

The Influence of Social Media on the Cultural Identity of the Millennial Generation: Indonesian Case Study

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Abstract: Results show that social media has a dominant role in shaping the cultural identity of the millennial generation. There have been significant changes in language use, with many English terms and phrases being used in everyday communication. Global fashion trends spread through social media are also widely adopted, leading to a mix of traditional and modern clothing styles. In addition, social values such as freedom of expression and gender equality are more accepted and adopted by the millennial generation. Social media plays a dual role in cultural preservation and change. On the one hand, this platform enables the preservation of local culture through online communities that focus on specific cultures. On the other hand, strong foreign cultural influences can erode local cultural elements. Therefore, digital literacy and critical awareness in using social media are important to maintain a balance between adopting global culture and preserving local culture.

Keywords: Social Media, Cultural Identity, Millennial Generation, Indonesia, Digital Literacy

Introduction

Social media are online platforms and tools that enable user engagement, interaction, and sharing of content. So it functions as a method of interaction where individuals create and share information, foster interactive platforms for user-generated content and combine technology with social interaction for value co-creation (Sinha, 2022). It includes various internet based applications that facilitate creation, sharing. differentiates itself from traditional media through qualities such as immediacy, reach, and interactivity.

Social media is an advanced form of new media, aims to develop social relations, promote social development, and plays an important role in spreading news, fostering social relations, propagation of education, and health awareness (Sinha, 2022).

The development of social media in the digital era has revolutionized communication strategies for public institutions and various industries, including the financial sector. Social media platforms such as Twitter, Facebook, YouTube, and Instagram have become important tools for increasing visibility, engaging with stakeholders, and reaching wider audiences (Urse & Taseñte, 2023).

The transformation of communication models due to electronic and digital technologies has expanded the scope of social communication and changed the methods of information transmission, emphasizing the importance of network structures and personalized content delivery (Pronchev, 2022). Additionally, the digital marketing era has highlighted the importance of factors such as target customers, digital platforms, marketing content, and data tracking for successful marketing strategies, emphasizing the role of word of mouth and interactive marketing in brand development (Zhu, 2023). Integration of intelligence artificial intelligence and big data in digital media are increasingly increasing the quality and impact of digital content, shaping the future of digital media in the 21st century (Safari et al., 2023).

Millennials in Indonesia greatly utilize social media for various purposes, impacting various aspects of their lives. Research shows that social media plays an important role in business activities for Indonesian millennials, with factors such as performance expectations, effort expectations, and social influence influencing their adoption of social media in business operations (Munabiah Lestari & Saidah, 2023). In addition, the widespread use of slang among Indonesian millennials, which originates from regional, Indonesian and foreign languages, is prominent on social media platforms, affecting language extension and community language resilience (Rizkalla et al., 2023). Additionally, social media serves as an important channel for political communication among youth in Indonesia, with platforms such as Twitter and TikTok becoming popular choices for political conversation and engagement (Saputra et al., 2023).

The millennial generation is known for its consumerist lifestyle and technology-driven behavior, relying heavily on gadgets and the internet in daily life (Husna & Purwaningtyas, 2023) (Hizliah, 2022). The millennial generation is often described as impatient, easily distracted, and self-oriented, valuing aspects of work beyond just salary, such as career development and compensation, which significantly influence their job satisfaction (Oktaviani et al., 2023). They play a vital role in the progress of society, being at the forefront of technological progress and developments in the digital era, while also facing challenges such as mental health problems exacerbated by events such as the COVID-19 pandemic.

Cultural identity plays an important role in society by shaping individuals' self-esteem, values, and interactions within diverse communities. This is a reflection of historical, philosophical and socio-psychological stability, which influences the construction of self-awareness and socio-cultural uniqueness (Saputra et al., 2023) (Aref'ev et al., 2022). In today's globalized world, cultural identity develops through interaction, media globalization, and social change, especially impacting the younger generation's perception and expression of popular culture (Dr. Abhishek Kumar Singh, 2022).

By incorporating elements of cultural identity into culture and material design, communities can strengthen their sense of place, self-awareness and sense of well-being, thereby contributing to the sustainability and authenticity of the local environment. Overall, cultural identity serves as a foundation for social cohesion, resilience, and preservation of local heritage in an ever-evolving global landscape.

How does social media influence the cultural identity of the millennial generation in Indonesia?

Social media plays an important role in shaping the cultural identity of the millennial generation in Indonesia. The use of social media platforms such as Facebook, Twitter and Instagram has led to the widespread use of slang originating from regional languages, Indonesian and foreign languages among the younger generation of Indonesia, thereby influencing the prevalence of Indonesian in society (Saputra et al., 2023).

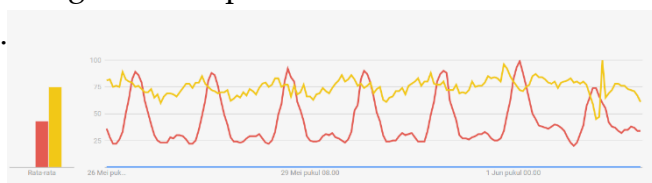


Figure 1.1: Use of Facebook, Twitter and Instagram platforms (source: trends.google.co.id)

In addition, social media has become an integral part of the millennial generation's communication and information seeking behavior, especially during the Covid-19 pandemic, influencing their involvement with religious identity politics and online interactions (Munabiah Lestari & Saidah, 2023).

This generation values freedom, instant information, learning, innovative work environments, collaboration, technology, critical thinking, self-confidence, and connection, but also exhibits traits such as laziness, lack of depth, and sociability. Millennials are a social construct defined by individuals who share the same birth year and have experienced similar historical and social aspects over a 20-year period.

However, there are negative consequences too, such as increased aggression, stress, anxiety, depression and sleep disorders due to excessive and uncontrolled use of social media (Rayyan, 2022). Additionally, social media can cause changes in cultural identity among rural communities, with 40% of respondents experiencing high levels of change due to social media use, thereby causing significant changes in the values of social media for community participation and awareness activities (Radwan, 2022).

Methodology

This research uses a qualitative test with the title "the influence of social media on millennial cultural identity" revealing a complex relationship. Social media is closely related to the lifestyle of the millennial generation, impacting behavior, consumer identity, and communication patterns (Wilska et al., 2023). The millennial generation, born between 1980 and 2000, relies heavily on social media for communication, and building consumer identity they. Social media use can lead to positive outcomes such as increased creativity and facilitation of communication, as well as negative effects such as cyberbullying and decreased focus on learning. Understanding how millennials navigate social media platforms.

Qualitative case study methodology is a valuable approach for in-depth research, especially in fields such as the social sciences and health sciences. Case studies focus on a single finite system, provide rich illustrations, promote a varied experience, and support a theory about a phenomenon without aiming for statistical generalizations (Md Alui et al., 2022). This method allows researchers to study complex phenomena in their contexts, offering culturally specific and context-rich data that is essential for developing comprehensive solutions to common problems, especially in developing countries ("Case Study Approach to Conducting and Designing Qualitative Investigation for Business Researchers," 2022).

Next, carrying out a literature study methodology to conduct a literature study on "the influence of social media on millennial cultural identity in Indonesia" researchers can utilize a qualitative approach as seen in various studies. Data collection methods may include interviews, comprehensive document reviews, and primary/secondary data analysis. By focusing on the role of social media in shaping cultural and civic values among millennials. This research can provide valuable insight into the complex relationship between social media, cultural identity, and the millennial generation in Indonesia.

Result and Discussion

Regarding the results of this discussion. Policymakers who wish to maintain cultural identity through social media should focus on increasing cultural competence, sensitivity, and awareness in policy making. (Radwan, 2022).

To uphold social values, we must strive to develop students' independent thinking and learning skills. Additionally, the use of social media to support community participation by holding awareness campaigns and volunteer programs can help maintain cultural identity (B. E. Saaida, 2023).

Social media influencers have emerged as key figures in representing brands and driving consumer awareness, although the direct impact on brand sales remains uncertain (Yuwono, 2023) (Andhini & Ramadhan, 2023). Overall, the presence of social media influences language, entrepreneurship and consumer behavior, contributing significantly to the cultural identity of the Indonesian millennial generation.

Additionally, using social media to support community engagement through awareness activities and volunteer programs can help maintain cultural identity (Radwan, 2022). Policymakers also need to be aware of the negative impacts of social media, such as cultural imperialism and appropriation, and strive to maximize the positive uses of social media while reducing its negative impacts (Radwan, 2022).

Conclusion

The millennial generation combines traditional and modern elements in their dressing style, reflecting a combination of cultural heritage and modern influences. Social media brand communities play an important role in engaging Millennials, shaping their fashion choices, and fostering a sense of social identity in the fashion industry (Zafar & Sarwar, 2021). The digital revolution has had a major impact on consumer behavior, with the millennial generation seeking innovative perspectives on fashion, combining traditional cultural elements with modern design to express individuality and creativity.

Social media has become an inseparable part of the daily lives of the Indonesian millennial generation. The widespread and intensive use of platforms such as Instagram, TikTok, Facebook and Twitter has had a significant impact on the formation of their cultural identity.

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