Social Media as an Appliance to Pancasila Education for the Young Generation

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Abstract :
Social media is not just a product of technology to satisfy human existence or a medium for human relations. Social media can be a medium of learning and self-potential development. The fact is that there are still many young people today who are mistaken in using social media. This paper tries to present survey data related to the use of social media as a medium for education about Pancasila and the practice of Pancasila values for the younger generation. The purpose of this paper is to find out how the use of social media can improve the practice of Pancasila values in everyday life. The method that has been used in this research is survey to a group of people between 18-28 years old. The data has been analyzed using descriptive analysis and explained in result and discussion. From the survey results, social media can be used as a means of Pancasila education for the younger generation, because social media chooses interestingly presented content to appear in the algorithm. Social media provides a discussion platform, filters and sharing are available to share knowledge with each other. It can be concluded that social media is very possible to be used and effective for Pancasila Education.

Keywords : Digital educational technology; social media; Pancasila education

Abstrak :
Media sosial bukan hanya produk teknologi untuk memuaskan eksistensi manusia atau media untuk hubungan manusia. Media sosial dapat menjadi media pembelajaran dan pengembangan potensi diri. Faktanya masih banyak anak muda saat ini yang keliru dalam menggunakan media sosial. Tulisan ini mencoba menyajikan data survei terkait pemanfaatan media sosial sebagai media pendidikan tentang Pancasila dan pengamalan nilai-nilai Pancasila bagi generasi muda. Tujuan dari penulisan ini adalah untuk mengetahui bagaimana pemanfaatan media sosial dapat meningkatkan pengamalan nilai-nilai pancasila dalam kehidupan sehari-hari. Metode yang digunakan dalam penelitian ini adalah survei kepada sekelompok orang yang berusia antara 18-28 tahun. Data telah dianalisis dengan menggunakan analisis deskriptif dan dijelaskan dalam hasil dan pembahasan. Dari hasil survey, media sosial dapat digunakan sebagai sarana pendidikan pancasila bagi generasi muda, karena media sosial memilih konten yang disajikan secara menarik untuk dimunculkan dalam algoritma. Media sosial menyediakan platform diskusi, filter dan berbagi tersedia untuk berbagi pengetahuan satu sama lain. Dapat disimpulkan bahwa media sosial sangat mungkin digunakan dan efektif untuk Pendidikan Pancasila.

Kata kunci : Teknologi Pendidikan digital; media sosial; Pendidikan Pancasila

INTRODUCTION

Template Pancasila is the basis of the state ideology that existed before the Indonesian nation became independent. The etymology of the word Pancasila comes from the words "Panca" namely five and "Sila" which means the basis, principles or rules of good behavior that are important and good. Pancasila are the five principles that serve as the basis of the Indonesian nation state and can also be used as the nation's view of life. The founding figures of the nation have discovered and created noble values.These noble values were formulated by the founders of the Indonesian nation to become the basic guidelines for the nation or the nation's ideology, namely Pancasila.

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Pancasila are values that are always inherent in the Indonesian nation. The founders of the nation formulated the 5 precepts in the Pancasila which until now is still the guideline for the Indonesian nation which is the source of all formal and informal rules. The role of Pancasila currently is still relevant because it still includes basic aspects. It does not rule out the fact that Pancasila must be applied positively to the younger generation. With the existence of Pancasila, of course, the Indonesian nation will not be divided in dealing with all the problems that occur both within our nation and everything that can solve national unity from parties outside the nation (Aprianti et al., 2022).

Currently, we have entered the era of globalization. The era of globalization, as reported by kellog.nd.edu in 1998, is a global situation in which products, information and technology can be spread without any barriers across countries or cultures. This globalization brings progress in information technology very quickly, one of which is the emergence of social media (Siregar, 2022). Social Media is a medium that allows virtual/virtual social interaction between individuals to exchange and disseminate information that includes various ideas, ideas, opinions, content and so on.

The World Health Organization (WHO) defines youth as a collection of people or residents of a country between the ages of 10 and 24 years, while in Indonesia according to Law Number 40 of 2009 concerning Youth, youth are Indonesian citizens who enter an important period of growth and development. aged 16 (sixteen) to 30 (thirty) years. Based on the report on the results of the 2020 population census released by the Central Statistics Agency (Badan Pusat Statistik) the number of people categorized as youth or young age is 64.50 million people or 23.86 percent of the total population of Indonesia (Indonesian Youth, n.d.). In social life, youth is associated with values built from the ideologies of social culture, resulting in terms such as "Youth owners of the future", "The next generation of the nation", "Youth of the nation's hope" and so on.

Youth or the younger generation have free, abstract, and expressive thinking, the traits possessed by a youth are the result of developing individual character which is influenced by patterns of education, environment, and association. In the era of modernization and globalization, young people are heavily influenced by foreign cultures as communication and information technology advances (Novianty & Pandin, 2019). The development of the world, the absence of national boundaries, rapid mobilization and open access to education make the younger generation in this globalization era quite different from the younger generations in the 1950-2000 era, including the understanding of national insight. Pancasila, which is the state ideology, is the spearhead in instilling noble values and the spirit of patriotism to form a generation that willingly loves and respects the country and its government.

The Indonesian government through the Pancasila Ideology Development Agency (Badan Pembinaan Ideologi Pancasila) has pushed for the revision of Law no. 20 of 2003 concerning the National Education System to make Pancasila education a compulsory subject in primary education to tertiary education, so far Pancasila has been included in the citizenship subject so that it is deemed necessary to have a separate Pancasila education that is separate from other subjects (Sari & Andoyo, 2022). BPS in its report, stated that based on the population census in 2020 there were one in four youths who were in school. If we look at the age range of youth, 25% of the total youth are currently studying at high school to postgraduate. Pancasila education as a compulsory subject is a breakthrough for education in Indonesia, where citizenship education is often used as a subject that is not mandatory or has never been taught in schools. We should give appreciation and it is hoped that with the presence of Pancasila education for the younger generation, it can form a generation that is able to understand and practice the values of Pancasila.

Today's social media is embedded in the daily life of people, including the younger generation. This is supported by data from the Ministry of Manpower Data and Information Center in 2018, which states that 90.61% of the younger generation use the internet to access various social media sites (Ariyanti, 2018). The younger generation uses this platform as a means of exchanging information and many also use it as knowledge. There are many types of social media nowadays (Ariana, 2016). In general, social media is used as a communication tool in the form of content or posts that can be shared by users of the media. The content used can be in the form of photos, videos, e-books, and others.

Social media is a medium for disseminating information. Along with today's technological developments, the use of social media has become an inseparable part of everyday human life. Social media allows for two-way communication so that presenters of information and connoisseurs of information can interact with each other (Annur, 2020). Social media could disseminate information to the wider community in such a fast time, therefore

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social media has great power to have an influence on society in all fields. Based on the survey results from statista.com, it is stated that most social media users are in the age group of 25-34 years as shown in the following figure.

Figure 2.1. User of social media based on Gender and Age
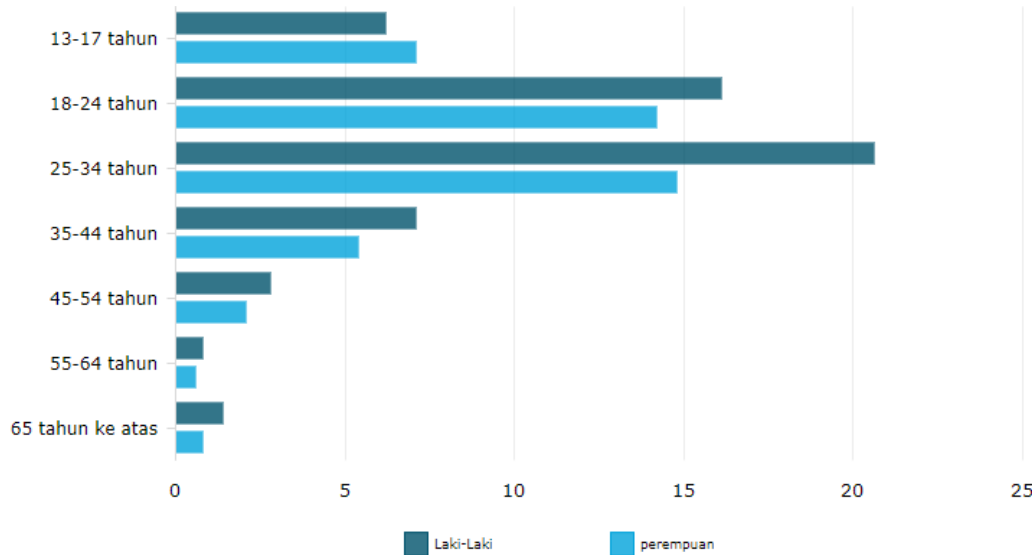
Source: Statista (19 Februari 2020)

The technological sophistication of social media must be accompanied by adequate readiness from its users (Kartawijaya et al., 2021). The power of social media must be used wisely so that it does not cause negative effects that lead to divisions in society. Lately, there have been frequent conflicts in the community due to the spread of provocative information that is not yet certain. As good citizens, people should always apply the values of unity from Pancasila to avoid polarization in society (Kholillah & Dewi, 2022). The values of Pancasila, which are currently starting to weaken, need to be revived with all efforts. To adapt to the current developments, the use of social media is very relevant to disseminate information related to the values of Pancasila to maintain the existence of Pancasila in social life. Each social media has its own characteristics that make it different from one social media to another. The characteristics of social media reflect the preferences of its users. Here are some characteristics of social media that are commonly used today.

APAC Instagram Brand Development Lead Paul Webster stated that Indonesia is one of the countries with the most Instagram users, where 89% of users are aged 18-34 years (Mailanto, 2019). In its development, Instagram is not only used for entertainment purposes but is also used as an e-commerce platform. Another social media is Facebook (Rachman, 2018). Based on the results of a study conducted by the Indonesian Polling and the Association of Indonesian Internet Service Providers (APJII) in 2018, it was found that 50.7% of Indonesians visited Facebook the most. Meanwhile, according to research conducted by the We Are Social company in collaboration with Hootsuite, Facebook penetration in Indonesia in 2019 reached 81%. This shows that Facebook is still the most popular social media in Indonesia.

Twitter is a social media that provides facilities for users to share information in the form of writing, photos, and videos. Users are required to share information concisely and clearly. Country Industry Head Twitter Indonesia, Dwi Ardiansyah stated that Indonesia was one of the countries that had the highest growth of active Twitter users in the world in 2019. Based on demographic data of Twitter users in Indonesia in 2019, most Twitter users were male, which reached 57%. and women as much as 43% (Adam, 2019). If grouped by age, the age range of 16-24 years is the majority of users. Another social media is youtube. Currently YouTube allows YouTube channel owners to monetize their uploaded videos. This is a motivation for content creators to present videos with good quality, both the quality of the content delivered or the quality of taking pictures from the video. Based on

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the results of a survey from the We Are Social company, YouTube was the most accessed social media in 2019, which reached 88% of the total social media users.

Tiktok is one of the social media where users don't need to spend a long time to enjoy content. Based on a survey conducted by the Sensor Tower company, it was stated that in 2020 Indonesia was the country with the most downloads of the TikTok application. Podcasts are another fun social media because Podcasts can be enjoyed while doing other activities, because users don't have to pay attention visually like other social media (Adieb, 2020). Based on the results of a survey conducted by DailySocial and Jakpot in 2018, information was obtained that 68% of Indonesian respondents were familiar with podcasts, and 81% of them listened to podcasts in the last six months.

Based on data released by datareportal.com, it is stated that as of January 2021, social media users in Indonesia have reached 170 million people. This number is equivalent to 61.8% of the population in January 2021. Meanwhile, the top five most popular social media in Indonesia in January 2020 are YouTube, WhatsApp, Facebook, Instagram, and Twitter as shown in the following image.

Figure 2.2. Platform Social Media Level in Indonesia
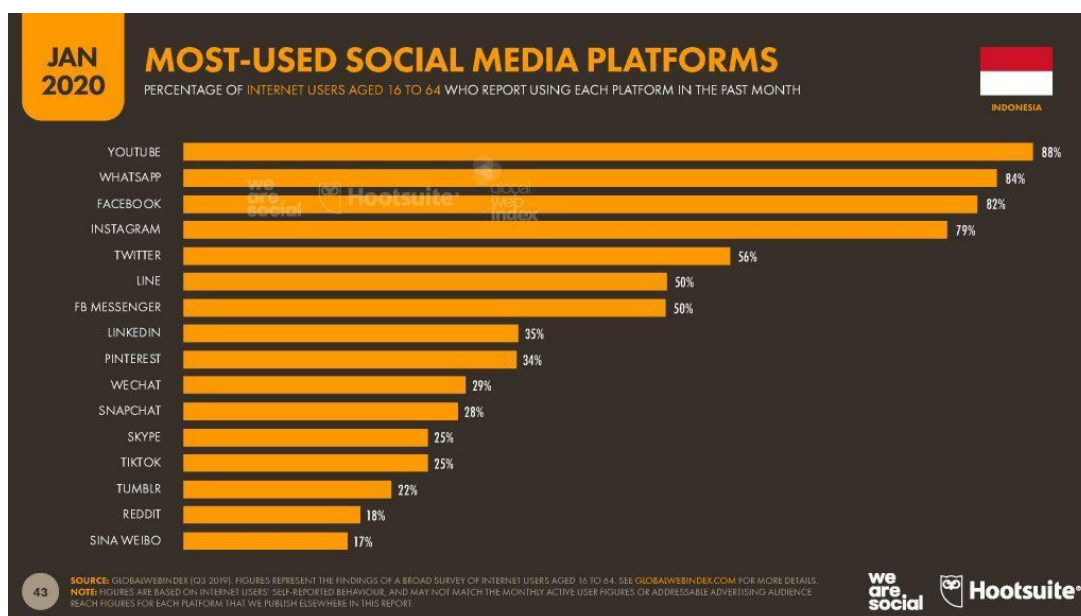
Source: datareportal.com (Januari 2020)

The results of the survey above can be considered when disseminating information to the public. For example, from the survey results, it is known that in January 2020 YouTube was in the top position as the most used social media platform, so it would be more effective if the dissemination of information was done through YouTube.

The rapid development of social media can bring both positive and negative things (Rastati, 2022). Positive things from social media include broaden our knowledge because its access knows no national borders, besides that, innovations arise that develop individual creativity, and facilitate communication between individuals regardless of distance and time (Purwasih & Widianto, 2020). On the other hand, social media can also be a propaganda tool in spreading other ideologies, in addition, social media can also create a dangerous information bias, which can directly or indirectly eliminate the values of the precepts in Pancasila in the life of the nation and state. patriotic.

This paper tries to present survey data related to the use of social media as a medium for education about Pancasila and the practice of Pancasila values for the younger generation. The novelty of this research is showed in the implementation of research, where the researcher took the data in population between 18-28 in a private university. University as the place of academician gather as a community, so perhaps the data could be more reliable. The formulation of the problem is how the use of social media can improve the practice of Pancasila

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values in everyday life? The purpose of this paper is to find out how the use of social media can improve the practice of Pancasila values in everyday life. This research survey is useful as an insight in terms of the use of social media that can increase insight in practicing the values of Pancasila in everyday life.

METHOD

Pada The method used in this paper is a qualitative method with data collection using a survey of 82 participants. The author distributed questionnaires to 82 participants who could present themselves as young Indonesians. Based on the results of a questionnaire survey with a sample of 82 participants, 48.8% aged 18 to d. 21 years old, 28% age 22 to d. 25 years, and 23.2% 26 to d. 28 years.
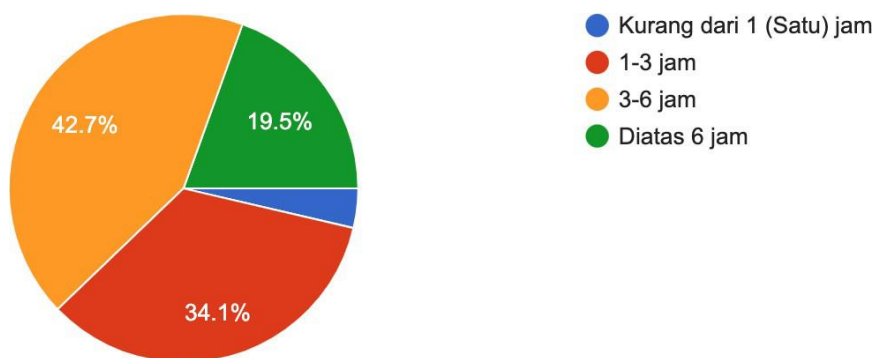
Diagram 2.1. Participants age
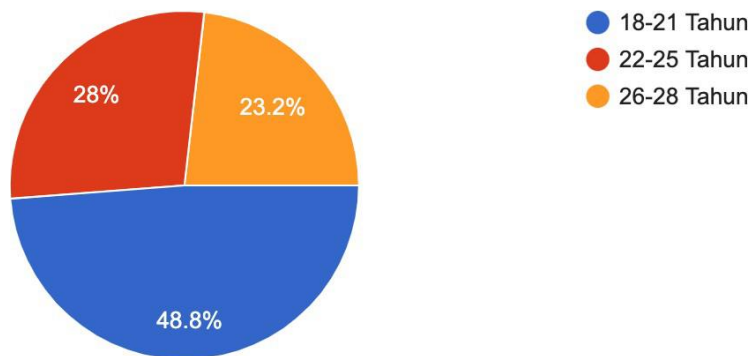
Souces: from questionnaire

or 35 participants access social media for 3 s.d. 6 hours a day, 34.1% or 28 participants access social media for 1 s.d. 3 hours, 19.5% or 16 access social media more than 6 hours, and 3.7% or 3 participants only access social media less than 1 hour a day.

Diagram 2.2. Duration of social media access

Souces: from questionnaire

The data from the survey is then reduced and analyzed to find data on how the use of social media can be a medium for Pancasila education for the younger generation

RESULT AND DISCUSSION

The current of globalization is growing rapidly affecting the existence of the values of Pancasila as the philosophy and character of the nation in the younger generation which is extracted from the noble values of the
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Indonesian nation. Globalization has a close relationship with openness and freedom caused by the loss of national boundaries. This can shift the culture of the Indonesian nation in social life, especially in the younger generation as the nation's successor.

The awareness of the younger generation to animate, live and practice the values of Pancasila can be increased through Pancasila Education in Higher Education. In addition, the awareness of animating, living, and practicing the values of Pancasila can take advantage of the effects of the development of globalization in the field of information technology that can be used to exchange information and be accessed anytime and anywhere, one of which is social media. As a means of communication favored by the younger generation, social media can be used as a means of increasing awareness of the younger generation of the importance of Pancasila values as a way of life for the Indonesian nation.

The survey shows that as long as participants access social media, 38 participants quite often access content about Pancasila, 11 participants often, and only 3 participants very often view content about Pancasila values. In addition, there are also participants who rarely access Pancasila content, namely 21 participants, even 9 participants do not see content regarding Pancasila values.

The data shows that it is not always the younger generation that accesses social media looking for or listening to content related to Pancasila. Social media has not been used as a medium to learn about national identity. Further research needs to be done because the tendency of content in social media may not yet discuss Pancasila, so this can be an opportunity for creators to produce content that is beneficial to society.

Diagram 2.3. Frequentation access of Pancasila content
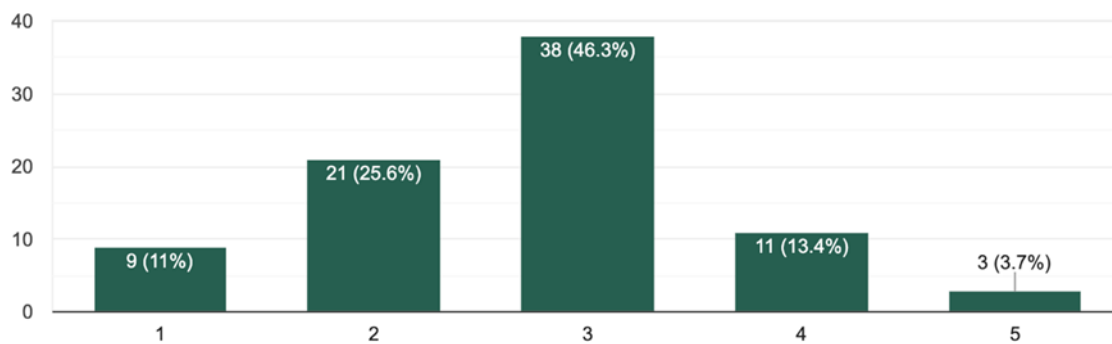
Source: from questionnaire

Based on the observations of 82 participants, 61% or 50 participants the existence of Pancasila is still strong in their environment while 39% or 32 participants do not feel the existence of Pancasila in their surrounding environment. This shows that the existence of Pancasila values in the life of the nation and state has begun to erode. The survey results also show that there are still young people who consider the values of Pancasila to be less relevant (6 participants) and quite relevant (16 participants) in social life in today's era.

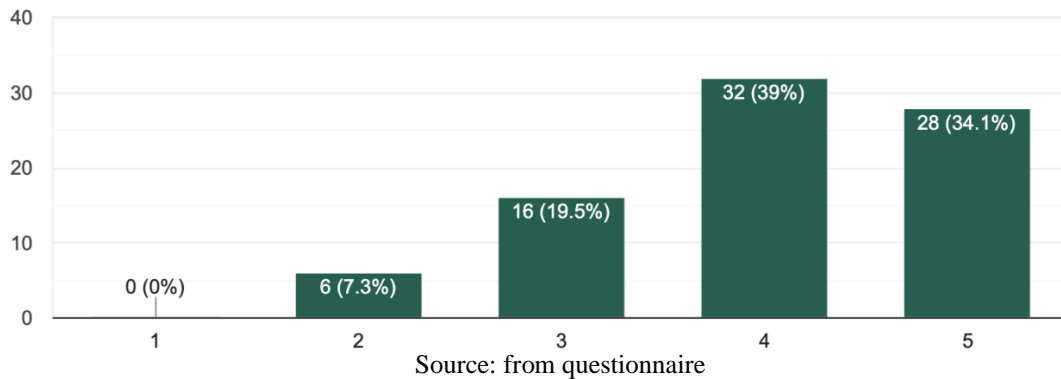Diagram 2.4. The existence of Pancasila in society
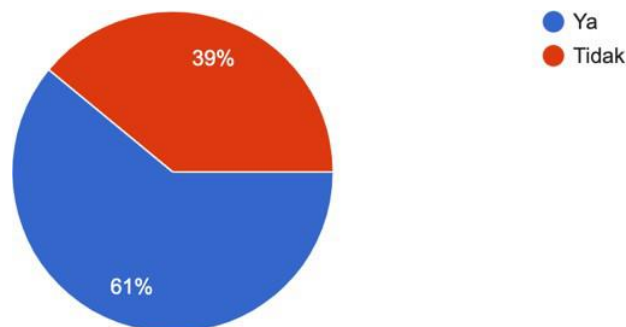

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Source: from questionnaire

Diagram 2.5. Relevance of Pancasila Value in society

Source: from questionnaire

To be able to increase awareness in the appreciation and practice of Pancasila among the younger generation through social media, the results of the questionnaire show that 80.5% of content types in the form of short videos are more popular, which are then followed by images/photos, and infographics.

Diagram 2.6. Social media content that effective for educating the society

Source: from questionnaire
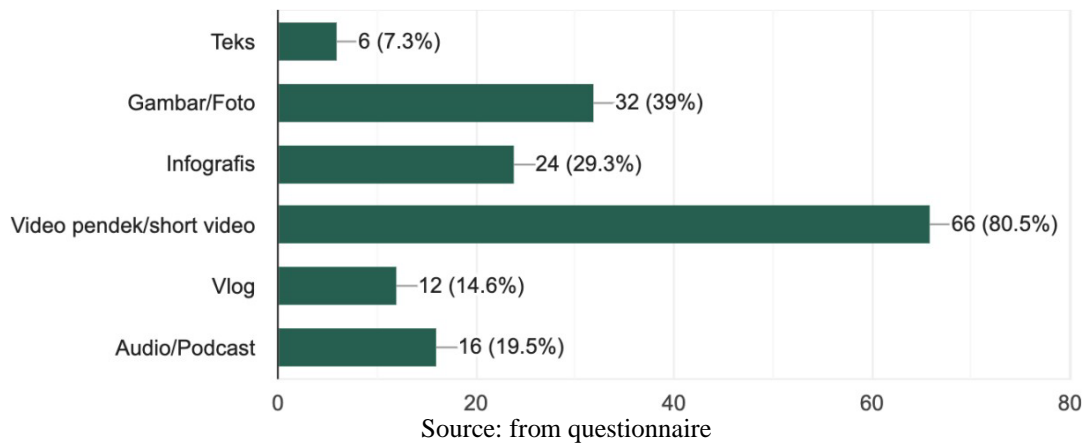
Based on the results of the questionnaires distributed, considering the duration of accessing social media of participants who are samples from the younger generation and the frequency of viewing the content of Pancasila values on social media, it can be concluded that social media can be used as a means of increasing awareness of the younger generation to live and practice Pancasila values. In addition to Pancasila Education in formal education, social media which is one of the products of the effects of globalization can be used to spread content containing Pancasila values, so that the Indonesian identity that is grown in the younger generation is not eroded by the impact of globalization. Awareness in the appreciation and practice of Pancasila cannot be done alone but requires all components or elements of society in its implementation so that it becomes a habit in the life of the nation and state. How to Increase Awareness in the Understanding and Experience of Pancasila in the Young Generation through social media can be done in various forms, among others, creating Discussion Rooms on various Social Media Platforms regarding Pancasila education for the younger generation. Filtrate accounts or sources that accommodate other thoughts that are contrary to

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Pancasila. Social media makes it possible for users to take the philosophy of the Precepts in Pancasila and then spread it on various platforms on social media.

CONCLUSION

Pancasila has an important position and position in the Indonesian nation. Pancasila is a way of life for the Indonesian people in the life of the nation and state. Pancasila whose values come from the noble culture of the Indonesian nation must be inherited because it becomes an important foundation in various aspects of state life in Indonesia. As one of the countries with the most people accessing social media, this platform has a very strong influence, especially as an educational medium. Creators can create interesting audio and visual content, it can also be a short, meaningful tweet related to the experience of Pancasila values. Social media can provide a space for discussion regarding the implementation of Pancasila values in various phenomena in the nation. The discussions that were delivered were polite and showed the identity of Indonesians who were polite and respectful to each other. Social media with the filter features provided, allows users to choose content that spreads positive things, thereby reducing the chances of users being exposed to negative content. Social media that has a sharing feature also allows users to share information with each other, thereby educating each other.

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