

Cultural Improvement of the Gen-Z Digital Media User in Pinge Village Bali

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Abstract - The intensity of digital media use among Generation Z (Gen-Z) has spread to Pinge Traditional Village in Tabanan Regency, Bali. This study aims to determine the effect of intensive use of social media by students of SMP 3 Marga in Pinge Village, Bali on their interest in learning local culture and ability to interpret local culture amid the influx of cultural information in the world. A survey of 115 Gen Z respondents who are active users of social media at SMP 3 Marga showed a change in attitude towards increasing local cultural loyalty through a correlation test of 0.881 and it can be concluded that the results of (Intensity of Gen-Z Social Media Use) have a positive value with a large relationship of 0.638 (coefficient test) which can be categorized as having a fairly strong degree of relationship to (Meaning of Balinese Local Culture). This research provides an overview of the positive impact of social media on the understanding of local culture. There is a big role of parents at home and in the Pinge Village complex in maintaining village children on every cultural and religious occasion that is routinely held. Through this research, it can be predicted that the future picture of Balinese culture will continue to be preserved until the current generation Z becomes adults in the future. However, hypothesis testing explains that the presence of information technology will result in a change in the meaning of culture in Pinge Village by Gen Z in a positive direction.

Keywords: Balinese; Cultural Improvement; Digital Media; Local Culture; Gen-Z.

Introduction

Most humans in this universe understand that communication is the most important thing for every individual on earth. Communication becomes a common word when people connect with each other, although they rarely use this word with a true understanding of what it actually means. Because of their routines, people who interact often easily "get lost" when using communication in everyday life, both in the same context and in different contexts.

Humans who have never communicated with other humans can be said to be "lost" because they cannot place themselves in a social environment. This is because humans were created as social creatures who always need other people, and must be connected through communication (Mulyana, 2003). However, often differences in communication contexts and human backgrounds, both individually and in groups, become a threat in social interactions, including in Indonesian society.

The heterogeneity of Indonesian society which is enshrined in the motto of the Republic of Indonesia's symbol "*Bhinneka Tunggal Ika*" explains the existence of many tribes, religions, races and customs. Even though these various differences are united through the unity of language and national symbols, it cannot be denied that interactions between individuals and groups in this country experience many challenges. With these various differences, Indonesia is one of the largest multicultural countries in the world which has various challenges in communicating.

Culture is the traditions that exist in society, while multicultural describes how a person views the diversity of traditions in society's life, such as language, race, religion and ethnicity. Therefore, multiculturalism includes ideas, perspectives, attitudes and ways of acting in a society. The cultural diversity that exists in Indonesia requires the need for intercultural communication so that cultural harmony can be established.

Basically, each individual's perspective and attitude can easily be influenced by their respective background and culture. Intercultural communication becomes important where the source and recipient of messages from different cultures can carry out the process of exchanging ideas, perspectives, attitudes and ways of acting through symbols that can be well understood by both parties.

In the process of intercultural communication, there are several elements that are very decisive in the course and function of each interrelated, namely; belief systems, values and attitudes, worldviews and social organizations (Samovar, 2010). This is what makes intercultural communication not that easy to be implemented, it requires fundamental competencies that a person has to be able to do intercultural communication, especially with the development of technology and modernization that spread rapidly. The development of communication technology in the digital era is very capable of changing the social, economic and cultural order in Indonesia. The emergence of the internet, gadgets and other electronic goods has a positive impact because it makes it easier for individuals to communicate so that knowledge transfer activities will occur more quickly.

However, the other side that can be seen is that the development of telecommunications technology also causes cultural changes that are quite visible in some places. Therefore, the researcher wants to see whether the phenomenon can also be seen in the culture of Pinge Village, Bali in the use of digital media that will affect changes in Balinese culture which is known to be thick and authentic?

With the acceleration of internet media, there are various influences that greatly affect the development of every culture and even country. Indonesia is one of the countries affected by this. Data from the Indonesian Internet Service Providers Association (APJII) states that every year there is an increase in internet users at around 25%, this data is emphasized by the impact of ease, control and operation of the internet. According to Tabroni (2012), they can interact freely as well as easily form a community just by pressing a button. Technology has positive things that can be felt by every user, one of the positive impacts felt is knowing the various cultures of the many ethnic groups that exist just by typing a keyword in a search website then there will be various information needed. As a result, many individuals absorb foreign cultures that are provided quickly without any filtering.

If we look at an example of a case in Indonesia, namely the "Harajuku" culture where the culture from Japan is synonymous with fashionable / attractive appearance or the culture of liquor that is prevalent in western culture. This is immediately absorbed and applied by some people in Indonesia, especially Generation Z, which follows the development of international culture deeply. Advances in communication technology affect not only children but also other layers of society such as teenagers, adults and parents, so that they have an impact on extraordinary changes in the culture of mankind at least that is said by (Setiawan, 2018).

There are at least 2 factors that influence social change, discovery which is defined as the discovery of a new cultural element such as a tool or some kind of idea created by someone. Then this discovery will turn into an invention if people know about this and have acknowledged it, accept and apply the new discovery. A real example of invention is the presence of digital media applications which have been well accepted and used by all levels of society. This arises from the link between modernization and globalization in the process of social change.

There is previous research conducted by Harara (2016) which explains that his research focuses on seeing how influential the development of information technology communication technology is on the existence of local culture. Based on the explanation above, it can be concluded that the purpose of this study is to see how influential the role of digital media is in interpreting local culture before later various digital media products such as Artificial Intelligence are increasingly widespread in use. Thus, the formulation of the problem is: What is the effect of the emergence of digital media on the local community of Pinge Village in understanding local culture? Is it getting to know more deeply or even have an apathetic attitude towards local culture after using the digital media?

Theoretical Framework

Every individual certainly has a culture that he holds as a guideline and reference for how he should behave, act in everyday life. According to DeVito (2009) there are at least two processes of how a person can learn a culture, namely through acculturation and enculturation. Acculturation is a process of a person being able to learn a culture that is different from his native culture and then absorbed with a long filtering process so that other cultures can be well accepted. Meanwhile, enculturation is a process where a person will learn the culture where he was born (native culture). This enculturation process is what will become the object of current research, how a person is able to maintain an understanding of the culture learned from an early age amid the rampant development of digitalization.

Culture comes from Sanskrit, namely *Buddhayah*, which is the plural form of the word *buddhi* which means "mind" or "reason". In foreign language terms, culture comes from the word "colere" which means "to process or do". Humans have elements of cultural potential such as thought (*cita*), feeling (*rasa*) and will (*karsa*) to work. These cultural potentials are what could be wrapped up into the word culture. Thus, it can be interpreted that culture is the result of human creativity, feeling, intention and work in fulfilling their lives.

A culture can be formed due to the exchange of perspectives between humans, therefore communication and culture cannot be separated from one another. Intercultural communication is something that is often seen at least within the scope of each individual, such as workplaces, lectures and others. This intercultural communication occurs due to differences in background, race, tribe, religion, ethnicity, and language. In a book by Mulyana, it is described that intercultural communication occurs when the sender of the message is a member of a culture and the recipient of the message is a member of another culture (Mulyana & Rakhmat, 2010).

This statement coincides with Samovar, Porter, McDaniel (2010) who say that intercultural communication can occur if the communication of the message is a member of a culture and the recipient of the message (communicant) is a member of another culture.

There are various kinds of previous studies that discuss intercultural studies and the variables that influence them such as technological developments, digital media to cultural changes that are accepted. As belonging to (Setiawan, (2018) concluded that current technological advances are able to help humans find information and various other news, also do not forget that this technological development has 2 contrasting sides, namely the negative side and the positive side for each user. Intercultural communication plays a considerable role in overcoming miscommunication, at least that is what can be concluded in the study of belonging (Lutfi, 2016).

According to William in Suyanto (2005) information technology theory is a general form that can describe technology as a tool to produce, manipulate, store, communicate and or convey information. The supporting theory expressed by Lantip and Rianto (2011) information technology is defined as science in the field of computer-based information and its development is very rapid. Then it can be narrowed down that the information technology that is currently available has the function of disseminating all forms of information in the digital world.

Discussing information technology certainly cannot be separated from the intervention of each user, it is generation Z who is exposed to the rapid growth of information technology, even Pratama (2012) provides a statement about generation Z which was also referred to as the digital generation from the beginning, meaning that the younger generation relies heavily on digital technology for its daily development and growth. heart. It cannot be denied that technology provides its users with convenience and enlightening access, but it also creates destruction of the values of community life (Maryani, 2011).

The many conveniences caused by the emergence of technology seem to have a very real impact on generation Z who was born between 1997 and 2012. However, as generation Z also should not close their eyes to the differences in cultural backgrounds, ethnicity, race, language, religion that will cause differences in opinions, actions in living life, it is wrapped in the word "multicultural". With the ease of reaching information, Generation Z should also not forget their respective cultures which are still teaching guidelines in behavior for every society in Indonesia. According to McKeown in Suyanto (2005), information technology is a general form that describes any technology that helps produce, manipulate, store and or convey information. Another supporting theory is taken from Behan and Holme in Munir (2009) that information and communication technology is everything that supports storing, processing, getting more, delivering and receiving information.

There is a hypothesis which is a temporary answer to the research problem that needs to be examined based on the data that will be obtained after conducting research. According to Arikunto (2010), "a hypothesis is the formulation of a temporary description in an investigation to find the real answer.". In accordance with existing theories and research, a temporary assumption arises that the use of social media will have a positive impact on the meaning of local culture.

Material and Methodology

The research design in this study is explanatory, this approach involves variables that will be tested in a causal relationship, plus this explanatory research will help researchers get more detailed answers so that the results will produce more detailed answers.

According to LP2M (Institute for Research and Community Research), there are 3 types of explanatory research, one of them taken in this study is to use secondary research as a source of information, such as with previous research that the results of existing research have more or less the same focus. The type of explanatory research also goes straight with the problems that arise in the research being raised, which focuses on the use of digital media on the meaning of local culture for generation Z.

In the process of collecting primary data for this research, it was carried out by distributing questionnaires to the object of research, namely generation Z on the island of Bali, precisely the students of SMP 3 Marga, Bali. The questionnaires which contain open or closed questions/statements were distributed to respondents directly. The data analysis used was based on descriptive analysis in creating a general understanding of the topic discussed. The quantity assessment for this research involved testing the validity and reliability of the selected data. The expected result criteria are based on the research questions and concept definitions of this research and also certainly in accordance with the population and sample to be appointed in the study.

The population and sample used in this research were all students at SMP 3 Marga, Bali. Population is the totality of each element to be studied. Each element of the population has the same characteristics. They can be individuals, groups of individuals, events or something to be studied (Handayani 2020, 18). The research uses probability sampling technique as a technique to give each member of the population an equal opportunity to be selected as a member of the sample. In other words, a sampling method that gives each element of the population an equal opportunity to be taken. Because basically the population and sample that we studied have already been formed, and this can make it easier for the research team to get the desired number of respondents. The number of respondents from this research was 115 junior high school students.

The research team used a research method, namely distributing questionnaires. A measurement scale is an agreement used as a guideline in determining the length and shortness of an invert in a measuring instrument, so that when the measuring instrument is used the impact will produce quantitative data. So, we conduct a survey then distribute questionnaires containing open or closed questions/ statements to respondents directly. This research uses a Likert scale as a measurement guide, where "The Likert scale is used to measure attitudes, opinions and perceptions of a person or group of people about social phenomena" (Sugiyono, 2017 p. 134).

To obtain the accuracy and measurements of the data, before analyzing them we took a validity test of the selected instrument. According to Indrawan and Yuniawati (2016, 123), "validity tests the selected instrument, whether it has a level of accuracy, to measure what should be measured or not". Later, based on the data obtained from the respondents, then testing of the analysis instrument is carried out. Basically, validity will show the extent of the relevance of the question to what is being asked or what is to be measured in the study. To help produce these answers, the help of the SPSS program is needed, namely the Statistical Package for the Social Sciences, which at that time SPSS was made for the purposes of statistical data processing for the social sciences.

Results and Discussion

Based on the results of the data test, the majority of the 115 informants are 14 years old (52%) and 13 years old (47%), the rest are 15 years old (16%). These three ages fall into the categorization of Generation Z which is between 13-15 years old because they were born between 2008 and 2010. And also the results prove that there are more male informants than female informants, although their number is almost equal. The difference between the number of male informants who reach 63 (54.8%) and that

of female informants who reach 52 (45.2%) is 11. Based on the existing data test, it is stated that generation Z in Pinge village, Bali uses Tiktok with 33 informants (28.7%). Meanwhile, 27 informants (23.5%) use 3 social media platforms at once, namely: Instagram, Tiktok, and youtube.

Based on the data findings, it can also be seen that apart from Tiktok, there are many informants who access Instagram. The number of informants who specifically use Instagram social media is 12 (10.4%) while the number of informants who use Instagram along with other social media platforms is 53 (46.1%)

Table 1. Witnessed about Cultural Activities

	Freq	%	Valid %	Cum %
Strongly Disagree	1	0,9	0,9	0,9
Disagree	2	1,7	1,7	2,6
Agree	34	29,6	29,6	32,1
Strongly Agree	78	67,8	67,8	100,0
Total	115	100,0	100,0	

Source: Questionnaire #6

Based on Table 1, it is known that in absolute terms, 78 informants (67.8%) strongly agreed and 34 informants (29.6%) agreed that they had witnessed cultural activities in the neighborhood. However, there was also 1 informant (0.9%) who never witnessed cultural activities in the neighborhood, and 2 informants (1.7%) who moderately agreed that they had witnessed cultural activities in the neighborhood. It is also known that 53 informants (46.1%) strongly agreed and 47 informants (40.9%) agreed that they still witness cultural activities in the neighborhood when using social media. In addition, there were 12 informants (10.4%) who answered moderately agreeing with the statement. However, there were 3 informants (2.6%) who strongly disagree that they still witness cultural activities in the neighborhood when using social media Based on Table 1.

To better understand about the informants' local culture meaning after using social media, questions related to this are given in Table 2. In the study, 4 (four) elements of local culture were seen in the informant's residence, namely: Art products, traditions, beliefs, and customary law. Based on the results of the informants' answers above, it can be seen that the understanding of the meaning of local culture after using social media occurs mostly in the following order: 1) tradition (51 informants or 44.3%); 2) art (33 informants or 28.7%); 3) belief (14 informants or 12.2%); and, 4) customary law (13 informants or 11.3%). In addition, there are other elements of local culture that influence informants' understanding of local culture after using social media (4 informants or 3.5%) but the exact type is unknown.

Table 2. Understanding the Meaning of Local Culture Better After Using Social Media

	Freq	%	Valid %	Cum %
Art Products	33	28,7	28,7	28,7
Traditions	51	44,3	44,3	73,0
Beliefs	14	12,2	12,2	85,2
Customary Law	13	11,3	11,3	96,5
Others	4	3,5	3,5	100,0
Total	115	100,0	100,0	

Source: Questionnaire #34

Thus, it can be concluded from the result of the hypothesis test that the intensity of social media use (X) affects changes in local culture in the Pinge Village community (Y). This research uses data triangulation techniques, namely technical triangulation. Triangulation technique is a data collection technique carried out in different methods to obtain data validity from the same data source (Sugiyono,

2009). Triangulation in this study was carried out through interviews and non-participant observation. Interviews were conducted with respondents who had previously filled out a research questionnaire.

Conclusions

According to the result, it can be concluded that the intensity of social media use by generation Z on the island of Bali is quite influential on the understanding of existing local culture and the resulting influence leads to the positive side. The relationship between variables has a positive value with a large relationship of 0.638 which can be categorized with a fairly strong degree of relationship. This can be seen from the results of the hypothesis test which obtained a t_{count} value of 0.881 > t_{table} of 0.442, it can be concluded from the results of the hypothesis test that the intensity of social media use (X) affects changes in local culture in the Pinge village community (Y) in a positive way, namely using social media as a means to know more about local culture disseminated on social media.

The future research should pay much attention to other variables that may be related to the use of social media to interpret local culture so that they can add references to other factors that can influence Gen Z's understanding of their own local culture. Furthermore, as a practical suggestion, it is intended for future researchers to pay more attention to the sample of questions that will be addressed so that the results received are in accordance with the research objectives and can solve the existing problem formulation.

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