



Tradition to Technology: The Transformation of Indonesian Culture in the Social Media Era

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Abstract

This research aims to explore the impact of social media on Indonesian culture through a literature study approach. In the increasingly digital context of Indonesia, social media has a significant influence on various aspects of social, cultural, and economic life. This study highlights both the positive and negative impacts of social media. On the positive side, social media has become an important tool for expressing cultural identity, promoting cultural heritage, and fostering cultural diplomacy. Platforms like Instagram and TikTok provide space for the younger generation in Indonesia to share traditional cultural practices and strengthen pride and attachment to local culture. However, negative impacts also emerge, such as the spread of false information that can lead to social fragmentation, hatred, and discrimination. Additionally, changes in language and communication styles influenced by social media raise concerns about the preservation of more traditional Indonesian languages and cultures. This research also emphasizes the role of social media in marketing and consumer behavior, as well as how it can accelerate the digital divide in Indonesia. The study concludes that while social media offers many benefits, significant challenges in managing its negative effects, such as misinformation and social pressure, must be addressed. This research provides valuable insights into understanding the dynamics of Indonesian culture in the digital era and the importance of a balanced strategy in leveraging social media for social and cultural progress.

Keywords: Social Media, Indonesian Culture, Cultural Identity.

Introduction

The development of social media technology in Indonesia has created significant impacts on the dynamics of culture and social life. Initially aimed at accelerating communication and interaction among individuals, social media has instead challenged Indonesia's local cultural values. Social media is often seen as a tool that alters perspectives on customs and traditional cultures (Abhipsa Pal, 2018). On one hand, this technology provides convenience for people to interact



and share information; on the other hand, it presents major challenges to the social and cultural principles long upheld by Indonesian society (Pop et al., 2020). The cultural changes driven by social media encompass transformations in communication patterns, cultural consumption, and even views on social life. Social media has introduced new ways of interaction, often focusing on individualism and personal needs, which at times contradict the culture of mutual cooperation and solidarity that has long been cherished in Indonesia. Furthermore, disparities in technological understanding and adoption among different social groups, particularly between the younger and older generations, worsen the existing socio-cultural inequalities. The younger generation, more familiar with technology, can easily integrate social media into their daily lives, while older age groups, with limited access to technology, tend to lag behind in its utilization (Abhipsa Pal, 2018).

In this context, not all layers of Indonesian society are ready to effectively integrate this technology into their daily lives. The presence of social media as a new technology in Indonesia often clashes with traditional values that prioritize communal and mutual assistance. Although there have been many studies addressing the impact of social media on cultural change, few have deeply identified the misalignment between technology and Indonesian socio-cultural values. Previous research often focused more on the general effects of social media use without considering the underlying cultural factors that influence the acceptance or rejection of such technologies. Most studies only look at social media as a phenomenon affecting culture from an external perspective, emphasizing its impact on social interaction patterns, social structures, or even the economy. However, these studies have not sufficiently examined the fundamental misalignment between Indonesian cultural values and social media as a global technology that comes from outside.

Existing studies tend to map social change phenomena caused by social media from two extreme perspectives: first, social media is seen as a threat to local culture (Burgess, 2020; Sulaiman & Natawijaya, 2022); second, social media is viewed as a space for revitalizing culture (Hasan, 2021; Putra & Yulianto, 2023). Some research sees social media as a threat because it is considered to replace more traditional forms of social interaction, such as face-to-face meetings, which are at the core of Indonesia's collective social life. Meanwhile, other research views social media as a tool to introduce and rejuvenate local culture, expand access to knowledge, and open space for the younger generation to express

themselves in the digital realm. However, there is no study that reveals how ready Indonesian society is to adopt social media as part of contemporary culture. This is an important area of research, given the deep differences that exist in Indonesian society regarding the influence and acceptance of new technology.

Based on the gaps in previous studies, this research aims to fill that gap by answering how social media affects the transformation of Indonesian culture, with attention to the socio-cultural characteristics of society. This study will examine how social character, cultural values, and social structures within Indonesian society influence the acceptance of social media technology. As a country with a rich cultural diversity, Indonesia faces significant challenges in integrating new technologies with local values that have developed over centuries. Three main questions will be addressed in this study: first, how does social media change the patterns of social interaction in Indonesian society? Second, how do social inequalities in Indonesia affect the adoption and use of social media? And third, what is the role of local culture in shaping attitudes toward new technologies such as social media? These questions will be answered through a multidisciplinary approach, considering social, cultural, technological, and policy aspects. Thus, this study aims to provide deeper insights into how social media can be a tool to either restore or undermine Indonesian cultural values. In this regard, it is important to understand that social media is not a phenomenon that can be viewed in one dimension; it is part of a globalization process interacting with local culture and social values in a complex context.

This research argues that the social changes occurring due to social media use in Indonesia cannot simply be viewed as the effects of technology, but rather as the result of the complex interaction between technology and the social and cultural character of society. Indonesian society, which prioritizes communal life and social solidarity, faces challenges in adopting technology that is oriented toward individualism and efficiency. In this context, social media, as a technology based on efficiency and speed, can challenge traditional values that uphold mutual cooperation and togetherness. Nonetheless, the acceptance of this technology could be facilitated by social policies that support the integration of technology with tradition. For example, policies that prioritize equitable access to technology for all societal layers and encourage the use of social media for community-based social activities could help society adapt better. Social media, for instance, could be utilized as a tool to strengthen communication among social groups or communities based on tradition, such as in mutual cooperation

or other social cooperation activities. In this way, social media is not only seen as a threat to local culture but as a tool to enhance social solidarity in a broader context.

Therefore, the success of Indonesia's cultural transformation in the social media era requires careful social engineering and a more culturally sensitive approach. With a better understanding of how social media interacts with existing socio-cultural values, it is hoped that this technology can be adapted in a way that enriches Indonesian culture, rather than threatening it. Hence, it is important for the government, academics, and society to work together to design policies that support the wise use of social media, as well as promote education and training to enhance digital literacy among the public. In this context, social media can be a very potent tool to strengthen Indonesian traditions, provided there is a deep understanding of the existing social and cultural character.

This research employs a literature study approach to examine the impact of social media on Indonesian culture. The literature study was chosen because it allows the researcher to collect, analyze, and synthesize findings from various relevant previous studies on the topic. This approach provides an opportunity to understand a broader perspective on the influence of social media on cultural, social, and economic aspects in the Indonesian context, without having to gather primary data through surveys or interviews. In this literature study, the researcher reviewed various journal articles, books, research reports, and other academic sources discussing topics related to social media, Indonesian culture, and social transformation in the digital era. The literature selection process was done carefully, considering the quality and credibility of the sources used. The researcher also focused on studies that are relevant to the latest period to ensure that the findings reflect recent developments in the influence of social media on Indonesian society. This methodology enables the researcher to identify common patterns, gaps, and potential conflicts in existing findings and provides a solid foundation for drawing conclusions about the impact of social media on Indonesian culture. Therefore, the literature study approach not only offers a comprehensive view of the topic but also contributes to the development of theoretical insights that can be used for further research in the fields of communication, culture, and technology in Indonesia.

Changes in Social Interaction Patterns in Indonesian Society

The patterns of social interaction in Indonesian society have been significantly influenced by the rapid development of technology, culture, and social factors, particularly with the emergence of social media as a global phenomenon that has changed the way people communicate and interact. Indonesia, as a nation grappling with the challenges of modernization and globalization, is experiencing social dynamics that combine influences from tradition and modernity. Along with technological advancements, particularly social media, Indonesian society is increasingly affected by significant changes in social relationship patterns.

Social media, which was initially designed to accelerate communication and interaction among individuals, now presents new challenges to local cultural values. For instance, platforms like Instagram, Facebook, and Twitter are not just communication tools but also virtual spaces for socializing, which alters how Indonesians engage in their social lives. This transformation occurs as traditional values, such as *gotong royong* (mutual cooperation) or direct physical interaction in communities, begin to be replaced by digital interactions. The concept of "nongkrong" (hanging out), once associated with face-to-face meetings and conversations in physical spaces, is now being transformed in the online world, allowing individuals to stay connected regardless of space and time (Ananda et al., 2019; Molaei, 2014). This phenomenon illustrates how social media has altered the structure and patterns of social relationships in Indonesian society.

Furthermore, global cultural influences, such as the K-Pop phenomenon, also play a significant role in changing social interaction patterns among Indonesian youth. Globalization has introduced foreign cultures, which are then accepted and adapted in local contexts. Indonesian youth's involvement with K-Pop, as part of global culture, has created spaces for the formation of new identities and communities. K-Pop fans, for example, interact in digital spaces that allow them to share similar interests without being confined by geographical boundaries. This creates a transnational cultural experience, where local identities blend with global elements, resulting in hybrid forms of social identity (Zulkarnain & Suharyono, 2022). This phenomenon also shows how global cultural values and trends can permeate local culture, shaping social interaction patterns that differ from previous generations. Through social media, K-Pop fans are not only connected virtually but also form communities that enable them to celebrate shared cultures, leading to the creation of a new identity. This changes

how Indonesians view their cultural identity, creating a dialectic between local culture and the growing global influence.

In addition to technology and global culture, linguistic shifts also have a significant impact on shaping social interaction patterns. Language plays a vital role in maintaining cultural identity, but today, many young Indonesians are reducing their use of regional languages and opting to communicate in Bahasa Indonesia or foreign languages in daily life (Riadi, 2021). This change indicates that language, as a symbol of cultural identity, is undergoing a major transformation. In recent decades, Bahasa Indonesia has become the lingua franca in Indonesia, while regional languages, once considered mother tongues, are increasingly marginalized, particularly among the younger generation. This shift affects not only social communication but also how younger generations connect with their cultural heritage and identity. On one hand, this shift could be seen as an attempt to integrate more into the global world; however, on the other hand, it also signals a threat to the preservation of local cultures. A society increasingly accustomed to using Bahasa Indonesia or foreign languages risks losing important aspects of local cultures closely tied to regional languages. Therefore, education's role in facilitating understanding and teaching regional languages becomes crucial to preserving cultural diversity and strengthening Indonesia's national identity amidst the growing global influence.

However, despite all the changes driven by modernization and global influence, traditional values in Indonesian society, such as gotong royong and collectivism, remain relevant and play a key role in shaping social interaction patterns. Although social media promotes individualism by emphasizing efficiency and instant communication, the spirit of gotong royong still serves as a driving force in everyday life in Indonesia. This concept, which prioritizes cooperation and mutual support within communities, acts as a counterbalance to the growing individualistic tendencies that come with technological development (Iqbal, 2018; Maulana et al., 2019). Even though Indonesians are becoming more open to digital interactions and the virtual world, the value of gotong royong, which emphasizes close, community-based social relationships, remains deeply rooted in society. Even when online social interactions tend to physically separate individuals, the principle of gotong royong can still be translated into forms of social collaboration via online platforms, where Indonesians continue to show social solidarity, particularly during challenging times like natural disasters or pandemics. In this sense, although social media

could lead to social fragmentation and a decline in the quality of direct interactions, the spirit of gotong royong still acts as a balancing force that helps maintain harmonious and supportive social relationships.

However, this phenomenon also reveals the negative impact of social media on social life, including the rise of hate speech and abusive language in online communication. Research shows that Indonesian netizens often engage in provocative debates or statements that belittle one another, especially in politically tense contexts (Tahir & Ramadhan, 2024). The presence of hate speech in the digital realm is worrying as it can threaten public civility and the sustainability of healthy public discourse. This hate speech is often made freely behind the anonymity offered by online platforms. As a result, social relationships may become fragmented, and sharp social polarization may emerge among different groups in society. This indicates that while social media can strengthen social relationships by providing easier and faster communication access, it also has the potential to harm social harmony if not managed wisely. Therefore, a more sensitive approach is needed in utilizing social media to strengthen existing social values, such as gotong royong and respect for diversity. Additionally, through education that emphasizes good manners in online interactions, Indonesian society is expected to use social media positively without undermining the social harmony that has been built.

Overall, the changes in social interaction patterns that have occurred in Indonesia reflect a broader transformation within Indonesian society, which is not only influenced by technological advancements but also by cultural and social values that continue to evolve. Despite many challenges, such as the erosion of local values and tensions arising from globalization, Indonesian society still has a strong cultural foundation, such as the spirit of gotong royong, which helps maintain social integration. Therefore, these changes require a more thoughtful and culturally sensitive approach to ensure that social and technological progress does not sacrifice Indonesia's identity and cultural values. Future research should continue to delve into this dynamic to better understand how technology, culture, and social values can harmoniously interact in shaping better social interaction patterns in Indonesia.

Social Inequality and Its Influence on Technology Adoption

Social inequality significantly affects the adoption of technology across different segments of society, influenced by socioeconomic status, education, and age. The digital divide, referring to the gap between those with easy access to digital technologies and those without, is a key aspect of this social inequality. This divide is particularly evident among older adults, who often face barriers to adopting technology due to age and limited digital literacy. Wu et al. argue that

older adults face more discrimination compared to younger generations because they are less likely to engage with new technologies, exacerbating their isolation in an increasingly digital world (Wu et al., 2018). The digital divide is not merely a technological issue but a reflection of broader social inequalities that affect access to information and resources. This suggests that despite rapid technological advancement, existing social inequalities can worsen the gap in access to technology, ultimately limiting individuals' opportunities to progress in the digital world.

Additionally, socioeconomic status plays a crucial role in technology adoption. Liu and Xu revealed that taxi drivers in China with higher socioeconomic status and better education were more skilled in using ride-sharing apps, illustrating how socioeconomic disparities are reflected in the digital world (Liu et al., 2018). These findings align with Helsper's assertion that stable personal factors, such as socioeconomic conditions, consistently influence how individuals interact with technology (Helsper, 2017). This inequality has wide-reaching effects, as it can create unequal opportunities in the sharing economy and limit access to vital services and information for individuals from lower socioeconomic backgrounds. Those from lower socioeconomic groups are more likely to fall behind in accessing and utilizing new technologies, which in turn restricts their opportunities in social, educational, and economic spheres.

Education is another important factor influencing technology adoption. Research has shown that individuals with higher education levels are more likely to adopt new technologies. For example, Perkins and Neumayer discuss how geographic and educational backgrounds affect the spread of telecommunication technologies, showing that education enhances individuals' ability to utilize and benefit from technological advancements (Perkins & Neumayer, 2011). Similarly, Krishna highlights that access to training and extension services significantly impacts farmers' decisions to adopt new agricultural technologies, emphasizing the importance of educational resources in facilitating technology adoption (Krishna et al., 2024). The correlation between education and technology adoption underscores the need for targeted educational initiatives to address the digital divide. This also points to the urgent need for educational programs that provide digital skills to vulnerable groups, enabling them to keep up with the rapid pace of technological progress.

Age also significantly affects technology adoption, particularly among older adults. Research by Neves et al. shows a strong relationship between age

and digital technology use, indicating that older adults are less likely to engage with information and communication technologies (ICT) compared to younger populations (Neves et al., 2013). This trend is exacerbated by the fact that many older adults often lack the skills or confidence required to operate new technologies, further marginalizing them in the digital divide. Hargittai and Dobransky's research supports this view, revealing that individuals from disadvantaged backgrounds are more likely to lack the skills needed to use the internet effectively (Hargittai & Dobransky, 2017). Thus, age-related factors, combined with socioeconomic status, create a complex landscape for technology adoption that disproportionately affects older adults. Age also exacerbates the digital divide, where older groups often fall behind due to a lack of necessary digital skills and knowledge to participate in an increasingly connected world.

Social networks also play a crucial role in technology adoption and social inequality. Research by Bonan et al. shows that social interaction significantly influences technology adoption, with individuals being more likely to adopt new technologies if they see their peers doing so (Bonan et al., 2017). This phenomenon can worsen existing inequalities, as those with limited social networks may miss opportunities to learn about and adopt new technologies. Findings from Keil et al. also show that endogenous and exogenous factors, such as social connections and educational status, influence farmers' awareness and adoption of sustainable agricultural practices (Keil et al., 2017). This highlights the importance of social capital in facilitating technology adoption and emphasizes the need for community-based interventions to promote more equitable access to technology. Building strong social networks and providing spaces for social collaboration can help facilitate a better understanding of technology's benefits and how to adopt it.

In agriculture, socioeconomic factors such as income, education, and access to resources significantly affect farmers' decisions to adopt technology. For example, Chen et al. found that farmers with higher socioeconomic status and more advanced networks were more likely to adopt innovative agricultural practices (Chen et al., 2022). This trend is also evident in the work of Wambua et al., which emphasizes that socioeconomic factors and technology adoption are closely linked to smallholder farmers' productivity (Wambua et al., 2021). These findings indicate that addressing socioeconomic inequality is crucial for encouraging technology adoption in agriculture, which can ultimately improve food security and farmers' livelihoods. Therefore, policies that support farmers

with limited access to technology, resources, and training are essential to creating inclusive and sustainable changes in the agricultural sector.

The role of government and institutional support is also vital when discussing technology adoption and social inequality. Research suggests that effective institutional frameworks and support systems can facilitate technology adoption among disadvantaged groups. For example, Adewale Olusola's study on climate change adaptation strategies highlights the importance of institutional effectiveness in influencing farmers' decisions to adopt technology (Adewale Olusola, 2022). Similarly, Siregar et al. emphasize that economic factors significantly affect farmers' adoption of technology, suggesting that appropriate policies and support can help bridge the gap for those from lower socioeconomic strata (Siregar et al., 2022). Therefore, the role of institutions in promoting equitable access to technology is crucial to ensure that vulnerable groups are not left behind in the technological revolution. In conclusion, social inequality profoundly influences technology adoption across various demographics, shaped by factors such as socioeconomic status, education, age, and social networks. The digital divide serves as an important lens to examine this inequality, revealing the complex interaction between technology and social structures. Addressing this inequality requires a comprehensive approach, including targeted educational initiatives, community engagement, and institutional support to promote equitable access to technology. As society continues to evolve in the digital era, it is crucial to ensure that every individual, regardless of their socioeconomic background, has the opportunity to benefit from technological advancements.

The Role of Local Culture in the Acceptance and Utilization of Social Media

The acceptance and utilization of social media are strongly influenced by local culture, which shapes user behavior, preferences, and the overall effectiveness of social media platforms in various contexts. This complex relationship is especially apparent when we observe how cultural dimensions, social norms, and individual motivations come together to affect user engagement with social media across different populations. Cultural dimensions, as described by Hofstede, provide a foundational framework for understanding how societal values influence the acceptance of technology, including social media. For instance, the distinction between individualism and collectivism significantly impacts how users interact with social media platforms. In collectivist cultures, where group harmony and community are prioritized, social media serves as a tool for maintaining social relationships and strengthening group cohesion. This is clearly seen among international students, such as

Chinese students in the UK, who use social media to alleviate acculturation stress by connecting with peers from their home culture while adapting to their new environment (Yang, 2023; Yu, 2020). The ability to maintain these connections not only eases their transition but also enhances their satisfaction and sense of belonging in a foreign country.

On the other hand, in more individualistic cultures, the use of social media might be more oriented towards self-promotion and personal branding, reflecting different sets of motivations and behaviors. Research indicates that social media platforms are often used for self-expression and building individual identity, which can lead to varying levels of engagement depending on cultural expectations (Abhipsa Pal, 2018; Zhang et al., 2020). The motivations behind social media usage are multifaceted, encompassing social interaction, information sharing, and entertainment, all of which are influenced by cultural context (Abhipsa Pal, 2018; Whiting & Williams, 2013). This highlights the importance of adjusting social media strategies to align with local cultural values to enhance user engagement and satisfaction. Therefore, developing culturally sensitive social media strategies will be more successful in improving user experience across countries and cultural backgrounds.

Furthermore, the role of social media in shaping consumer behavior is an important area where local culture plays a significant role. Some studies suggest that cultural distance can negatively impact the use of social media for informational purposes, as users may feel disconnected from content that does not align with their cultural background (Hu & Zhu, 2022; Juršė et al., 2019). However, socialization through social media can mitigate these negative effects by building interpersonal trust and understanding, which are crucial for effective communication and engagement in culturally diverse settings (Alshare et al., 2023; Hu & Zhu, 2022). This dynamic illustrates how social media can function both as a bridge and a barrier, depending on the cultural context and the nature of the interactions taking place. Therefore, to maximize the potential of social media in connecting different cultures, it is important to understand and appreciate the differences in how users interact with these platforms.

In the business context, the acceptance of social media as a marketing tool varies significantly across cultures. For example, Latino entrepreneurs may show resistance to adopting social media due to concerns about negative evaluations from customers and a lack of clear marketing strategies (Gavino et al., 2019). This resistance underscores the importance of cultural sensitivity in developing social

media marketing strategies, as businesses must navigate local norms and expectations to effectively engage with their target audiences. Additionally, perceived risks associated with social media use, such as privacy issues and the potential for negative feedback, can complicate the acceptance of social media in certain cultural contexts (Gavino et al., 2019; Nugraha, 2023). Cultural sensitivity will play a crucial role in determining whether a business can successfully use social media to reach new markets or introduce products to consumers.

The impact of social media on organizational culture and communication also reflects the influence of local culture. In organizations, social media can enhance employee performance through knowledge sharing and collaboration, but this depends on the existing organizational culture and how integrated social media is into daily operations (Dantas et al., 2022; Dlelengana et al., 2024; Wang et al., 2022). The effectiveness of social media as a communication tool is often determined by cultural factors, such as hierarchy and power distance, which affect how information is shared and received within an organization (Zhang & Li, 2019; Juršè et al., 2019). Therefore, organizations need to consider cultural dimensions when implementing social media strategies to ensure alignment with employee expectations and behaviors. This shows that not only organizations but also individuals working within them are influenced by the cultural norms of their society when interacting on digital platforms.

Moreover, the psychological aspects of social media use, including motivations for engagement and emotional responses triggered by interactions, are closely linked to cultural context. For example, the need for social connections and community support is a strong motivator for social media use among individuals from collectivist cultures, where social bonds are highly valued (Raza et al., 2020). Conversely, individuals from individualistic cultures may prioritize self-expression and personal achievement, leading to different patterns of engagement and satisfaction (Pal, 2018; Whiting & Williams, 2013). These differences in motivations highlight the need for a deeper understanding of cultural influences when analyzing social media behavior and its implications for individual well-being and community dynamics. By understanding these differences, social media platforms can be designed to be more inclusive, ensuring that all users, regardless of their cultural background, can experience the maximum benefits of their social media engagement.

The intersection of social media and cultural identity further complicates the landscape of social media use. Research shows that cultural identity can

mediate the relationship between the intensity of social media use and the goals individuals aim to achieve through their interactions with the platform (Zhao, 2022). For example, international students often navigate multiple cultural identities, which can influence their social media behavior and the types of content they choose to engage with (Yang, 2018; Zhao et al., 2022). The interaction between cultural identity and social media use highlights the importance of recognizing users' cultural backgrounds in creating more inclusive and effective social media environments. In the context of increasing globalization, understanding these dynamics becomes increasingly crucial to ensure that social media can serve as a space for positive cultural exchange without excluding groups or individuals based on their backgrounds. Overall, the role of local culture in the acceptance and use of social media is multifaceted and intricately linked to individual motivations, cultural dimensions, and social norms. Understanding these dynamics is critical for effectively utilizing social media in various contexts, whether for personal use, business marketing, or organizational communication. As social media continues to evolve, ongoing research on the cultural factors influencing user behavior will be essential to optimize engagement and ensure that these platforms function as effective tools for connection and communication across diverse populations.

Positive and Negative Impacts of Social Media on Indonesian Culture

The impact of social media on Indonesian culture is highly multifaceted, encompassing both positive and negative dimensions that reflect the complexity of modern communication technologies. As the acceptance of digital platforms strengthens in Indonesia, the cultural landscape of the country is being significantly reshaped. This discussion will explore these impacts from various perspectives, including cultural identity, social interactions, marketing, and information dissemination.

One of the most profound positive impacts of social media in Indonesia is its role in promoting cultural identity and heritage. Platforms like Instagram and TikTok have become vital for the younger generation to express their cultural identities and share traditional practices. For example, research shows that Indonesian diaspora women actively use YouTube to promote Indonesian culture, creating a sense of community and cultural pride among their audiences (Yusuf & Sudarmanti, 2021). This phenomenon is also reflected in TikTok, where users create content that highlights regional languages and cultural practices,

making them more accessible and appealing to younger audiences (Nauvalia & Setiawan, 2022). These platforms enable the preservation and dissemination of Indonesian cultural narratives that might otherwise be marginalized in an increasingly globalized world. Social media has become a powerful tool for maintaining and spreading cultural heritage, making it more vibrant and relevant amid globalization.

Furthermore, social media also functions as a powerful tool for cultural diplomacy. The influence of K-Pop and other contemporary cultural phenomena has been noted in how they shape the engagement of Indonesian youth with digital technology and cultural consumption (Zulkarnain & Suharyono, 2022). The integration of global cultural elements into local contexts illustrates the dynamic interaction between global and local cultures, allowing for hybridization that enriches Indonesian cultural expression. This cultural exchange is not one-way; it opens up dialogue that can enhance mutual understanding and appreciation between different cultures. The blending of local and global cultures creates a more inclusive space for richer cultural expressions, while still preserving the unique local characteristics.

However, the negative impacts of social media on Indonesian culture cannot be ignored. The increasing spread of false information and hoaxes on social media platforms poses a significant challenge to social cohesion and cultural integrity. Studies show that social media can create a "collective reality" where misinformation spreads quickly, leading to confusion and division in society ("Effectiveness of Probabilistic Image Sampling Techniques to Identify Hoax-related Images in Indonesia," 2020). This is particularly concerning in a diverse country like Indonesia, where the spread of false information can exacerbate ethnic and religious tensions. In addition, the rise of hate speech and cyberbullying further worsens the social media landscape, as these issues can lead to violence and discrimination in the real world (Pamungkas et al., 2023; Wahyuningsih, 2021). This phenomenon highlights the urgent need for better digital literacy among the public to distinguish between valid and misleading information.

Moreover, the impact of social media on language and communication practices in Indonesia is also a concern for linguists and cultural experts. The use of slang and code-mixing in social media interactions is changing the structure of the Indonesian language, which some argue could erode the traditional essence of the language (Saputra et al., 2023). This linguistic shift reflects broader

cultural changes, as the younger generation adopts new forms of communication that may not align with existing norms. While this change can be seen as a natural progression in language development, it also raises questions about cultural preservation and the potential loss of linguistic heritage. The balance between linguistic innovation and language preservation becomes a challenge in navigating the cultural transformation driven by social media.

The influence of social media also extends into marketing and consumer behavior. Research shows that marketing through social media significantly affects brand perception and purchase intention among Indonesian consumers, especially in niche markets such as local cuisine (Sunjaya et al., 2024). This trend demonstrates how social media platforms can be effective channels for promoting local products and cultural practices, which in turn can support economic growth and cultural sustainability. However, the commodification of culture through social media may also lead to the diminishing of the original meaning of traditional practices, turning them into mere marketing tools that lose their cultural depth. This creates a dilemma between leveraging social media for economic growth and maintaining the authentic meaning of cultural heritage.

The educational landscape in Indonesia is also being transformed by social media. These platforms are increasingly used as educational tools, facilitating access to information and learning resources (Sururin et al., 2021). However, this shift raises concerns about the digital divide, as not all Indonesians have equal access to technology and the internet. This gap in access could exacerbate existing inequalities in education and economic opportunities, particularly for those in rural areas (Fransisca & Ningsih, 2023). The digital divide highlights the importance of policies that support more equitable access to technology and the development of digital literacy so that all segments of society can benefit from advancements in information technology.

Furthermore, the impact of social media on mental health is becoming increasingly evident. Research shows that excessive use of social media can lead to anxiety, depression, and other mental health issues, particularly among teenagers (Tarnoto, 2023). The pressure to conform to the idealized lifestyles showcased on social media can result in feelings of inadequacy and isolation, which harm individual well-being. This aspect of social media's impact underscores the importance of building healthy relationships with digital platforms, encouraging users to engage mindfully and critically. Additionally, it is crucial to educate users about the negative effects of social media on mental

health and to develop healthier usage habits. In conclusion, the impact of social media on Indonesian culture is a double-edged sword, presenting both opportunities and challenges. While social media supports cultural expression, identity formation, and economic growth, it also introduces risks related to the spread of false information, the commodification of culture, and mental health. As Indonesia navigates this complex digital landscape, it is crucial to develop strategies that capitalize on the positive aspects of social media while mitigating its negative impacts. A balanced approach will be vital in preserving the richness of Indonesian culture in an increasingly connected world.

Conclusion

The conclusion of this study shows that social media has had a significant impact on the transformation of Indonesian culture. On one hand, social media has played a role in strengthening and popularizing local cultural identity, allowing the younger generation to express their cultural values through digital platforms like Instagram, TikTok, and YouTube. Social media has also become an important tool for maintaining social relationships and introducing various Indonesian traditions and cultural practices to a wider audience, both domestically and abroad. This phenomenon illustrates how social media functions as a bridge between local cultures and global influences, creating new spaces for dialogue and cultural exchange. However, on the other hand, negative impacts are also evident, particularly in terms of the spread of misinformation, hate speech, and the commercialization of culture. Social media can exacerbate existing social tensions, such as ethnic and religious issues, and cause polarization within society. Additionally, the development of language and communication styles influenced by slang and code-mixing is leading to structural changes in the Indonesian language, which risks undermining the preservation of linguistic culture. Therefore, while social media holds great potential to support cultural preservation and expression, there is a need for wise policies and digital education that encourage more critical and responsible use of social media. This will ensure that the positive impacts of social media can be maximized, while its negative impacts can be minimized within the social and cultural context of Indonesia.

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