

The Role of Digital Citizenship Activities to Preserve Nation's Culture

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Abstract

This research focuses on the role of digital citizenship activities in preserving national culture. The purpose of this study is to find out digital citizenship on cultural preservation, what factors make this Indonesian nation's culture fade and how to preserve it. This research uses a survey method (survey research) with a descriptive design. This data collection method is done by distributing questionnaires. Participants in this study were students of the Indonesian University of Education and the general public. The results of this study indicate that the role of social media networks is very important to preserve the nation's culture.

Keywords: Digital Citizenship, Social Media, National Culture, Preserving Culture.



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INTRODUCTION

Digital Citizenship appears along with the development of information technology and the emergence of social networking sites. Social media is now widely used by all groups, both children and adults, social media is an instant tool that can be accessed by anyone. There are various kinds of social media platforms that provide a variety of information such as cultural tourism, news, and things that are becoming a trend or just a tool for communication. These social media include Instagram, Tik Tok, YouTube, Facebook, Twitter and so on. With the development of this technology, many Indonesian cultures have been abandoned and prefer foreign cultures.

Indonesia is a country that is rich in ethnic groups and has millions of cultures spread throughout the country from Sabang to Merauke. This ethnic diversity creates a lot of cultural diversity, and each region has its own characteristics that make it different from other regions. Cultural diversity is a valuable identity for the Indonesian nation, in addition to languages, various other cultures, such as dance, music, traditional clothes, traditional food and so on, are very diverse. This diversity can make Indonesia known in the eyes of the international community. However, we as good citizens must participate in the preservation of regional culture so that it is not consumed by the times and replaced by foreign cultures that enter Indonesia.

Culture comes from the word "mind" in the form of creativity, intention and taste, with "culture" which is Culture "cultuur" (Dutch) "culture" (English) "tsaqafah" (Arabic) and comes from the Latin word "colere" which means managing, working, nourishing and developing, especially managing land or farming in terms of this meaning developing as human power and activity to manage and change nature (J.Prasetyo, 1998). Described by Edward B.Taylor, culture as a complex whole which includes knowledge, belief, art, morals, customary law, customs and other capabilities, as well as habits acquired by humans as members of society (Budiwati, 2006). Newer technological developments provide an influence and basis for the need to study intercultural communication. The process of interaction between humans mediated by

technology and able to reach layers of society in any part of the world is becoming more and more open. The internet as one of the impacts of new technological developments basically can not only be a door to find out how culture exists in people in certain areas, but also become a tool in cultural expression itself (Nasrullah, 2012: 26).

Talking about technology in the digital era like today certainly makes human life easier. The development of the nation's cultural technology is starting to be abandoned, technology also has a negative impact on the millennial generation. Seen from the negative side, the current millennial generation tends to be ignorant of socio-culture. In fact, technology can also change culture quickly. For example, in general, humans must interact with each other and need each other. However, technology is able to change quickly. With technology, the millennial generation tends to be individualistic and pursue existing lifestyle patterns. Various ways of preserving culture can be done in various ways in this modern era. One of them is through Citizenship Education by providing insight into the culture of the Indonesian nation so as to create a younger generation who have a sense of love for the homeland, then preserving the nation's culture through social media as one of the uses of technology in this globalization era.

Several studies have proven how Citizenship Education can preserve Indonesian culture and shape the nation's character. "The Role of Citizenship Education in Preserving Culture and Forming National Character". This research focuses on cultural development and the formation of national character through Citizenship Education (P.R.A. Mahendra, 2014). Another study "Efforts to Preserve Cultural Values in the Dayak Community of Seneban Village" (Firmansyah. Syarif, 2017) in this study focuses on strategies for preserving a culture, namely by empowering the community, especially indigenous peoples in Seneban Village, Kapuas Hulu District.

The purpose of this Scientific Article is to be able to find out the role of digital citizenship activities in preserving national culture and then explain the current state of Indonesian culture that needs to be preserved, and the factors that cause the nation's culture to fade. Currently, we have entered the modern era, where technology is growing rapidly following the development of globalization. With the development of this technology, traditional cultures are also fading and some people are starting to abandon them because they are considered old-fashioned. Therefore it is very important for us to preserve national culture in this technological era, of course, elaborating technology with traditional culture so that national culture does not fade and Indonesian national identity does not disappear.

Along with the rapid development of the times and the influence of globalization, Indonesian culture is slowly being eroded and eroded by the current of westernization and the rise of hallyu or Koreanization culture which is increasingly causing the nation's culture to slowly fade away. Globalization according to Baker (2004) is that globalization is a global economic, social, cultural and political connection that is increasingly leading in various directions around the world and penetrating into our consciousness. As time progresses, technology also develops following human development. Of course, with all these technological developments, there are positive and negative sides that impact human life, for example, technology has an impact on the culture of the Indonesian nation which is slowly disappearing because many young people rarely use Indonesian and often use foreign languages. With the existence of technology, of course, smart tools such as social media will appear which have functions as a means of communication, information and entertainment which are widely used by the public. Indonesian society is increasingly influenced by foreign cultures through the development of increasingly sophisticated modern technology.

Through media that are developing rapidly, all information and culture from outside is perfectly absorbed without any filtering and cultural differentiation. Culture from outside is absorbed in such a way that old traditions that are considered old-fashioned or out of date are

starting to be forgotten. Our social media can access everything with the touch of a finger, we can see that in one of the social media platforms such as TikTok or You Tube, there are many videos that introduce cultures from abroad and many of our younger generation admire cultures from outside and more. like foreign culture compared to our own culture. Even so, a culture that can no longer be applied today does not mean it is abandoned, because this culture is an identity or identity as a rich Indonesian nation. Even though they don't practice this culture in daily life, culture can be conveyed and passed on in various ways to maintain its "presence".

With the current development of technology, the concept of digital citizenship appears. Digital citizens are those who frequently use technology, those who use technology for information technology to fulfill citizens' obligations and those who are in work for economic purposes (Mossberger, et al, 2008). The tendency to increase the use of information and communication technology from year to year shows that the many benefits offered by this technology are directly proportional to the current needs of society (Triastuti, R, 2019). In addition, the concept of digital citizenship is a relatively new concept in the context of citizenship education. This concept emerged along with the rapid development of information technology and had an impact on the form of citizen participation using digital media. Digital Citizenship relates to the ability to manage and monitor behavior in using technology, which includes security, ethics, norms, and culture.

RESEARCH METHODS

Data collection in this method is through survey research, with the aim of obtaining clear opinions and information from sources regarding the role of digital digital citizenship in preserving national culture. According to Nazir (2005) Survey research can be defined as an investigation to obtain facts from existing phenomena and seek factual information, either about social, economic or political institutions of a group or an individual. The design used in this study was a descriptive design. According to Punaji Setyosari, he explained that descriptive research is "research that aims to explain or describe a situation, event, object whether person, or anything related to variables that can be explained either with numbers or words. The subject participants in this study were the results of data from Indonesian University of Education students and the general public with 100 respondents.

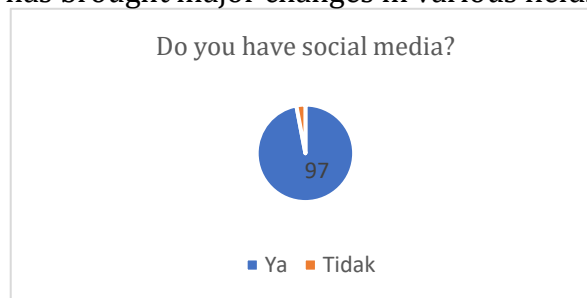
The instrument used in collecting data in this study used a Google form questionnaire to find out the responses from sources regarding the role of digital citizenship activities to preserve national culture. will be researched, then looking for sources relevant to the research theme then looking for data and the next step is processing the data so that conclusions can be drawn. In the final stage the researcher will compile a discussion of the conclusions of the research so that it can be easily understood by the reader. Participants in this study were Indonesian University of Education students and the general public, totaling 100 respondents.

The role of digital citizenship is very influential in preserving national culture, based on the results of research that has been conducted through a questionnaire survey showing that there are still many people who do not understand the meaning of digital citizenship itself. According to Ohler (2010), digital citizenship is closely related to citizenship and issues of local, global and online communities. While Mossberger et al. (2008) define digital citizens as 'those who frequently use technology, for political information and to fulfill their civic obligations, and who use technology in the workplace for economic gain. From the expert understanding above, it can be concluded that digital citizenship is a person who uses and joins various social networking sites who are aware of the good and bad things, show intelligent technological behavior, and can make the right choices when using technology. With the concept of digital

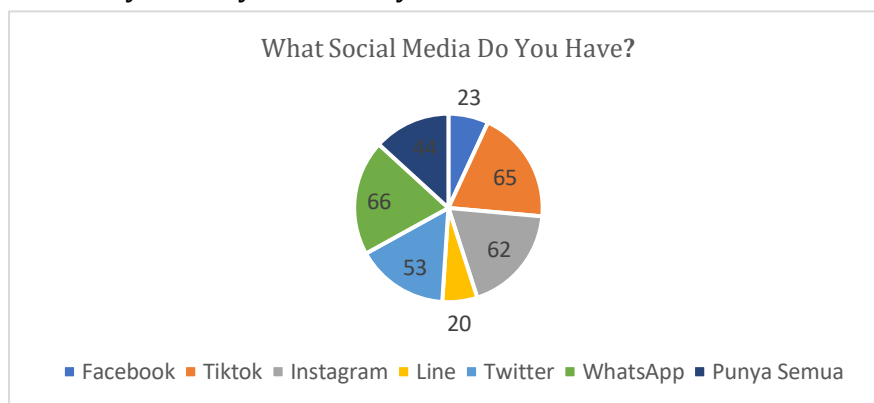
citizenship we can easily introduce and promote Indonesian culture on social media networks and packaged it into a blend of traditional culture with modern concepts so that it can generate interest in the younger generation to find out and preserve their culture. The culture of this nation has gradually begun to be abandoned by Indonesian people because it is considered old-fashioned and not in accordance with current developments. We as Indonesians should be proud because we have a national identity in the form of a plural nation, and if we leave the national culture, our national identity will also be lost. There are many factors that cause the loss of national culture, including the factor of the progress of time and the dimension of time. In addition, the lack of public awareness of their own culture is a factor in the loss of national culture. This happens because of the lack of education in the community about the importance of culture in a nation. A low sense of nationalism is also the cause of the waning of the nation's culture because if citizens have a high sense of nationalism, they will be proud of Indonesian culture, love Indonesian culture, so they will continue to preserve Indonesia's very diverse cultures.

RESEARCH RESULTS AND DISCUSSION

Social media is a means of communicating today. The development of information technology at this time has brought major changes in various fields of people's lives.

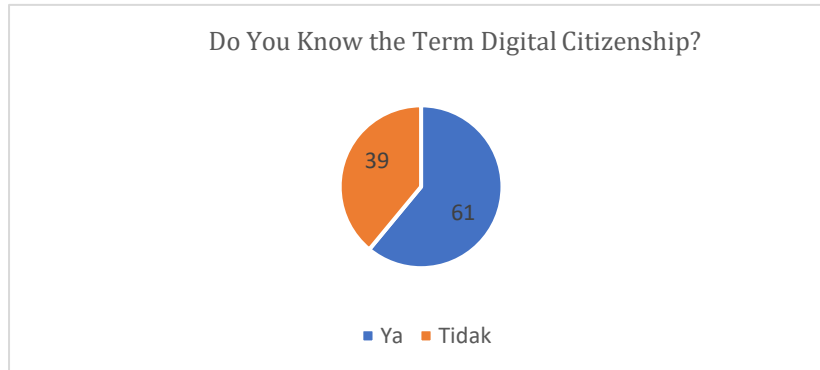


It can be seen from the results of our research above which shows that out of 100 respondents, most of them have social media because it cannot be denied that at this time social media has become an inseparable part of everyday life. In addition, we also do which social media is most dominantly used by our society at this time.



Based on the results of the research, it shows that Instagram is one of the most dominant social media platforms used by the public at this time. In addition, other social media platforms such as Facebook, Twitter, Whatsapp, Line, etc. are still used by Indonesians, but not as many users as Instagram. Based on the results of this study, it means that social media, especially Instagram, already has a very big contribution in people's lives. Of course, this must be taken seriously because social media also causes various impacts in various areas of people's lives. Not only a positive impact, but social media also has a negative impact.

Indonesian culture is currently under threat due to the influence of globalization and science and technology. This can be a positive impact if we can use technology wisely, such as using technology as a medium to preserve national culture. In this case, the role of digital citizens is needed. Based on the results of the research, it shows that in general Indonesian people, especially young people, have recognized the term digital citizenship. It can be seen from the results of our research below:



Based on the results of this study, it can be seen that around 61 respondents recognized what the term digital citizenship was, and only around 39 respondents did not recognize the term digital citizenship. This is certainly an asset for the Indonesian people to realize the role of digital citizenship activities in preserving national culture. Digital citizenship activities are very influential in preserving culture, why do we need to preserve culture because culture is a valuable heritage from our ancestors and is one of the identities of a nation or country and is a spear to unite tribes and nations. With culture also in the future, future generations can know who they are and how to be civilized according to their culture. This certainly can be a positive thing for a nation in maintaining its identity. If culture is not preserved, then the nation's original culture will be threatened with extinction because influences from outside cultures at this time very easily enter and internalize society. So that this has the potential to fade the original culture of the Indonesian nation.

At this time, social media networks have become very commonplace and have a very large influence on human life because of the ease with which information can be known and communication that can be carried out on social media. So in this case, social media plays an important role in being a means of preserving culture because with the development of technology, we are indirectly entering the era of the industrial revolution 4.0 where exchanging data and receiving information is easy and fast.

By taking advantage of advances in technology, we can use social media networks to preserve national culture in the form of photos, articles, videos and much more so that it looks attractive and culture can continue to be preserved and known to many people. In this case, social media can be a means to promote cultural heritage, make our culture easily recognized, increase awareness and understanding of culture, and can also be a driving force for collaboration and cultural exchange. Besides that, social media is also a bridge so that Indonesian culture can be known to other parts of the world. Considering that almost all of the younger generation have gadgets and social media, social media platforms such as tiktok, Instagram, etc will be the right media to preserve the nation's culture because the younger generation often follows trends that are currently busy among netizens such as the trend of wearing traditional clothes when traveling out of the house, not only that the younger generation also promotes their respective regional dances combined with traditional dances. modern to produce a great work. The younger generation is competing in social media to promote their respective cultures. Without us realizing it, they are all preserving the nation's culture in their own way using technological advances.

CONCLUSION

Along with the times and information technology, new concepts emerge in citizenship education, one of which is the concept of digital citizenship. This concept emerged along with the rapid development of information technology and had an influence on the form of citizen participation by using digital media, digital citizenship is a person who utilizes and joins various social networking sites who utilize and join various social networking sites who are aware of good things and bad behavior, demonstrate intelligent technological behavior, and can make the right choices when using technology. With the concept of digital citizenship we can easily introduce and promote Indonesian culture on social media networks and packaged it into a blend of traditional culture with modern concepts so that it can generate interest in the younger generation to find out and preserve this culture.

Therefore, preserving culture is very necessary in order to maintain the identity of the nation itself. If we cannot maintain our own national culture, we will lose our future so that our children and grandchildren cannot preserve Indonesian culture and forget everything related to its culture. Of course preserving this culture is the responsibility of all of us as Indonesian people and as young people who are the future successors of the nation.

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