



## HUMAN PERSONALITY IN THE ERA OF TECHNOLOGY WITH REGIONAL CULTURAL FLEXIBLE

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### Abstract

Advances in technology in the current era is one thing that has a major impact on human life today. Not only can it affect the ease of carrying out all activities, technology can also affect people's personalities. Technological advances that make all information more quickly to be received create the personality of people who prefer practical things so that this can actually fade regional cultures that have existed for a long time. Regional culture which is considered old-fashioned and inappropriate is one of the factors that causes the decline of regional culture today. The lack of the next generation who has an interest is also a factor that forms a personality that is modern and "anti" local culture.

**Keywords :** Personality, Technology, Culture

### Introduction

Regional culture can be regarded as a distinctive culture contained in one area. Basically, regional culture has the same concept as ethnicity. This regional culture shapes the personality of the community through prevailing norms, social patterns of society, and other factors such as the environment. But along with the times, especially developments in the field of technology, the existing regional culture began to fade and erode. The free entry of information thanks to technological advances has a strong influence on society. Foreign cultures that look more advanced and "cool" have resulted in people now leaving regional cultures. This external cultural influence also changes the personality of the people slowly. Starting from those who used to like socializing, now they prefer to be alone, and many more. In this paper the author aims to describe: 1) Definition of Culture & personality, 2) The relationship between culture and personality, 3) The influence of technology on Regional Culture & human personality.

### Research Methodology

The type of method used is a qualitative method with a descriptive approach and literature study. The reason for using this method is the author explains the topic of the literature dissemination related to the title. The literature used in this article was obtained from journals, e-books, and other relevant literature.

### Result & Discussion

#### *Definition of Culture & Personality*

Culture is defined as a whole the ideas and works of humans that must be familiarized with learning, along with all the results of his thoughts and works. (Koendjaraningrat, 2015). There are many different definitions of culture, but apart from that all culture essentially has a soul that will continue to live, because culture continues to flow to humans in their lives. Culture will continue to be created, from place to place, from individual to individual and from time to time. Based on Koentjaraningrat's opinion above, it illustrates that culture will always experience changes from time to time so that people who have that culture must still know, maintain and preserve their culture so that any changes that occur do not eliminate the original character of the culture itself.

Personality can be interpreted as a fixed psychological structure and process, which compose individual experiences and shape individual actions and responses to the environment in which one lives. In its infancy, personality is dynamic, changing due to environmental influences, life experiences, or education. Personality does not occur instantly, but is formed through a long life process. Thus, whether a person's personality is good or bad, strong or weak, civilized or savage is wholly determined by the factors that affect the course of one's life.

#### *Relationship between Culture and Personality*

Regarding the relationship between culture and personality, culture is essentially transmitted through a process of inheritance to each successive generation. Culture is something that is learned and understood in an intense communicative way, not something that is genetic or instinctive. In other words, culture is a legacy passed down and taught by previous generations to the next generation. Based on the explanation above, it can be said that culture is the personality of a society. Culture can also be said to be the psychological awareness of every human being that is accustomed to or taught for a long time. (Berry & et al, 1999) In this case, the psychologist John Gilin (1999) suggests the development of personality in a culture, namely:

1. Culture provides conscious and unconscious conditions to be explored
2. Culture triggers certain behavioral reactions
3. Culture has a system of rewards and punishments for an action or behavior
4. Culture creates actions or behaviors that are continuously carried out

Furthermore Tilaar (1999) describes several things related to the relationship between culture and personality, namely:

1. Culture and personality is a process. Both have the same dynamics
2. Personality has a direction in its development. The intended direction will only occur in a cultured society.
3. The development of a personality can be obtained easily and directly through an environment that has a strong culture
4. Personality adheres to cultural values in order to develop properly
5. In achieving the intended personality goals, it is strongly influenced by the values that live in the culture of society.
6. The process of learning and personality development is a process carried out to achieve goals
7. Personality is determined by the ability of the human subconscious. This needs to be balanced with guidance through prevailing local cultural values.

Based on the description and quotations above, it shows that culture will shape patterns of thinking, a set of habits, certain behaviors and so on. the personality of a person or group of people is strongly influenced by the culture in which that person is located. Not only opinions, related to the relationship between personality and culture, there are also theories that have been put forward by many experts. Here's the theory:

#### *Ruth Benedict's Cultural Pattern Theory*

The theory put forward is as follows: in every culture there are various types of temperament, determined by heredity and necessity, which recur universally. But each culture only gets a limited amount of the type of temperament it develops. And those temperament types only match the dominant configuration. The majority of people in any society will act according to the dominant type of society. This is because their temperament is plastic enough to form a printing force from society. This is the so-called normal personality type. But besides that, a number of residents who are a minority in every society, who cannot be included in this dominant type,

#### *The Village Farmer Lifestyle Theory of Robert Redfield*

There are three kinds of world society, namely folk society, rural farming society and urban society. Folk society is a primitive society, isolated, this society is very little touched by major civilizations (China, Hinduism, Islam, Greece, etc.). Urban society is a society that develops in urban areas, which is advanced because it is influenced by modern civilization.

The rural farming community is a form of folk society, which has been touched by urban society, they have been influenced by modern culture, even though it is only superficial. Rural farming communities in urban communities, as a result, culture is not autonomous. The relationship between rural communities and urban communities is symbiotic, that is, they support each other.

### *Cardiner, Linton and Dubois Basic Personality Structure Theory*

The structure of the basic personality is determined by the structure (institution) which is a form of thought and behavior that has been fixed from a group of individuals (society) that can be communicated and which is termed as a shared possession. Institutions can be divided into two, namely institutions (primary institutions) and secondary institutions (secondary institutions). Included in the first institutions are kinship organizations, systems for the formation of feelings of exclusivity, basic discipline systems, ways of feeding children/infants, weaning, customs of caring for children, practicing defecation, sexual prohibitions, ways of antagonizing primary needs and so on. which includes the second intermediary is the system of prohibitions, beliefs, ceremonies, folklore, the methods used to deal with them and so on. According to Kardinet et al, the first institution has a major influence on the basic personality structure. Usually individuals in a group have the same first-order influence, so that their personality structure tends to be the same. Likewise, the second pranta in a social group tends to be the same.

### *The Personality Theory of the Modern Person Alex Inklas*

According to him, the main objective of economic development is to enable everyone to achieve a decent standard of living. Progress as a result of development is often measured by the level of national income and income per capita. Besides that, development includes the idea of political deification, which is seen in a process of government that is stable, orderly based on the wishes of the people. The implementation of education, art, communication culture and so on is included in it. In the end, the idea of development requires a change in human character, as a tool to achieve further development goals, as well as being the goal of the development process itself. The change in character is a change in character from traditional to modern. What exactly is meant by modern humans? the answer to this question is because human changes from the traditional to the modern often let go of ways of thinking and feeling, which have been decades or even centuries old and leave this way as if leaving principles. Furthermore, the traits that make people modern do not often appear to be a characteristic of Europeans and Americans or Westerners in general, who want to be forced on other people who are considered traditional. There are two kinds of characteristics of modern people, namely external characteristics related to the natural environment, and internal characteristics regarding attitudes, values and feelings.

### *The Influence of Technology on Regional Culture & Human Personality.*

#### *Advances in Technology & Changes in Personality*

It cannot be denied that in the current era, technology is one thing that is experiencing very rapid development. Almost all aspects of human activity now involve technology. Technology makes all things easier. Such as getting information, using it for work, and many more advantages derived from technological advances. However, unknowingly the era of technological progress also has a detrimental impact on humans. Call it the freedom of information that can be accessed finally also facilitates the entry of foreign culture and ideology. This is related to personality changes that exist in humans.

The term "everything is in the hand" which means that everything can now be obtained only through technological devices gradually shapes changes in human personality, which was originally a social being to become an individualist being. The technological ability that can easily access anything makes humans not need help or energy from other humans, humans who experience this personality change will assume that all actions and activities can be carried out alone, so they do not need social interaction to help them. With this assumption, it will form an anti-social personality that will change the social patterns of society in the future. Dependence on technology can also create an individualistic personality in humans.

Apart from changing attitudes from being social to being individualistic, the ease of access to information can also plunge people into bad associations. Sites that contain bad things can easily be accessed and disseminated by irresponsible persons making bad influences more easily accessible to technology users. What has most influenced technological progress is the potential for westernized culture followed by many people. The current human personality that considers foreign cultures more "cool" causes them to finally start leaving their old culture. Local culture that has existed for a long time will be collided with foreign culture. Cultural clashes that occur between local cultures and foreign cultures will determine the final result of cultural change in a country. Filtering foreign culture and the strength of local culture is the main key in maintaining local culture so that if the local culture is not strong enough and does not have a good filter, there will be cultural damage or even loss of local culture. So the personality that is ultimately formed because of the technological era that has had a lot of bad influences is a personality that is no longer in accordance with the local culture of society. Bad traits such as individualism, dependency are the result of the influx of outside cultures that are not sorted or filtered first so that they affect human personality.

### *Local Culture Fluency*

In the current era, the power of technological progress has become a major force that changes people's lives. Starting from the economic, political, and quite large is the social sector where cultural fusion occurs due to the ease of entry of information and influences from outside. The cultural fusion that is happening right now is actually a serious threat to local culture. The presence of foreign cultures that have a bad influence will eventually erode the presence of local culture plus the current human personality who prefers something modern and instant. Call it one of the cultures that are usually attached to the community is mutual cooperation. Gotong royong is a cultural and social value passed down from generation to generation by our ancestors. In ancient times, when the community often carried out mutual cooperation activities, one of which was community service in the community around their place of residence, whether cleaning gutters, painting public furniture, planting plants together or something else. However, nowadays it is rare to find people who do mutual cooperation.

Perhaps what is still a tradition is that on the Indonesian National Money Day, people still work together to decorate their surroundings with shades of red and white or nuances of independence to welcome or take part in celebrating their nation's Independence Day. However, in a housing complex, they rarely do this, they are even busy with their own world, busy at home, not even communicating with their neighbors, they spend more money to pay people to take action to install their own people's year currency decorations without any mutual cooperation from the surrounding environment. . Young people are more likely to chat in cafes with their friends until morning, take advantage of Wi-Fi technology,

It's different from the old days, we still have quite strong friendship with our neighbors to do night patrols together, watch television together at the campsite. From this it is clear the difference in the development of the values of mutual cooperation. Mutual cooperation has positive values, namely

- a. Togetherness. Gotong royong reflects togetherness because with gotong royong, people want to work together to help others or to build facilities that are shared.
- b. Unity. Togetherness that exists in gotong royong also creates unity among community members. With the existing unity, the community becomes stronger and able to deal with problems that arise.
- c. Willing to sacrifice. Gotong royong teaches self-sacrifice. These sacrifices can take any form, from sacrificing time, energy, thoughts, to money. With mutual cooperation, the community is willing to put aside their personal interests to meet common needs.
- d. Mutual help. Gotong royong teaches community members to work hand in hand to help one another. No matter how small the role of a person in mutual cooperation, can always provide help and benefits for others.
- e. Socialization.

At this time people's lives tend to be more selfish. Technological developments that facilitate all activities so that they can be carried out alone have become one of the triggers for the loss of the culture of mutual cooperation. Gotong-royong can make people aware that they are social beings. Gotong royong makes people know each other so that the socialization process can be maintained. One more social change that occurred in the current technological era is the presence of a new culture, namely Hedonism. This culture changes the personality of people, especially young people.

Basically, Hedonism Culture is a culture that creates an understanding that the main purpose of life is to enjoy the world and achieve the highest possible pleasure. For humans who adhere to this culture, they will live freely, without rules, and follow unlimited desires. In the view of the Epicureans, those who adhere to the Hedonist culture will assume that "you are happy today, satisfy your lust, because tomorrow you will die". (Hasanah, 2015). In principle, hedonism is a view of life that assumes that people will be happy and have fun without caring about the environment, everything they achieve is only for happiness. This has become a disease of Indonesian society in the future, and it seems that these symptoms have started to appear in Indonesian society.

As citizens who are aware of this bad thing, things that diminish the value of politeness, this nation certainly regrets this and does not want hedonism to continue to colonize our nation. This also happens because our nation is less selective about the cultures that enter and accepts all forms of modernization without filtering the impact that will be obtained in the future. These conditions will place the changes in this era as the right thing, even though not all forms of progress are good. If the Indonesian people always accept the progress of this era without filtering it, the elements of our original culture will fade and even disappear, as a result, not only the local community, but this nation will lose their identity, of course we don't want that to happen. (Harara, 2016).

### **Conclusion**

In essence, technological progress and its influence in life is something we cannot avoid. However, we can take wise actions towards ourselves, our families and also the wider community so that this increasingly powerful technological progress does not shift our identity as human beings who have norms. However, as humans, we must

make selections against technological advances, so that as much as possible we can prevent the negative effects of technology. Talking about culture, Indonesia is a country that has a lot of culture, which consists of a collection of cultures that exist throughout Indonesia in the form of local culture. Foreign cultures continue to enter Indonesia unstopably which can erode or fade the local culture that belongs to the Indonesian nation, for this reason it is necessary to continue to make important efforts to overcome these problems so that Indonesian culture can continue to exist in its authenticity. The most important thing that must first be possessed is to raise awareness and a sense of belonging to the culture, so that with a sense of belonging and loving one's own culture, people will be motivated to study it so that the culture will continue to exist because the cultural heritage will continue to exist.

Local culture is an asset of the Indonesian nation that must receive attention, especially in the current technological era. Local culture is an important part of the Indonesian state that can be developed and managed as well as possible. This is important so that it can function more broadly, not just the heritage or customs of the Indonesian people which are celebrated or carried out at the commemoration of Youth Pledge Day or Hero's Day. Local culture must become part of the Indonesian Nation's assets that can bring in income for the people and the country. Of course there needs to be an awareness nationally and implemented by all Indonesian people in all aspects of social and state life.

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