

The Influence of Youtube Content on Nationalism in The Millennial Generation at Jenderal Soedirman University

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Abstract

Nationalism which is a natural love for the homeland that provides awareness to the community which will then provide an impetus to uphold sovereignty, make the country in accordance with the approved nationality and willing to sacrifice for the benefit of the nation and state. The research method uses qualitative methods and descriptive approaches with informant sources of Jenderal Sudirman University students. The effect of YouTube content on nationalism may vary depending on the type of content consumed by users. Enhanced Historical and Cultural Understanding: YouTube provides easy access to historical, cultural, and traditional videos from different countries. By watching such content, users can increase their understanding of the history and culture of their own country. The influence of YouTube's internal and external factors in shaping nationalism can play a significant role in a person's understanding and perception of the country and national identity. YouTube's influence on nationalism in the teenage generation is significant. This platform has the potential to strengthen a sense of love and pride for the country, while shaping teenagers' perceptions and understandings of nationalism. Through diverse content, YouTube can influence the way teenagers see and interpret nationalism. YouTube can make a positive impact by providing easy access to information about national history, culture, and achievements.

Keywords Milenial, Youtube, Nationalism, Content.

INTRODUCTION

The development of the times is increasingly modern as it is today. Cultural developments from outside can enter Indonesian culture. Like the current phenomenon that occurs in Indonesia is the Korean wave. Korean culture that is so rampant in teenagers around the world including in Indonesia, even pretty much excludes other cultures such as Western culture, Taiwan, Japan and even the culture in Indonesia is also eliminated. Many teenagers who are addicted to Korean culture, especially teenagers who do not know the development of Indonesia, actually follow the development of Korea. Teenagers who like to follow Korean-style fashion styles, learn Korean writing, Korean language, even to the point that there are teenagers who experience visual impairment until almost blind due to addiction to watching Korean dramas for three days and three nights. In everyday life, teenagers who are addicted to Korean culture usually start using Korean. The way she dresses also follows Korean-style fashion even though many teenagers look less suitable to use it. Not only that, but teenagers also dream of going to Korea and tasting the food. In fact, Korean culture is not the fault of its own citizens who have introduced its culture, but the fault lies in the response of teenagers who accept the culture without being selective until finally they can be addicted and forget their own culture.

The influence of foreign cultures gradually also began to shift and fade local culture such as greeting people, respecting elders, paying attention to people around, socializing with the community, mutual assistance, respecting time and speaking well. We often find in



almost every internet network provider center (Wifi Corner) a lot of teenagers who are busy with their devices and gadgets for a long time, even they are willing to leave their obligations such as school or college. In their busy playing the game, they are unknowingly influenced and influence each other to speak rude and disrespectful words towards others. The accumulation of many problems is a sign that Indonesian society today, especially the younger generation, is faced with symptoms of moral degradation. Moral degradation itself is a phenomenon of decreasing the quality of ethics of individuals and groups. Indicators of moral degradation can be identified by 1) violence and anarchy, 2) theft, 3) cheating, 4) disregard for applicable rules, 5) student brawls, 6) intolerance, 7) use of bad language, 8) premature sexual maturity and all deviations, 9) self-destructive attitudes and 10) drug use. There are at least two things behind the decline in ethics, namely the role of parents and the educational or school environment. The importance of monitoring and attention of parents in every association and impression that hits children while at home will be the basis for fortifying children from bad values that may arise from outside, and no less important is that the school environment is considered as an inspiration and a place in molding children to know and understand what is good and bad. The rapid development of technology has affected people's lives, one of which is for the people of Indonesia. Various necessities of life such as communication tools, access to information, shopping, means of transportation, and other means of payment can be done through new media. The internet is a new media that emerged after print media and broadcast media. In Indonesia, the development of internet infrastructure began in the 1980s, and until now its users continue to increase.

Today's young generation benefits a lot from the rapid development of communication and information technology. The technology allows individuals to connect with a wide audience both nearby and globally. This on the one hand facilitates many of our activities and needs in the social, economic, and scientific environment. In the teaching and learning process, for example, this activity becomes more flexible and modern with the help of technological devices such as smartphones connected to the internet. References have become richer and wider and in diverse formats, no longer fixated on one book or one particular method. At the student level, the ease of accessing data (information) really helps make it easier for students to find quality literature to support the completion of studies.

Youtube is one of the new media platforms that emerged as a result of the development of information and communication technology. This platform has also become in great demand by almost every internet user of the world. The high interest from YouTube fans in Indonesia which is dominated by young people can be a positive value if formulated correctly.

YouTube is a popular video sharing website where users can load, watch, and share video clips for free. Generally, videos on YouTube are music clips (video clips), movies, TV, and videos made by their own users. Not many people realize that YouTube actually has very great search engine capabilities, therefore you can find videos in various ways easily. YouTube was officially launched in December 2005, and it quickly became popular in no time. Google bought it in 2006 for \$1.6 million, although YouTube was not yet profitable. This is where Google's vision is great. 7 Google itself stated that it would continue

to develop YouTube as a separate brand from Google, the same thing it did in handling Blogger. Search for videos by keyword, by topic, channel and so on. Once you find a channel or creator you like, you can then subscribe to their channel.⁸ YouTube Media uses Adobe Flash format to play videos. It is a standard format supported by many browsers, including Internet Explore, Opera, Safari, Firefox and Chrome. YouTube media videos can also be played from a variety of mobile devices using this format.⁹ YouTube Media accepts videos uploaded in most container formats, including .AVI, .MKV, .MOV, .MP4, DivX, .FLV, and .ogg and .ogv. Video formats such as MPEG-4, MPEG, VOB, and .WMV can also be uploaded. YouTube supports 3GP, so videos can be uploaded from mobile phones. Videos with progressive or bound scans can be uploaded, but for the best video quality, YouTube recommends that bound scan videos be deinterlaced before uploading. All video formats on YouTube uses progressive scanning.

METHOD

In this study, the author used qualitative research methods. The research method uses qualitative methods and descriptive approaches with informant sources of Jenderal Sudirman University students. Qualitative methods are often called naturalistic research methods because the research is carried out in natural conditions. (Sigiyono, 2009:8) Qualitative methods are defined as social science research methods that collect and analyze data in the form of human words and deeds and researchers do not try to calculate or quantify qualitative data that has been obtained and thus do not analyze numbers (Afrizal, 2016: 13).

DISCUSSION

Nationalism is a people's attitude that is shown as their love for the nation, language, and region of origin. Nationalism which is a natural love for the homeland that provides awareness to the community which will then provide an impetus to uphold sovereignty, make the country in accordance with the approved nationality and willing to sacrifice for the benefit of the nation and state. To increase the sense of nationalism to be embedded in the soul of the community, it is necessary to instill the noble values of the Indonesian nation and instill the spirit of nationalism among the community, especially the millennial generation who are the hope of the nation and state. By instilling the noble value of Pancasila and the meaning of the 1945 Law to foster love for the homeland such as by causing love for Indonesian products.to increase the sense of nationalism spirit so that it can be embedded for the community that must be overcome at the beginning is to present the mentality of the people to love their country and be willing to sacrifice for their nation and country. In today's modern era, nationalism comes with challenges that follow such as the increasingly modern human life, where distance is not an obstacle (Asyari and Dewi, The Role of Civic Education for the Millennial Generation in Instilling the Spirit of Nationalism in the 2021 Globalization Era). The presence of telecommunications can combine layers of society into a global society. The modern era gave the fading of nationalism. The modern era presents problems to the existence of states and nations. Some of the modern era societies that are generated today are part and process of human integration. But for other societies, the presence of this



modern era is a threat. The presence of social media in this modern era will certainly have an influence on economic, technological and knowledge factors which are the main factors.

However, there are some opinions that say that the presence of social media in this modern era provides a new awakening to universal society. In addition, the modern era will have an impact on cultures that experience a shift in people's values and attitudes from irrational to rational. The development of knowledge and technology, the presence of science and technology will certainly provide convenience and have an impact on more advanced thinking for society (HusinAffan and Maksum, 2016). Providing a sense of nationalism is important to create a stronghold of society which is the successor of the nation.

Implementing mutual respect for the community, providing direction against deviant behavior and harming the nation and state to instilling nationalism to be a good citizen, responsible and able to defend the nation and provide security for assets owned by the nation. The younger generation, especially those who are the successors of the nation, is the most important generation to be instilled with a sense of nationalism. The influence of the modern era today is a task on how to make the nation's next generation can be embedded in their hearts a sense of nationalism by showing the struggle of the Indonesian nation in the past to become a better Indonesia today than before (Sartika 2016). In this modern era, not only Indonesia is trying hard to build a sense of nationalism for the next generation of the nation. Superpowers with political, economic, cultural and hankam power such as the United States also try very hard in shaping nationalism in their people (Affan and Maksum 2016). Providing an understanding of nationalism in the modern era is a tough challenge, this is what causes the need to understand the sense of nationalism that faces difficulties in the modern era today. The efforts carried out will of course be heavier, with the theme of nationalism development. The understanding of nationalism in the modern era which is strongly influenced by social media at this time will also be severely challenged, where the Indonesian people do not like the discussion or discussion of nationalism, causing the lack of development of nationalism understanding in the modern era.

In today's modern era, technological developments have greatly influenced the nation's next generation. Social media certainly has a great influence on the next generation of the nation. Basically, social media has good influences and bad influences. As we already know, social media that has many influences, can have a great influence on society. The content on social media mostly greatly influences the mindset of the community. The influence exerted by influencers on social media today has a big role as a thought followed by followers. As Erikson has said in his theory, Erikson said adolescent individuals will achieve development that requires models in their way to finding their identity who will then provide examples and reinforcement of behavior in them (Rizqiyah and Dewi 2021). But not everything in social media provided by the influence is good and provides material related to nationalism and national integration. Social media is known to have functions that can provide good things and can provide bad things. A good social media account that provides knowledge about nationalism to the integrity of the nation will certainly provide a positive attitude for the truth that is structured in his mind. However, if the community accesses content that is not in accordance with the norms or truth of mind, it will give rejection by

ignoring. In addition to the influence of social media caused by the influence that is a reference for society. Social media can also influence the pluralism of social values and norms which is the impact of social media in today's modern era. For example, as people usually watch TV using Indonesian movie channels, at this time it has switched to the presence of YouTube which can provide international broadcasts easily. The influence of the presence of culture from outside that is easily accessible in Indonesia will certainly affect the sense of nationalism and integrity of the nation owned by the Indonesian people. Countries that have technological advances will have control of social media in this modern era. The presence of incoming culture will affect people no longer have high nationalism with traditional culture owned by Indonesia, causing their love for their nation to fade. If the behavior followed by the community that comes from influence is a good attitude, it will provide the development of a good model for society. Basically, people often respond to content issues on social media about nationalism and disruption to national integration. Posting content from social media figures will certainly influence opinions for people who follow these figures as a reference for their attitudes. In this modern era, there will certainly be many influences that affect the sense of nationalism and integrity of the Indonesian nation. With the continuous onslaught of social media in the modern era, it certainly provides faster information and telecommunications that provide a sense of flutter that leads to a waning sense of nationalism and goose integrity. The lack of nationalist sense and national integrity will certainly lead to a decrease in people's feelings of love for their own nation.

The influence of YouTube content on nationalism

The influence of YouTube content on nationalism may vary depending on the type of content consumed by users. Enhanced Historical and Cultural Understanding: YouTube provides easy access to historical, cultural, and traditional videos from different countries. By watching such content, users can increase their understanding of the history and culture of their own country. This can reinforce a sense of nationalism by providing deeper information about their national identity. Fostering a Sense of National Pride and Identity: YouTube content that promotes the achievements and cultural richness of a country can evoke a sense of pride and national identity among users. For example, videos featuring natural beauty, cultural heritage, or achievements in sports or the arts can evoke pride in their country and promote positive nationalism.

Awareness of Social and Political Issues: YouTube content can also influence users' thinking about social and political issues related to their country. Videos that address issues such as social justice, human rights, or political policy can build deeper awareness and understanding of those issues. This can motivate users to contribute to positive change and encourage nationalism based on social care. Potential Extremism and Propaganda: Unfortunately, YouTube can also be a platform for the spread of extremist narratives or propaganda that undermines the concept of healthy nationalism. Some channels or videos that promote hate, discrimination, or extreme ideologies can affect users, especially teens, in a negative way. This can lead to a distorted concept of nationalism and harm society.



Influence in Opinion Formation: YouTube has a significant influence in shaping the opinions and views of its users. Content produced by creators and influencers on these platforms can influence the way users think and view issues related to their country. This can affect their level of nationalism and how they contribute to the development and progress of their country. It is important to guide users, especially teenagers, in choosing healthy and accurate YouTube content. Parents, educators, and communities need to provide a good understanding of positive nationalist values and promote the consumption of content that supports an accurate and inclusive understanding of their country and culture.

Teenagers' Perceptions of Nationalism in the Context of YouTube

Teenagers' perceptions of nationalism in the context of YouTube can vary depending on their personal experiences, content preferences, and understanding of nationalism. The following are some aspects that can influence adolescents' perceptions of nationalism in the context of YouTube:

Content that Promotes Diversity and Inclusivity: Teens exposed to YouTube content that encourages cultural diversity, inclusive understanding, and respect for differences can have positive perceptions of nationalism. They may see nationalism as a sense of pride in national identity while still appreciating and acknowledging the values of different groups in society.

Content that Raises Social and Environmental Issues: Teens who watch YouTube content that raises awareness of social and environmental issues may develop broader perceptions of nationalism. They may see nationalism as a responsibility to fight for social justice, a sustainable environment, and general welfare, rather than just focusing on the national interest.

Content that Encourages Active Participation and Contribution: Teens inspired by YouTube content that promotes active participation and contribution in nation-building can have strong perceptions of nationalism. They may see nationalism as a proactive attitude that involves concrete actions in improving the conditions of the country and society.

Content that Reinforces Stereotypes or Exclusive Pride: YouTube content can also reinforce perceptions of nationalism that are exclusive or based on stereotypes. Teens exposed to content that emphasizes the superiority of a particular group or reinforces racial or ethnic prejudices may have narrow and discriminatory perceptions of nationalism.

Content That Evokes Emotional Patriotism: Teens who watch YouTube content that emotionally evokes a sense of love, pride, or national sentiment may develop perceptions of nationalism that are more related to emotion than deep understanding. They may perceive nationalism as a strong affection for national symbols or national achievements without critically analyzing the broader context.

Teenagers' perceptions of nationalism in the context of YouTube can be influenced by factors such as education, life experiences, and the diversity of information they receive. It is important to encourage critical, inclusive and open-minded understanding in interpreting and understanding nationalism through YouTube content.

The influence of YouTube's internal and external factors in shaping nationalism can play a significant role in a person's understanding and perception of the country and national

identity. Here are the influences of YouTube's internal and external factors in shaping nationalism:

YouTube Internal Factors:

1. **Content Preferences:** A person's personal preference for the type of content they consume on YouTube can influence their perception of nationalism. Content that highlights their country's achievements and cultural richness can reinforce a sense of national pride and identity. Content that addresses social, political, or environmental issues can motivate viewers to actively participate in positive change and strengthen nationalism based on social care.
2. **Personal Experience:** A person's personal experience in interacting with a country, culture, or national identity can influence their perception of nationalism. YouTube can be a place for individuals to share their personal experiences, whether in the form of vlogs, experience stories, or testimonials. These experiences can influence a person's perception of nationalism and strengthen their emotional bond with their country.
3. **Identity and Diversity:** An individual's identity, such as ethnicity, religion, or cultural background, can influence how they view nationalism through YouTube content. YouTube can also be a platform to observe and understand cultural diversity, which can broaden individual perspectives on nationalism and promote inclusivity in the sense of nationalism.

YouTube External Factors:

1. **Content Availability:** YouTube provides easy access to different types of content from around the world. Content that highlights a country's history, culture, and traditions can influence perceptions of nationalism through increased understanding of national identity. Content that promotes national values such as patriotism, unity, and love of country can also reinforce nationalism.
2. **Influencers and Creators:** YouTube influencers and creators have a significant influence on shaping viewers' opinions and views. Content created by influencers or creators who are vocal about nationalism can influence viewers' perceptions and understanding of nationalism. They can share views, experiences, or messages that reinforce a sense of nationalism.
3. **Intercultural Interaction:** YouTube enables intercultural interaction and the exchange of ideas from around the world. Through YouTube content, users can engage in discussions, collaborations, and exchanges of opinions with individuals from other countries. This can broaden users' perspectives on nationalism and promote a more inclusive and global understanding of national identity.

CONCLUSION

YouTube's influence on nationalism in the teenage generation is significant. This platform has the potential to strengthen a sense of love and pride for the country, while shaping teenagers' perceptions and understandings of nationalism. Through diverse content, YouTube can influence the way teenagers see and interpret nationalism. YouTube can make



a positive impact by providing easy access to information about national history, culture, and achievements. Content that promotes inclusivity, diversity, and social care can reinforce nationalism based on respect for universal values. This content can build a sense of solidarity and national spirit among adolescents and encourage them to play an active role in building and improving the country. However, there are also negative impacts to watch out for. Content that reinforces stereotypes, discrimination, or ethnic prejudice can lead to narrow perceptions of nationalism and lead to polarization among teens.

Content that promotes excessive nationalism and bigotry sentiment can also hinder critical understanding and open up to different cultures and worldviews. It is important for teenagers, parents, and educators to develop a critical understanding and balance in consuming YouTube content related to nationalism. Adolescents need to be encouraged to see nationalism as a healthy sense of love and pride, accompanied by a broad understanding of cultural diversity, global perspectives, and universal values. Encouraging open dialogue, in-depth education, and awareness of the impact of consumed content will assist adolescents in developing a more mature and inclusive understanding of nationalism.

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