BUILDING PANCASILA VALUES IN SOCIAL MEDIA FOR THE MILLENNIAL GENERATION

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ABSTRACT

Pancasila values as the implementation of national identity and life guidelines have recently begun to lose their existence due to the influence of globalization. People, especially the current millennial generation, are certainly never out of the grip of their gadgets. All activities and self-expression can be expressed through social media. Therefore, as a millennial generation who live amid technological advances, they must be guided by the values of Pancasila so as not to be dragged into the negative currents of globalization. This article will discuss how to build Pancasila values in social media for the millennial generation.

Keywords: Pancasila, globalization, millennial

INTRODUCTION

Background

Pancasila as a guideline and a nation's view of life should be maintained and improved for all people, including the millennial generation. In this era of globalization, which is getting easier and faster, communication and everything becomes easy and accessible. Based on several research studies, the application of Pancasila values among millennials has decreased due to the rapid flow of technological developments. The need to instil Pancasila values from an early age is expected so that the millennial generation does not lose their identity as Indonesian citizens in the flow of globalization, which can erode local culture and the nation's identity.

Pancasila values increasingly losing their relevance among millennials have become a shared responsibility to overcome these problems. Some of the assumptions of the millennial generation prefer to be afraid if they miss the latest information and current styles rather than lacking understanding of national insight and their true identity. They think that if they do not keep up with the times, they will be isolated and have little community. This assumption should be a spirit reference for us generations who

understand the importance of Pancasila values amid globalization spreading in various fields of life.

In the world of globalization, of course, all circles are inseparable from the gadgets they carry and use all the time. They are starting from communicating, obtaining information, and interacting on social media. The majority of the millennial generation, when asked about social media ownership, will, of course, answer that they have it. Starting from Whatsapp to communicate intensely and containing academic groups, Instagram and Facebook for uploading personal pictures and current status, tweets on Twitter conversations are trending today. It is a natural condition considering the times that require everyone to change from relying on conventional media to social media that is easy to apply and access. These changes make millennials communicate, interact, and have a lifestyle following the latest socio-cultural developments. Social media can be said to be the world's most frequent priority, with the majority spending the most time in a day. Millennials like to explore cyberspace and express themselves in it. Restrictions on the use of social media based on Pancasila values are needed so that millennials can make good use of it. Starting from uploads and comments, you must pay attention from an early age to become a young generation who does not participate in the abuse of social media and the negative content that is rife on social media So that the actualization of Pancasila values must begin with subjective and objective awareness as the first step in building character and morals by the national personality.

This research aims to provide the latest knowledge about the importance of Pancasila values in social media for the millennial generation. In addition, this research also aims to increase knowledge about ways to build Pancasila values in social media for the millennial generation and as a reference for implementation in practising Pancasila values in social media for the millennial generation. Then about the questions needed in this study, namely what causes Pancasila values in social media for millennial generations today to feel weak and build Pancasila values in social media for millennial generations effectively and efficiently.

METHOD

This study uses qualitative research; qualitative research describes in detail and analyses all phenomena, events, and social activities that occur naturally. (1) This qualitative research is in the form of a literature review of several journals and data related to the title of the article and the issue raised. The points of data obtained from various sources will be taken to strengthen the theoretical basis of this research.

This literature review method is carried out by collecting journal sources related to the articles raised with publishing requirements within the 2020-2021 period. Keywords entered when entered in Google's search are citizenship, social media, and the millennial generation. Referring to the contents, too, it will select from all data that are still related to the article's title that is carried out in this study. Data analysis was also carried out to obtain the expected data content. The stages of this research are 1) collecting research data sources, 2) reading study material sources, 3) making research notes, 4) analyzing and processing research notes, 5) summarizing and drawing conclusions from the research.

RESULT

1) Pancasila Values

Historically, Pancasila is the basis of the State formulated to prepare for Indonesian independence on August 17, 1945. The formulation of the Pancasila itself is also in the 4th paragraph of the preamble to the 1945 Constitution. The State's interest has become a priority and dominant when the formulation of Pancasila as the basis of the State and the way of life of the Indonesian nation. Three national figures formulated the formation process itself. MrMoh formulated the first. Yamin on May 29, 1945, with the basic formulation of the State: 1) Nationalism; 2) Humanity; 3) Fairy Godhead; 4) People's Fairy; 5) People's Welfare. Then on May 31, 1945, Soepomo put forward the basic formulation of the State with details: 1) Unity; 2) Kinship; 3) balance of physical and spiritual; 4) Deliberation; 5) People's justice. Finally, on June 1, 1945, the basic formulation of the State was put forward by Ir. Soekarno with the formula: 1) Nationalism; 2) Internationalism or humanity; 3) consensus or democracy; 4) Social welfare; 5) God Almighty. After this formulation, Sukarno also formulated Trisila, Ekasila, and Pancasila. Then what was determined was Pancasila.

The value of Pancasila itself is a basic value carried out by citizens in all aspects or fields. (2) Pancasila as the state ideology must also be practised in everyday life as a form of

embodiment of the cultural values of national identity. Pancasila values contain important points such as obedience in practising religion, humanizing humans, living ethically, cooperation, sympathy and empathy, and being wise in doing something. When all of these points can be applied, especially by millennials, Indonesia can certainly face the era of the industrial revolution 4.0 with the participation of the civilized and pious millennial generation.

Nine Pancasila character values need to be instilled for the millennial generation, namely: 1) Love of God and truth; 2) Responsibility, discipline, and independence; 3) Trust; 4) Respect and courtesy; 5) Affection, care, and cooperation; 6) Confident, creative, never give up; 7) Justice and leadership; 8) kind and humble; 9) Tolerance and love of peace. (2)

2) Social Media

Social media is an online-based media that uses technological sophistication by turning communication into interactive. Millennials are increasingly using forms of social media based on social networks. The social networks that are often used are Facebook, Instagram, Twitter, and many more. By using social media, users can upload photos, share the latest status, make comments, and share the latest information quickly. (1) Some of the characteristics of social media are:

1. The uploaded content can be shared with the public and is not limited to certain individuals;
2. The contents of the message can appear without blocking gates;
3. Content is submitted in person and online;
4. Content can be received online quickly or delayed depending on the connection and data quota you have;
5. Social media can make all users become content creators and actors who express themselves.

DISCUSSION

A) Values Contained in Pancasila

As the basis of the nation's philosophy, the principles in Pancasila can be called a value system so that the principles in Pancasila are essentially one unit. (2) A series of values that Pancasila has as a value system is divinity, humanity, unity, democracy, and justice. Pancasila values can also be said to be the way of life of the nation because it comes from the

conscience and personality of the Indonesian nation itself. In the nation and State's life, the manifestation of the Pancasila values must be seen in the laws and regulations. The millennial generation must start realizing this as the younger generation and the generation that drives the nation. The following are some of the values contained in each of the Pancasila precepts, namely:

1. God Almighty

In the first principle, the Almighty Godhead contains the value and meaning that Indonesian citizens realize that they are creatures of God Almighty. Therefore, all matters relating to the administration of the State, whether moral, political administration, governance, law, statutory regulations, human rights freedom, and others, must be carried out by the values of the One Godhead.

2. Just and Civilized Humanity

In the second principle, humanity contains the value that the State upholds the dignity and dignity of every civilized creature. This precept also contains the meaning of awareness of human behaviour, which must be based on norms and culture for oneself and others.

3. Indonesian Unity

The third principle means that humans have two natures: individual beings and social beings. To overcome differences in individuals, ethnicities, races, groups, and religions or the diversity, namely by upholding the slogan of unity "Bhineka Tunggal Ika".

4. Community Guided by Wisdom Wisdom in Deliberations / People's Representatives

Departing from the definition of the State, which is from the people, by the people, and for the people, it can be concluded that the State's power rests with the people. In addition, the four principles of Pancasila also contain democratic values in carrying out the life of the nation and State.

5. Social Justice for All Indonesian People

The context of justice in the fifth precept must refer to 1) distributive justice (the relationship of justice between the State and citizens); 2) legal justice (the relationship of justice between citizens to the State); and 3) commutative justice (namely the relationship of justice between individual citizens).

B) The importance of the character of Pancasila values for the Millennial Generation

In globalization that makes it easier for humans in various ways, social media is here to provide answers both positively and negatively. Ease of accessing the internet and social media must be done wisely not to become a boomerang for themselves. Some of the negative impacts that appear on the millennial generation often occur, such as hoaxes, sarcasm information, cases of bullying, fraud, and many more. In this case, it is necessary to have a Pancasila value character to prevent misuse of social media among the millennial generation. There are several things why Pancasila value characters are said to be important for the millennial generation:

- a. Characters based on Pancasila values can help develop their potential by the culture and character of the nation.
- b. Characters based on the values of Pancasila can help develop the behaviour of the millennial generation that is commendable and in line with the nation's culture, which is based on religious values.
- c. Characters based on the values of Pancasila can instil a spirit of leadership and responsibility for the millennial generation from an early age.
- d. Characters based on the values of Pancasila can shape the millennial generation to become independent, creative, and have the spirit of nationalism.
- e. Characters based on the values of Pancasila can accustom the millennial generation to live in their environment with an honest, wise, full of creativity and friendship, and a high national spirit.

C) Strategies to Build Pancasila Values in Social Media for Millennial Generation

The most effective way to educate and foster the value of Pancasila to the millennial generation is through education. Both the educational process that takes place at home, school, community and offline or online methods. The following systems can be used To prepare the millennial generation with Pancasila values:

1. Instruction should be student-centred

Good learning is learning that provides many opportunities for students to argue and learn about the subject matter. In this system, the teacher as a facilitator will help connect the knowledge that students have with new information to start to learn and understand the latest case studies. In this modern era, learning cannot be separated from the help of social media. Students will easily get material knowledge from accessing YouTube, Instagram account

channels, and WhatsApp groups. In this case, teacher assistance is needed in accessing education-based social media so that social media can be used properly.

2. Education should be collaborative

Good learning can also use the system by cooperating with other people with different cultural backgrounds, religious values to make it easier for students to learn many new things. The existence of school assignments carried out in collaboration and groups will foster a sense of cooperation and kinship in completing academic assignments. In this case, the use of social media cannot be avoided to facilitate their communication process. In this new normal era, zoom, google meet, and group WA makes it very easy for students to do their group assignments. With these technological developments, learning can run well.

3. School should be integrated with society

Preparing students to interact with their social environment is very much needed in the modern era like today. Many students are very individual and anti-social because they are too often at home and only dwell on gadgets. One example of interacting with the social environment, such as community service programs, will make students realize that interacting directly with other people can train their humanity and sensitivity.

D) Use of Pancasila Values-Based Social Media for Millennial Generation

Since the pandemic hit the Indonesian nation, most educational and work activities must be carried out from home and run online. So it can be said that people will use more devices and other electronic media at any time to interact and communicate. None other than the millennial generation is also included in the criteria. It can even be said that the millennial generation is the most active group in using gadgets and social media at all times. In order not to fall into the misuse of social media, here are some positive uses of social media and, of course, based on Pancasila values for the millennial generation:

a) Use of Whatsapp as a media for distance learning

Today, almost all Indonesians have Whatsapp accounts to communicate with. Likewise, with the millennial generation learning process, the WhatsApp application is very helpful for facilitating scholarly communication, integrating group assignments and discussions, and maximizing the educational process even though it runs online. Some WhatsApp features help the learning process, namely the group

creation feature, starred messages, file uploading, voice calls, video calls, voice recordings, and many more that help the learning process.

- b) The use of social media instruments to upload political culture material to build civic participation

Every millennial generation, of course, most have Instagram. Like basic needs, Instagram helps us find educational information, scholarship information, and assignments of courses that require uploading on social media. One of them is the assignment to upload political culture material to build civic participation. It is hoped by the teacher that the progress of this social media can have a positive impact, such as making it easier for students to share educational videos on Instagram, exchange ideas and opinions in the comments column, and train students' confidence and creativity level on social media.

- c) Build educational constructions for the millennial generation on the Twitter channel
- Every case or even the latest information trending in the country usually begins with the proliferation of hashtags on social media, Twitter. It is not uncommon for some information on Twitter, a source of informal education regarding political education, which is very easy to find on Twitter. One of the journals started a Twitter account that can carry educational constructs covering political issues. The account channel is @asumsico. Each post always presents the latest information and political issues packaged in a simple and easy-to-understand manner for the millennial generation. Through this account, the @asumsico twitter admin invites his followers to be literate about every incident and event related to politics, government, economy, and socio-culture.

CONCLUSION

Social media and Pancasila values cannot be separated in the life of the millennial generation. Along with the development of technology and a sense of dependence on every activity on social media, it must be based on the values of Pancasila properly and correctly. As the nation's next generation, the millennial generation must be able to instil and apply Pancasila values correctly so that they do not lose their national identity and original identity.

Based on the values of Pancasila, it is hoped that the millennial generation will be able to use social media wisely and have a positive impact.

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