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THE ROLE OF THE MILLENNIAL GENERATION IN EFFORTS TO PRESERVE CULTURE IN THE MIDST OF AN ERA OF TECHNOLOGICAL DISRUPTION

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Abstract

Seeing the fact that the industrial revolution 4.0 which caused technological disruption was marked by the development of the Internet of or for Things which caused changes in human lifestyles and had implications for the fading of ancestral culture. This research examines the role of the next generation in maintaining culture in the midst of technological disruption. The research method uses a qualitative approach and collects data using library research. The results of the business discussion that can be played by the millennial generation in an effort to maintain culture amidst currents of technological disruption are culture experience and culture knowledge.

Keywords : Millennials, Culture, Disturbance, Technology

Introduction

In the era of disruption, there has been a very basic lifestyle change throughout the world. The disruption of the 4.0th wave of technological revolution is increasingly interesting to study. This is because the impact of technological disruption has made the world move so fast and as a result there have been many changes in the lifestyle of today's global society. It is also undeniable that the Indonesian people are also being into the flow of technological disruption. Several changes in the pattern of life began to change towards renewal. There is no doubt that Indonesia is a nation rich in culture, hundreds or even thousands, both tangible and intangible cultures. Puppets, batik, keris, dances, traditional regional musical instruments, historical buildings, folk songs and so on are priceless cultural heritage. This cultural heritage is a reflection that the ancestors of the Indonesian nation possessed extraordinary intelligence in creating cultural works along with their philosophical symbols. Seeing the fact that Indonesian people currently prefer foreign cultures which they consider more interesting or more unique and practical. Many local cultures have faded as a result of the lack of the next generation who have an interest in learning and inheriting them. According to Malinowski, a higher and active culture will influence a lower and passive culture through cultural contact (Malinowski in Hildigardis, 2019).

A great nation is a nation that values its cultural and noble heritage. As the next generation, it is our responsibility to maintain and care for the traditions of the previous generation. The generation that is currently growing and inheriting ancestral property is the millennial generation. The term millennial generation is used to refer to generation Y, which is a group of young people based on age who were born before generation Z. This shows that this generation is a transitional generation. from the previous generation known as generation X, namely the older generation aged forty years and over. In the United States the term millennial generation has been popularized since 1993 which is aimed at those born before the turn of the 21st century or the turn of the millennium era, namely the period of one thousand years, so that generation Y is known as the millennial or millennial generation. In accordance with its age group, the millennial generation was born in the midst of the development of modern information and communication technology flows so that their communication patterns take advantage of many internet networks, especially social media that are currently developing. Changes in human civilization have occurred in the industrial revolution 1.0, 2.0, to 3.0. However, changes occurred quite

quickly in the Industrial Revolution 3.0. characterized by the growth of industries based on electronics, information technology, and automation. Digital technology and the internet became known at the end of this era. Very different from the previous industrial revolution, the industrial revolution 4.0 which caused technological disruption was marked by the development of the Internet of or for Things followed by new technologies in the fields of data science, artificial intelligence, robotics, cloud, three-dimensional dimensional printing and nanotechnology. It came so fast. Many things that were previously unthinkable suddenly appeared and became new innovations, and opened up very broad business fields. The emergence of transportation with ride-sharing systems such as Go-jek, Uber and Grab, as well as room-sharing such as Airbnb. This innovation even disrupts the existing transportation and room rental businesses and has implications for super practical modern lifestyles (Ghufron. 2018). There is an interesting phenomenon from changes in the lifestyle of Indonesian people, especially the millennial generation as a result of technological disruption. Author to make a scientific paper with the title "The Role of the Millennial Generation in an effort to preserve culture in the midst of an era of technological disruption"

Research Methodology

The research method used in writing this scientific work is by qualitative approach with library study data collection techniques. In the process of data analysis, the authors examine several sources of literature as primary data.

Result & Discussion

Millennial characteristics vary according to region and socio-economic conditions. However, this Generation is generally characterized by increased use of and familiarity with digital communications, media, and technologies. In much of the world, their influence is marked by increasing political and economic liberalization; although its effect is still debated. The Great Recession had such a profound effect on this generation that it generated high levels of action among young people, and raised fires about the long term possibility of the socio-economic crisis destroying this generation. As for the characteristics of the millennial generation, there are several things that can characterize the millennial generation, from livescience.com. In 2012, as quoted by livescience.com from USA Today, there was a study showing that the millennial generation is more individualistic, simply ignores political issues, focuses on materialistic values, and is less care to help others when compared to generation X and baby boomers at the same age. The study itself is based on an analysis of two databases of 9 million people who are in high school or who are just entering college.

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Culture Knowledge Is a cultural preservation that is carried out by creating a cultural information center that can function internally in strengthening cultural awareness. The goal is for education or for the purpose of developing the culture itself and the tourism potential of the area. Likewise, the Youth Generation can enrich their knowledge about their own culture. Besides being preserved in the two forms above, local culture can also be preserved by getting to know the culture itself. Therefore, at least it can be anticipated that cultural piracy will be carried out by other countries. The problem that often occurs in society is sometimes they don't feel proud of their own product or culture. We are more proud of an imported culture that does not match our national identity as Easterners. Lack of awareness of these items. As a result, we only speak when other countries are successful and famous, with a culture that they tacitly adopt. Therefore the role of government in the nation's culture is also very important. Anyway, the government has a very big role in efforts to preserve local culture in the country.

Conclusion

There are two efforts that the millennial generation can play in an effort to maintain culture in the midst of technological disruption, namely Culture Experience. It is cultural preservation that is carried out by diving into

cultural experience. And culture Knowledge which is cultural preservation which is done by creating a cultural information center that can function internally.

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