



PANCASILA-BASED EDUCATIONAL CONTENT ON SOCIAL MEDIA AS AN EFFORT TO OVERCOME THE MORAL DEGRADATION OF THE MILLENNIAL GENERATION DURING PANDEMIC

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ABSTRAK

Pandemi COVID-19 saat ini tengah menyerang Indonesia dan mendorong peningkatan konsumsi internet, khususnya media sosial. Kebebasan dalam mengakses informasi dapat memberikan dampak positif maupun negatif bagi generasi milenial. Salah satu dampak negatifnya adalah kemerosotan moral atau degradasi moral. Artikel ini bertujuan untuk mengetahui cara mengatasi degradasi moral di kalangan generasi milenial melalui konten edukasi berbasis Pancasila. Metode yang digunakan adalah kajian pustaka dengan mencari artikel jurnal dari Google Scholar dan ebook dari tahun 2019 hingga 2021. Dengan menggabungkan beberapa kata kunci, penulis merumuskan beberapa pertanyaan penelitian: (a) apa itu milenial dan media sosial?, (b) bagaimana dampak media sosial terhadap karakter moral generasi milenial?, dan (c) bagaimana cara mengatasi degradasi moral di kalangan generasi milenial?. Berdasarkan analisis temuan penelitian, sepuluh jurnal memenuhi inklusi tinjauan berdasarkan konten

penelitian. Penelitian ini dilatarbelakangi oleh degradasi moral generasi milenial sebagai dampak negatif dari penggunaan media sosial. Kesepuluh artikel yang terkumpul menunjukkan bahwa pembuatan konten edukasi dan informatif berbasis Pancasila dapat mengatasi degradasi moral di media sosial. Selain itu, literasi media juga dapat mengatasi degradasi moral.

ABSTRACT

The COVID-19 pandemic is currently attacking Indonesia and encouraging an increase in internet consumption, especially social media. Freedom to access information can have both positive and negative impacts on the millennial generation. One of the negative impacts is moral decline or moral degradation. This article aims to find out how to overcome moral degradation among the millennial generation through Pancasila-based educational content. The method used is literature review by searching for journal articles from Google Scholar and ebooks from 2019 to 2021. By combining several keywords, the author formulates several research questions: (a) what are millennials and social media? (b) how the impact of social media on the moral character of the millennial generation?, and (c) how to overcome moral degradation among the millennial generation? Based on the analysis of research findings, ten journals met the inclusion of reviews based on research content. This research is motivated by the moral degradation of the millennial generation as a negative impact of the use of social media. The ten articles collected show that creating educational and informative content based on Pancasila can overcome moral degradation on social media. In addition, media literacy can also overcome moral degradation.

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1. Introduction

The world, including Indonesia, faces the COVID-19 pandemic discovered in Wuhan, China, in December 2019 (1). COVID-19 is a contagious disease caused by a coronavirus that attacks the respiratory tract. This disease causes flu to more severe illnesses such as MERS or SARS. This virus has several symptoms, including coughs, colds, fever, sore throat, fatigue, lethargy, anosmia, and others (2). The Indonesian government has issued several mandatory policies to reduce the rapid transmission of this virus, such as the compulsory wearing of masks, application of physical distancing, and social distancing. The hashtag #stayathome appears to implement these regulations that required people to carry out all activities at home.

The COVID-19 pandemic coincides with Indonesia, which is still experiencing a demographic bonus. This is based on productive age population (15-64 years) surveys conduct in 2020, which shows that 70.72 percent of the total population of Indonesia were in productive age (3). In addition, it means that the number of younger generations is more significant. The current young age was born from 1980 to 2000. This generation is commonly known as the millennial generation and the closest generation to Technology, Information, and Communication (4). A large number of young people today can be both an advantage and a challenge for Indonesia.

Pandemic in the digital era has led increase in internet consumption, mainly social media. Even though all activities are at home, people do not want to be left out in obtaining and sharing information related to the pandemic, and they can also communicate through a smartphone with internet networks. Moreover, the millennial generation attached to technology can quickly viral the information from social media by uploading it through social media (5). The freedom to access information can positively and negatively impact the millennial generation. One of the negative impacts is a moral decline or moral degradation (6). The purpose of this article is to find out how to overcome moral degradation among the millennial generation. By combining several keywords, the writer defines some research questions: (a) what is the meaning of millennial and social media? (b) how is the impact of social media on the moral character of the millennial generation? and (c) how to overcome the moral degradation among millennial generation?

2. Method

This research was arranged using the literature review method. A literature review is carried out by searching for journals related to research keywords: moral degradation, educational content, Pancasila, pandemic, millennial, social media. Primary qualitative data are journal articles from Google Scholar and ebook published from 2019 to 2021. Secondary qualitative data were taken from 4 web pages on the internet about COVID-19. The data collection process includes 1) determining research problems, 2) searching for journal articles, books, and webpages related to research problems, 3) reading and quoting information from obtained journal articles, books, and webpages. The data analysis technique used in this article is data collection. The data analysis process is to sort and collect article references by this research, and then the author will record what has been found (18).

3. Result and Discussion

Based on the references collected, there are ten articles from Google Scholar and one relevant and complete webpage. Here are the results

1. Article title: " The Impact of Social Media on The Pancasila Values Among Z Generation." This article aims to determine the tendency of generation Z to social media. The method used is a literature review and quantitative (questionnaire). The quantitative method showed that 42.3% of the 78 respondents used social media for approximately 5-7 hours each day, and 70.5% of the 78 respondents felt that social media could reduce and

2. interfere with activities. In addition, social media is used effectively to explain the values of Pancasila. So that most research respondents did not get any bad influence from social media because it can minimize the negative impact of social media.

3. Article title: "Media Literacy among Millennial Generation in the Digital Age. Prof. J Komun and Public Adm."

The background for writing this article is that the millennial generation has not carried out media literacy well. Even though there is still much information from social media in the digital era, the truth is unclear. The purpose of this article is to find out the millennial generation's media literacy on social media. The method used is a qualitative-inductive approach. From this research, the millennial generation is intensely interacting with social media and contributing to the use of social media. But there are still weaknesses, for example, the lack of information with a touch of media literacy. Even though media literacy is a fundamental skill, it must be possessed when on social media. This article concludes that media literacy in the digital era has not been appropriately implemented. The millennial generation lacks knowledge of media literacy, so that many violations are found when using social media, for example, the spread of fake news.

4. Article title: "Moral Degradation as the Impact of Cyber Crimes on Indonesia Millennial Generation."

This article aims to determine the impact of cybercrime on the morale of the millennial generation. The method used is a literature review. The results include moral degradation is a decrease in the awareness of behaving by the rules, and a lack of awareness of obeying the applicable law, there are ten signs of moral degradation which are a sign of the destruction of a nation, and improper use of information technology causes crime/cybercrime. The article concludes that to suppress the trend of digital crime in Indonesia, systems, laws, and institutions that deal with cybercrime are needed. The millennial generation needs to instill spiritual values.

5. Article title: "Freedom of Information among Millennials in Social Media."

The method used is a literature review. The result of this article is that millennials take advantage of technology, especially social media, to make life easier and more instantaneous. Freedom of information on social media can have both positive and negative impacts on its users. This article concludes that the release of data for millennials needs to be balanced with digital literacy competencies, normative knowledge, and intellectual intelligence in using social media.

6. Article title: "Social Media Communication and Pancasila Cultural Values."

This article aims to find out communication on social media in the cultural values of Pancasila. The result of this article is that social media changes a person's beliefs, values, attitudes, world views, and social organization. Social media communication provides freedom in all aspects of life, including whether it is used positively or negatively.

7. Article title: "Practicing Pancasila Values for Millennial Generation."

The article's background is that the attitude of the appreciation of the Pancasila values is starting to disappear, especially the shift in the importance of the millennial generation Pancasila. The purpose of this article is to re-apply the value of Pancasila to the millennial generation. The method used is a literature review. The article's results include the importance of Pancasila as a guideline or outlook on life for the Indonesian people. Pancasila education is taught at the school and college levels; as millennials, they must apply Pancasila values in everyday life so that they are by applicable norms so that they are not misguided.

8. Article title: "Covid-19 Prevention Education in Social Media: Description of Tiktok Video Content."

The background of this article is that during the Covid-19 pandemic, social media consumption has increased, one of which is the use of the Tiktok application. The method used is a qualitative descriptive study with sampling. The results showed that as many as

29% of the messages uploaded by several accounts were educational, primarily messages such as sound and correct handwashing campaigns.

9. Article title: "The Use of Social Media in Learning Pancasila for Millennial Generation in Higher Education."

The background for writing this article is that learning Pancasila is usually dull and tends to memorize so that students are not interested. This article aims to find out how to use social media in learning Pancasila courses for millennials in higher education. The results of this article are to make Pancasila learning run fun, so the lecturer can give the final semester examination assignment by making a creative work based on social media. This can increase student creativity in learning, and learning takes place in both directions. This article concludes that education will be dynamic, active, and fun by creating creative content for college assignments.

10. Article title: "Analysis of Social Media and Millennial Phenomenon: Tiktok Case Study."

The background of this article is that Indonesians widely use the Tik Tok application. Most of its users are millennials who are still students. This article aims to provide information about the benefits of the Tik Tok application, which is not only used as a means of entertaining yourself. The methods used in this article are interviews and meta-analysis. The results of this study indicate that all groups can feel the benefits of the TikTok application. Social media usually used to seek entertainment can positively impact lives, including information, business facilities, and developing creativity.

11. The article title: "Generation Z Behavior Towards the Use of Tiktok Social Media: Tiktok as a Media for Education and Activism."

The background of this article is that many people use social media in their daily lives. Some even cannot live without social media. This article aims to analyze the behavior of generation Z towards TikTok, which is used as a medium for education and activism. The method used is a literature study. This article shows that TikTok is used in informal education, applied to learning models and policies that can influence activities. In addition, TikTok is used for digital activities. This study concludes that social media is helpful in education, but there should be more research and further models for its application.

12. Title of a webpage: "Indonesians are known as friendly; why are they judged impolite in cyberspace?"

This webpage contains news about the low level of politeness of Indonesian netizens on social media. This is evidenced by a survey conducted by Microsoft and the Digital Civility Index (DCI). Indonesia is ranked 29th out of 32 countries that participated in the survey.

Discussion

In this digital age, media can be used as a place to obtain information, communicate, and a place of self-expression that can access at an unlimited time and place (7) (8). All information can be accessed easily and quickly through social media with only a smartphone. The digital era also coincides with Indonesia, which is experiencing a demographic bonus. Based on the results of the 2020 population census, Indonesia is experiencing a demographic dividend. This demographic bonus shows the number of younger generations is more. This young generation is called the millennial generation (3).

The millennial generation is characterized by increasing technology, information, and communication such as the internet and social media. The millennial generation cannot be separated from the digital era, especially social media. Social media is a place to access and share information. But the info gets is not necessarily accurate (9). The millennial generation acts as an innovator in finding information, learning, and working by utilizing technological sophistication (6).

Based on research conducted by Alyssa Malinda et al., gets quantitative data from 78 respondents, 42.3% of respondents used social media approximately 5-7 hours/day. 70.5% of respondents felt that social media use could interfere and reduce the time to do daily activities

like study and worship (7). Besides having a positive impact such as communication, interacting, and sharing information, social media also negatively impact. (10).

The rapid development of technology, such as social media, can cause a shift in people's habits. For example, the Indonesian people, known for their friendliness and courtesy, have become easy to criticize social media without thinking about the consequences. Another example is that face-to-face contact is unnecessary because communication can be done through social media features

(11). In addition, the freedom to access information if it is not balanced with a good information filter can cause people to imitate negative cultures from abroad. Along with the development of technology and the ease of accessing information that is not certain the truth, it will impact the decline in the moral quality of the millennial generation. This moral decline is called moral degradation.

Relegation can be interpreted as a decrease in position, degree, and rank. Meanwhile, morality is character. So, moral degradation is an event of personality and character degeneration so that it is out of the norms or rules that apply (6) (12). This degradation appears as a negative impact of social media. Signs of moral degradation include (a) a decreased work ethic, (b) low respect for older people, (c) lots of lies and hatred, (d) a low sense of responsibility, (e) casual sex, use of alcohol, and drugs are on the rise.

The Indonesian nation is known for its friendly society and upholds courtesy. But the Digital Civility Index (DCI) survey shows that the level of politeness of Indonesian netizens is low. In the survey, Indonesia was ranked 29th out of 32 countries that participated in the survey. Microsoft also conducted a study showing that Indonesian netizens' low level of politeness is influenced by fraud, hate speech, and discrimination (13). This happens because, on social media, netizens are only facing smartphones, so they are more willing to convey arguments without thinking about the consequences. If netizens express their opinions coherently and use logic can avoid incidents like this.

Pancasila has an important position and function for Indonesia. This position and role, among others, is the basis of the state, ideology, identity, and unification of the Indonesian nation. But in the digital era, social media has caused various negative impacts, one of which is moral degradation. Therefore a filter is needed to sort out whether the information is accurate or not. The Indonesian nation has this filter, namely Pancasila. Information filtering is done by selecting information that is by the values of Pancasila. As a good citizen, he should apply the matters contained in Pancasila in everyday life (14). In addition, Pancasila must be applied when it is on social media.

Educational Content Based on Pancasila

Media literacy can overcome moral degradation, especially media literacy social media. Media literacy can criticize and construct meaning in each message conveyed to others (15). This media literacy is critical in this digital era because it can minimize the spread of fake news through social media. When receiving information through social media, the thing that must do is read carefully and thoroughly to get the message conveyed. In addition, when you get news through social media, make sure it's true.

Adopting the values of Pancasila on social media can overcome moral degradation, namely by creating educational content based on Pancasila. Pancasila-based educational content means that the content does not divide society and can be justified for its truth. In other words, the content is informative and does not contain fake news. During this pandemic, many people need information and education to deal with a pandemic. For example, can create content in educational videos on COVID-19 prevention, such as washing hands properly, using a suitable mask, sneezing and coughing ethics, tips on increasing endurance, etc. In addition to making educational videos, you can also create posters and write blogs about tips on preventing COVID-19 (5).

During a pandemic, teaching and learning activities are also carried out from home, and social media can support learning from home (16) (17). For example, when a lecturer assigns an

assignment to do educational works in videos or photos uploaded to social media (16). By giving this assignment, millennials can overcome boredom while learning online and increase creativity on social media. Besides that, it can also help others in the learning process.

4. Conclusion and Suggestions

Indonesia is experiencing a demographic bonus coinciding with the digital era. In addition, Indonesia is experiencing a COVID-19 pandemic that has hit the world since December 2019. The pandemic has led to an increase in social media consumption, especially millennials. Referring to the three research questions, "(a) what is meant by millennials and social media? (b) how does social media affect the moral character of the millennial generation? and (c) how to overcome the moral decline in the millennial generation?" The author found that: Millennials are the generation born from 1980 to 2000 and the age closest to Technology, Information, and Communication, especially social media. Social media is a place to find information and express oneself that can be accessed anywhere and anytime. Increased use of social media can damage the millennial generation. If information from social media is not filtered correctly, the millennial generation can experience a moral decline, which is called moral degradation. Pancasila is a guideline and way of life for the Indonesian people that can be used to filter information on social media. Information screening is done by selecting information that is by the values of Pancasila. Moral degradation can be overcome by media literacy, creating educational and informative content based on Pancasila.

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