participants had higher educational backgrounds, with 70% of them being undergraduate students. Participants come from various geographic regions of the country. Examining the content on social media, the following is the data resulting from the answers to the questions that have been asked.

### *Type of Content consumed*

Of the 30 total respondents, 79% or 22 people stated that there is content on social media related to nationalism. Respondents who actively consume nationally relevant content, such as local news, history, national culture, and narratives that promote diversity and unity, tend to have a better understanding of nationality. These contents provide information that enriches their national insight. This shows that there is national insight content on social media, both obtained by social media users themselves. The contents that are often found are open discussion activities, Indonesian cultural history, local wisdom and so on. The various views expressed by these respondents sometimes form new patterns of understanding and views. Apart from that, there are also accounts that were deliberately created by several people and dedicated to educating Indonesian people who use social media. Both in the form of nationalism content and news about state issues.

### *Intertwined Social Interaction*

As many as 90% of respondents said that social interaction can be easily established through social media in national insight activities. The results of the study show that participants who engage in positive and constructive social interactions about national issues on social media show a higher level of national insight. They tend to have a better awareness of national issues and strengthen national solidarity such as caring about current issues to uphold justice for every community's rights and obligations. Discussions and dialogues that occur on social media can broaden the views and perspectives of the younger generation on national issues.

### *The influence of public figure content on adolescent thinking*

50% of respondents or 15 people stated that their thoughts were influenced by public figures. Meanwhile, as many as 30% or 10 people admit that it is possible that their thoughts were influenced by public figures. And the remaining 5 people are not affected by the thoughts of public figures. This proves Erikson's theory which states that when individuals reach a period of adolescent development, they tend to need role models in the process of discovering their identity and providing examples and strengthening behavior for them ((Samodro, Satrio, & Zempi, 2023). However, not all content provided by these public figures contains national insight material or has positive value. Public figures on social media also play a role in disseminating information about social, political, or national issues. Teenagers who are connected with these public figures can gain new understanding, knowledge about important issues, and different perspectives. The information they receive through the thinking of public figures can influence the way they see the world and develop their own thinking. However, it is important to remember that the influence of the thoughts of public figures on social media on the minds of adolescents can also have negative aspects. Teenagers need to be equipped with critical skills and strong media literacy to be able to filter information, analyze arguments, and consider various points of view before they adopt a particular thought. It is also important for them to have space to develop independent thoughts and views that do not depend solely on the thoughts of public figures. The analysis shows that the frequency of using social media is positively related to nationalism in the younger generation. Respondents who use social media more often tend to have higher national insights. This may be due to the fact that they have more access to information about national values, history, national culture, and current events and issues related to nationality. In this context, the frequency of using social media is an important factor. The more often the younger generation uses social media, the more likely they are to get information relevant to nationality. Content consumed on social media plays a key role in shaping the national outlook of the younger generation. Content related to local news, history, national culture, and narratives that promote diversity and unity provide deeper information about national identity and national values. With greater exposure to these contents, young people can develop a richer understanding of history, traditions and other important aspects that make up their national identity. In addition, social interaction on social media also plays a role in shaping the national insight of the younger generation. Participants who are actively involved in positive discussions and dialogues on national issues tend to have a higher level of national insight. With greater exposure to these contents, young people can develop a richer understanding of history, traditions and other important aspects that make up their national identity. In addition, social interaction on social media also plays a role in shaping the national insight of the younger generation. Participants who are actively involved in positive discussions and dialogues on national issues tend to have a higher level of national insight (Ellison, Steinfield, & Lampe, 2007).

## Conclusion

Based on the results of the study, it can be concluded that social media has a significant influence on nationalism in the younger generation. The use of social media can influence the thoughts, perspectives, and national identity of youth through interactions with public figures, online discussions and debates, and collaboration with fellow social media users. Through social media, young people can engage in discussions on national issues, broaden their knowledge of history, culture and national values, and participate in activism and advocacy related to nationality. Interactions with public figures on social media can also influence adolescent thinking, both through inspiration, persuasive influence, and dissemination of information. However, it is important to remember that the influence of social media can also have negative impacts, such as polarizing opinions or spreading inaccurate information. Therefore, it is necessary to take a balanced approach in the use of social media to strengthen the national insight of the younger generation. Media education and critical literacy need to be emphasized so that youth can filter information, analyze arguments properly, and develop independent thinking. With a deeper understanding of the influence of social media on nationalism in the younger generation, it is hoped that efforts can be made to take advantage of the positive potential of social media in building strong national awareness and strengthening youth national identity.

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