

Snowing the Seeds of Cultural Actors: Ways to Increase Indonesian Culture Literacy in Generation Z

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Abstract. The cultural values possessed by each region are now fading, even starting to disappear, because cultures from abroad mark them. Indonesia's absence of cultural preservation can eliminate its identity as a cultured nation. In response to this problem, action is needed to preserve Indonesian culture. One of them is by introducing cultural literacy from social media content. The purpose of this research is to explore how behavior changes Generation Z when interacting with archipelago cultural literacy information presented in the form of social media content and to determine the effect of social media content in seeding cultural actors in Generation Z. The research method used is qualitative, selecting informants using non-probability techniques with purposive sampling techniques in taking the sample. The data collection technique uses semi-structured interviews, and the data analysis technique uses thematic analysis. The results of this study indicate a change in Generation Z behavior when interacting with cultural literacy information that appears through content on social media. This change can be seen from the response given by liking, commenting, and reposting on his personal social media account. In addition, cultural literacy on social media has succeeded in cultivating cultural actors from among cultural actors. However, it has yet to have an overall impact on all of Generation Z.

1 Introduction

Indonesia is a country with abundant culture. Each region in Indonesia has a uniqueness that characterizes its region (Ardiansyah, 2022). In today's modern era, Indonesian culture is challenged to maintain its existence. The cultural values possessed by each region are increasingly fading, even starting to disappear because they are suppressed by cultures that come from abroad (Arifin et al., 2018). With cultural preservation, Indonesia will retain its identity as a cultured nation. Responding to this problem, it is necessary to take action to preserve Indonesian culture. One of the concrete steps for preserving culture can be done through cultural literacy activities.

Optimizing cultural literacy as an activity to preserve national culture requires the role of cultural actors. One of the seeds that can become cultural actors is Generation Z, the generation born in 1997 – 2012 or aged between 10 – 25 years. Generation Z dominates the Indonesian population, accounting for approximately 28% of the total Indonesian population (Pratminingsih et al., 2021). Generation Z is the nation's next generation who needs to understand the challenges and opportunities that exist in the present, and the future will be different from those faced by previous generations (Pratminingsih et al., 2021). Therefore, Generation Z is the right target in optimizing cultural literacy so that it is hoped that they can become the next cultural actors.

As a generation familiar with the internet, a new way is needed to introduce cultural literacy to Generation Z. One of them is by introducing cultural literacy from social media content. Social media content has the opportunity to become an arena for introducing cultural literacy because social media users continue to increase every year, so it is of particular concern that social media has become part of people's lives (Natalia, 2020). Based on this description, this research was conducted to answer the formulation of the problem of how to change the behavior of Generation Z when interacting with archipelago cultural literacy information presented in the form of social media content. Moreover, how does social media content affect cultural actors in Generation Z?

2 Literature Review

The threat of loss of culture in Indonesia is increasingly real with the entry of the millennial era. External factors such as globalization and the industrial revolution 4.0 have caused the local culture to erode. On the other hand, internal factors also play a role, where the modern lifestyle lulls the younger generation and forgets the values passed down by their ancestors. Istiqomah & Widiyanto's (2020) research explains that pop culture is a severe threat to strengthening national identity,

especially in urban communities. Pop culture can eliminate traditional frames of reference such as ethnicity, religion, ethnicity, and the nation's philosophy of life.

New media, especially internet media and social media, have an essential role in efforts to preserve culture. Activities such as vlogs and social media content provide a platform for information sharing and self-expression. Research conducted by Sulisty et al. (2019) emphasized that vlogs are a way to connect with others and express themselves. However, good information selection and processing are needed to avoid spreading harmful content and hoaxes. The gatekeeping process in social media is also crucial in determining the quality of information that is spread. Muannas (2018) explains that gatekeeping plays a significant role in influencing the passage of information in communication. However, the changing behavior of Generation Z, which is increasingly exposed to digital life, demands the development of new media to accommodate their needs in preserving culture.

3 Research Methods

This study uses a qualitative research method using non-probability sampling techniques, namely purposive sampling techniques because not all samples used in this study can be used as informants. The criteria used for selecting informants were Indonesian citizens aged 18- 24 years who have seen broadcasts of cultural content and are willing to be interviewed. Then after obtaining the data, the researcher used an analytical technique in the form of thematic analysis. Thematic analysis is a way of analyzing data that aims to identify themes through data previously collected by researchers (Heriyanto, 2018). The steps are understanding the data, compiling the code, and setting the theme.

4 Result and Discussion

4.1 Pola Perilaku Generasi Z di Media Sosial

Judging from the informant data obtained, the researcher found that ancient people used at least ten sources to obtain cultural education. These educational sources include, through learning, family stories, schools, the surrounding environment, oral traditions, visits to cultural sites, print media such as magazines or newspapers, TV, commemorations of holidays, and cultural communities as a forum for cultural education to the public. From these ten sources, schools are places of cultural education that impact the ancients most. This is because formal education is an important source of introducing Indonesian culture.

However, entering the current era of technological advances can have a significant impact, especially on Generation Z. Generation Z can easily access archipelago cultural education from Sabang to Merauke simply by relying on existing social media. The current era is very different from before, seen by the conveniences of increasingly sophisticated technology. Unlike understanding cultural literacy in schools which is taught directly by a teacher educator, social media content is created by content creators. Here there are no restrictions on who can become content creators. All walks of life can become content creators. With no limitations to being a content creator, many types of content are spread on social media. Cultural literacy is only a small part of the content on social media. Some examples of cultural literacy content on social media are the National Insights Test program hosted by Narasi TV. The short video shows Wonderland Indonesia and other simple cultural content such as travel, debut art, and traditional dance.

Given that cultural literacy is only a small part of the content on social media, of course, it is of particular concern to find out why Generation Z watches cultural content on social media. The research found that Generation Z's reasons for watching cultural content on social media are quite diverse. Starting from those who initially only glimpsed information passing on social media, then those who deliberately watched cultural content to gain insight into nationality, to those who watched because of viral content. Generation Z widely uses at least four social media platforms to obtain cultural and educational content: YouTube, Instagram, TikTok, and Twitter. Of the four platforms, Generation Z can like, comment, and repost to provide feedback on the content they have watched. This distinguishes Generation Z's behavior patterns towards cultural literacy on social media from the era before social media.

4.2 Urgensi Literasi Budaya dari Perspektif Generasi Z

Talking about literacy, the researcher was able to reveal the results of field research regarding the urgency of cultural literacy in Generation Z, which is described in several big themes; the first big theme is to describe the concept of cultural literacy from the point of view of Generation Z. For Generation Z, cultural literacy is seen as an awareness of culture, tools for tracing one's background, understanding cultural meaning, exploring culture, and one's ability to act according to culture. Second, from the way Generation Z views the concept of cultural literacy, the researcher also found a major theme regarding Generation Z's opinion of the urgency of cultural literacy. The urgency of cultural literacy in social media is considered by Generation Z to be related to increasing knowledge, respecting one another, to take moral values from the content presented so that these cultural elements are not lost. There is an opinion

of Generation Z that says cultural literacy is necessary for the transformation of era 4.0. Therefore, cultural literacy is something that needs to be done as an increase for Generation Z to explore culture. Furthermore, Generation Z admits they are moved to know the culture more deeply after watching cultural literacy content on social media.

However, even though the urgency of cultural literacy is considered important, challenges still need attention. The challenge in the current era of social media onslaught is how a content creator can package cultural literacy content with visuals that are attractive to the audience. So, later this cultural literacy is not only to attract Generation Z's interest in knowing existing culture but also as a way for Generation Z to want to become cultural actors themselves.

4.2 Aktor Kebudayaan

Generation Z has felt the positive impact of cultural content on social media, such as increasing knowledge to support the development of archipelago cultural literacy. This research found that Generation Z needs a role model for cultural literacy content on social media because role models serve to attract a wider audience. In addition, role models also play a role in helping campaigns about culture on social media. With the presence of a role model, there is a glimmer of hope for Generation Z so that Indonesian culture remains sustainable among the younger generation. One of the informants explained the need for role models in Indonesia because activities in Indonesia are based on characterizations. Apart from the need for creativity in creating cultural literacy content, role models are still needed as a driving force to promote Indonesian culture among young people.

This role model is felt insufficient to contribute to cultural content on social media; this content should also trigger cultural actors' birth. Generation Z's response to this issue in this study was quite diverse. Being a cultural actor of cultural literacy on social media is interesting for those cultural actors. They feel they have challenges working on cultural projects and contributing to preserving culture. Meanwhile, on the other hand, Generation Z, who are only connoisseurs of cultural content, shockingly said that they had not been called upon to become cultural actors. However, they recognized the need for such cultural actors. Thus, the findings in this study are that cultural literacy on social media has succeeded in cultivating cultural actors from among cultural actors but has not been able to have an overall impact on all Generation Z circles.

5 Conclusion

Before social media, Generation Z tended to know the archipelago's culture from formal education, books, family, and stories passed down from generation to generation. Generation Z experienced a behavior change when interacting with cultural literacy information seen during the emergence of social media by watching Indonesian cultural content through YouTube, Instagram, TikTok, and Twitter platforms. The content includes articles, infographics, photos, videos, TWK by Narasi Tv, Wonderland Indonesia, traditional dances, tourist attractions, and debus art content. In addition, changes in the behavior of Generation Z can also be seen from the responses given to cultural content on social media, namely liking, commenting, and reposting on their personal social media accounts.

Cultural actors say that cultural content triggers Generation Z to become cultural actors because they feel challenged and have contributed to preserving the archipelago's culture. However, Generation Z and not as cultural actors admit that they have not been called in their souls to become cultural actors but realize that they need cultural actors to educate and preserve the existing culture. Thus, cultural content on social media can influence cultural actors in cultivating cultural actors. However, Generation Z is only aware and has yet to reach the stage of wanting to become a cultural actor.

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