Historical Meme As A Solution to Improve Generation Z Nationalism in Indonesia

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Abstrak

Perkembangan dunia teknologi membawa berbagai pengaruh bagi masyarakat. Perkembangan ini mencakup komunikasi antar anggota. Generasi Z sebagai generasi yang tumbuh bersama dengan perkembangan teknologi menghadapi tantangan yang berat. Ancaman erosi identitas nasionalisme menjadi masalah yang akan menimbulkan rasa nasionalisme mereka. Meme sejarah hadir sebagai hiburan dan pendidikan sejarah bagi masyarakat. Dari situ timbul pertanyaan. Bagaimana meme sejarah bisa mengatasi memudarnya rasa nasionalisme generasi Z di era media sosial? Penelitian ini akan menjawabnya. Pembelajaran sejarah diperlukan untuk mengatasi persoalan memudarnya rasa nasionalisme. Pengetahuan sejarah dapat memperkuat pengabdian seseorang terhadap bangsa itu sendiri melalui penyampaian nilai-nilai sejarah. Sebagai generasi yang identik dengan teknologi, solusi konvensional kurang efektif dalam menanamkan nilai-nilai sejarah.

Kata kunci: generasi z, meme sejarah, nasionalisme, media sosial.

Abstract

The development of the world of technology brings various influences on society. This progression includes communication between members. Generation Z as a generation that has grown up together with technological developments faces a formidable challenge. The threat of nationalism identity erosion becomes a problem that will lead to their sense of nationalism. The historical meme comes as entertainment and history education for society. From that, a question arises. How can historical meme solve the fading sense of generation Z nationalism in the social media era? This reseach will answer it. History learning is needed to overcome the issue of the fading sense of nationalism. Historical knowledge can strengthen one's devotion for the nation itself through the delivery of historical values. As a generation that is synonymous with technology, conventional solutions are not very effective in instilling historical values.

Keywords: generation z, historical meme, nationalism, social media.

INTRODUCTION

As the saying goes, life is like a spinning wheel, including national life. When discussing a country, society is the country's most important subject to continue the country's development. Society, of course, does not only comprise one type. There are differences in a society such as religion, race, ethnicity, culture, and so on. Of the differences that exist, one noteworthy difference is the difference in generations. Every generation always feels a unique life situation in line with the development of life in a society influenced by intellectual and technological developments. The current generation is divided into several groups: Generation X, Generation Y, and Generation Z (Nasution, 2020). As the latest generation, Generation Z has various new challenges that they must face, that is fading sense of nationalism.

Generation Z is a generation born in 1996-2010, a continuation of Generation Y. Being different from the previous generation, Generation Z has grown up alongside the Internet and social media since they were young. Some of them have even entered the world of work (Purnomo et al., 2019). The influence of technological advances also has a direct impact on their daily habits. The definite effect is in terms of their abilities where technology is one of the skills acquired by Generation Z. All information is available on the Internet (Nasution, 2020).

The Internet and social media as markers of modern globalization carry various influences from within the country and abroad. Indonesia, a developing country, is likely to be less competitive with other more advanced nations, especially in the information technology sector. This kind of situation causes a lot of foreign content exposures to the youth. Various influences that arise can be a good influence as well as a bad influence. One of the good effects of globalization is gaining new knowledge easily through the Internet such as new skills which are applicable to our daily life. Nevertheless, the bad effect is the reduction of domestic contents, which should be the main consumption of the young crowd. The reduced consumption of domestic contents may cause the youth to lose their admiration for domestic production. If this is allowed to continue, it will reduce their

devotion for their own nation. In brief, it can be said that there will be a crisis of nationalism.

As a part of Indonesian society, Generation Z needs to have a sense of nationalism. The attitude of nationalism cannot be inherited even though they are natives. There is a need for coaching efforts in teaching a perspective of nationalism. Without the development of nationalism, the younger generation is vulnerable to a new form of colonialism. The external influence comes in along with the globalization that occurs (Juliyati, 2021). The impact of foreign influences can be evidently seen by ourselves such as dynamic fashion trends, slang words from foreign languages, and even our respect for other nations.

The state has tried to instill an attitude of nationalism through Citizenship Education which contains numerous national histories, taught from elementary to tertiary institutions. Historical education can bring out a sense of nationalism from the stories of past struggles. But, what about the daily sphere of Generation Z? Even with these historical lessons given from children to adults, the attitude of nationalism has not been necessarily applied to their everyday life. Therefore, presenting contents about nationalism is essential in the daily life of Generation Z involving the use of technology, especially social media. From entertaining world on social media.

Historical meme comes as entertainment and history education. So, How can historical meme solve the fading sense of generation Z nationalism in the social media era?

Social media has a big role in the development of the mindset of Generation Z. Social media acts as a stage for interpersonal communications from anywhere at any time. Social media makes it very easy for people to exchange ideas, information, and perspectives on particular things, including memes that have become a sensation in the virtual world this decade.

If memes and historical approach are collaborated called historical meme, it will certainly be a solution about nationalism crisis. Based on the explanation above, this article will discuss how historical memes are able to instill a sense of nationalism in the youth, especially Generation Z in Indonesia.

METHOD

The article was written by using the Literature Review method or literature review. A literature review is a method in research using assorted reliable sources to be discussed and analyzed according to the research topic. Literature Review is a scientific study that focuses on a specific topic, enabling researchers to identify existing theories or methods to develop and identify theoretical deficiencies with the realities in the field.

Also, descriptive-qualitative will be use for this research to explain the result of this research (Ahyar et al., 2020).

The study used 20 references derived from journals and papers sourced from Google Scholar and another websites that support the discussion, namely historical education and memes. Thus, the discussion in this study is limited only to the explanation of materials sourced online only. For this reason, researcher have to find various sources from the internet such like journal, website and book were published on 2017,2018,2019,2020, and 2021 as research material. All this data are found from google scholar. Then analyzed and described to obtain research conclusions.

The analytical technique used is descriptive qualitative in explaining the data. Conclusions are drawn based on data from other studies, then described descriptively from the results obtained from another literature. from the book Qualitative & Quantitative Research Methods page 271. Qualitative research is research that using a deductive inductive approach. This approach departs from a theoretical framework, the ideas of experts, and the researcher's understanding based on his experience developed into problems along with the proposed solution to obtain justification in the form of empirical data support in the report (Ahyar et al., 2020).

RESULT AND DISCUSSION

Based on the results of the research for this article through Literature Review, several resources were selected. A total of 20 clarified resources were found, consisting of 2 website sources with a span of 2021, 8 journal sources with a span of 2021, 2 journals from 2020, 4 journals from 2019, 1 journal from 2018, 2 journals from the year 2017, and 1 book from the year 2020. Most of the sources are taken from Google Scholar and taken from preprints. The taken sources mentioned contain materials that are relevant to this article.

As a result there are solution for problems of fading nationalism genretion Z. Historical meme can be solve this problem nowdays. Generation Z as a part of generation in Indonesia lived side by side with social media or technology. The amount of internet users in Indonesia have more possibility to hit by nationalism crisis. So that with historical meme, generation Z will be easy to learn about nationalism (Setiawan, & Hadi, 2018).

Indonesian society consists of several vulnerable ages, commonly known as generations. This current generation is divided into Generation X, Generation Y (Millennials), and Generation Z. Generation Z is a generation that currently takes a lot of influences from the development of the Internet since they were young. Ever since they were born, they have been associated with modern technology. Those who are a part of Generation Z were born in the range of 1996 to 2010,(Nasution, 2020) a continuation of generation Y. This generation is different from the previous generations. Generation Z has grown up alongside the Internet and social media since they were young (Purnomo et al., 2019). Currently, most of the members of Generation Z are still at the age of junior high school and senior high school, though some of them have even entered the world of lectures. This generation is often synonymous with the use of smartphones in performing their daily activities.

According to the article from Csobanca about Generation Z(Nasution, 2020), this generation is identified by the following, namely: Born in the millennial era,They barely know a world without the Internet, Always use social networks, Has global connections, is flexible, tolerant, and able to get along with different cultures, Adept at using gadgets, Using social media as a communication tool, Producers and consumers of information, Have lots of friends online, Quick in making decisions, There are no limited places to find information using a device, Has a unique way of playing and learning, Has an emotional incompetency caused by lack of emotional control.

From these characteristics, Generation Z is already proficient in the world of the Internet. They have had a close relationship with technology since

they were a kid so that the new world of information media has become a new habitat in the everyday life of this generation.

In the early decades of the 21st century, a new trend in communication began, a visual media known as the internet meme trend or, in short, memes. Nowadays, memes and the Internet are two inseparable things. Advanced media on the Internet becomes the stage for memes to spread and develop (Fauzian, 2019). The presence of internet media technology, together with memes, has made it a distinguishable phenomenon in the modern world. This new media on the Internet is more specifically aimed at social media such as Instagram, Facebook, and Twitter.

We know memes as entertainment on the Internet in the form of images, videos with text attached, or messages containing funny things about daily life, schools, markets, countries, cultures, or some other specific matters, depending on the purpose of the meme maker. Sometimes memes clearly show the message or information, but there are also forms of messages in memes that need more efforts to decipher.

Few sources explain how this term "meme" appears. The term "meme" comes from the Greek word "mimema" which means something imitated. Richard Dawkins, a biologist, first introduced the meme in his book entitled The Selfish Gene in 1976. Dawkins mentioned that the term was used to explain the spread of cultural phenomena or ideas. Dawkins defined the word "culture" as ideas, habits, theories, dances, songs, and moods.(Listiorini, 2017) On the other hand, Limor Shifman defines memes to transform them into internet memes or as a modern post in the form of "folk tales", which are formed together with values and norms through cultural artifacts such as urban legends or photo editing (photoshopped images).

From the KBBI, memes themselves mean ideas, behaviors, or styles that spread from one person to another in a culture: footage from television shows, movies, and so on, homemade images modified by adding words for humorous and entertainment purposes (*KBBI Daring*, 2021).

In 1993, Wired defined the meme as a contagious idea like a virus that passes from one body to another. Sandy Allifiansyah in Journal of Communication Science explains that the term "meme" in Indonesia has been popular since it first appeared on the yeahmahasiswa.com website in 2009 (Murfianti, 2020).

More specifically, the notion of memes in this context converges to a form of public communication present in the form of a combination of photos, slides, and pictures with text to respond to various hot issues or events in social discourse. Memes spread through social

media where memes are the results of communal response to particular events with certain templates (Dewi, 2019).

In the current era, human communication is in the age of interactive communication, marked by the rapid development of technology. As a consequence of the development of the Internet, other aspects of human life have also changed, starting from the economic, social, and cultural factors. The easier communication makes the development of these aspects happen more quickly. With the advantage of having a smartphone, the wider community is capable of accessing plenty of information on the Internet even more than conventional media do. Handling smartphones, people can also be directly involved in distributing and constructing sophisticated knowledge, including broadcasting and making memes on the Internet (Murfianti, 2020).

The public mindset is much more open to new things in this era. Thanks to the advances in information technology, making it easy regardless how positively effective it would be towards the society. Progresses that occur without limits can cause the identity of the people to be affected. Moreover, Indonesia is a country full of diversity. This diversity implies multicultural values that have become part of the life of this society as well as the political life of the nation. According to Isnami (2014), the struggle for

independence towards the Unitary State of the Republic of Indonesia is explained as a series of evidence of the multicultural values present in the life of Indonesian society (Ariyani, 2021).

According to recent data from kompas.com, the number of internet users at the beginning of 2021 reached 202.6 millions of users. There was an increase of about 15.5% or 27 millions of people compared to January 2020. The population in Indonesia reached 274.9 million when this data was compiled so that the number of internet users in Indonesia reached 73.7% of the total population. Most of these internet users access internet services using smartphones, around 98.3% of users (Riyanto, 2021). From this data, we can conclude that the use of Internet in Indonesia has been easily carried out by people via smartphones (Setiawan, Aman, & Wulandari, 2020).

In the current period, Generation Z members, who are mostly teenagers, are searching for the identity that suits them perfectly. They do countless activities to satisfy their curiosity (Aprilia et al., 2018). The Internet is an infinite world, so it is very risky if the Internet becomes their field of interest, especially when discussing their identity as a part of Indonesian society. Using the Internet has a strong connection with a form of nationalism. The research of Hyun, Kim, and Sun in 2014, explained how the anti-Japanese attitude of Chinese society had

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resulted from the consumption of anti-Japanese campaigns from media (Yulianto, 2017). This shows that the Internet can influence the people of a nation in taking a political stance and a representation of identity they are national.

A strong national identity can lead to a strong attitude of nationalism as well. As part of the nation, Generation Z needs to have a strong philosophy of nationalism to overcome unnecessary foreign influences. Nationalism itself is an understanding that defines and maintains state sovereignty—realizing the concept of a shared identity with the same goals and ideals for the national interest (Rofiq, 2019). The process of building firm nationalism is very long and slow, but sure. This process is related to how history learning is received by the pupils. Discussing the national struggle can certainly build an identity as part of the nation (Septiawan, 2021). But, it all depends on how they conclude the historical lessons they get to become a sense of nationalism towards the nation. Numerous external influences in line with massive developments of information technology cause a lot of information—or it can be called a trend—from the outside of the country to shift the trend of the country itself. More and more trends from abroad will threaten the original identity of the nation.

When a foreign identity displaces the national identity, it will cause an identity crisis, leading to the fading of the sense of nationalism. The fading of nationalism will impact the life of the nation. It becomes a trigger of the destruction of the country (Mariana, 2019).

Therefore, history learning plays an important role in cultivating the values of nationalism. History is the study of human dynamics in time and space. By studying history, people can avoid past mistakes in the present. Along with the times marked by the development of information technology, coupled with the view of society that ignores the past, new values that affect the behavior of the Indonesian nation are created (Fadillah, 2021). History reconstructs past events and helps strengthen a sense of nationalism. History reminds someone to remember how the purpose of a country was formulated so that the identity he has is clear as a citizen.

Collective memory can be built through history. Thus, people from a different place and time can be interrelated. With history, we can also correct the mistakes of our ancestors through historical considerations (Surya et al., 2021).

In the development phase of Indonesia, we were independent decades ago. However, we live with feeling the shortcomings and many obstacles in nation-building. The social environment is the main influence in character education

(Laili, 2021). When connected with Generation Z, the environment in their character development is different. Generation Z is a generation with a new environment. The Internet is a unique environment that history education should also touch.

Memes and history can collaborate more effectively when both of them are developed. The Internet is a world of freedom. As a trend being loved in this decade, memes can be used as a medium for learning history in a more attractive and, of course, more effective way. History learning takes a long time. When this historical meme becomes a trend, the cultivation of the historical values of the younger generation may be much faster and more efficient. The influence of memes is very large if we look at the number of young enthusiasts in dealing with the world of social media.

According to research results from GNFI, it shows that we cannot underestimate new media in various forms. The influence of social media, according to GNFI, shows a figure of 15.47% in its impact on nationalism (Wibisono, 2019). This also confirms that the use of historical memes scattered in various social media can help build a sense of nationalism for Generation Z, a generation identical to technology.

Therefore the influence of new media, namely social media, is very influential. The number of internet users in Indonesia, which is very large, encourages the impact of the internet to continue to enter people's lives. Historical meme as a form of information dissemination media on the internet can overcome the main problem in generation z, the fading sense of nationalism. Because through historical memes, generation z, apart from entertainment, also learn historical values that foster their sense of nationalism.

Conclusion

The number of internet users in Indonesia will reach 202.6 millions of people in 2021. Of this large number of users, one generation was born from the introduction of technology until now. Generation Z is a generation that grows and develops together with modern technology to form a new environment in their lives. This environment is a form of contemporary communication through social media. Generation Z, as a generation synonymous with technology, has more skills or proficiency than other generations. Therefore, it is necessary to have another form of learning in terms of history education. in another form, history education can be a form of meme called historical meme. Then a question arises. How can historical meme solve the fading sense of generation Z nationalism in the social media era?

Memes of this decade are trending on social media. Like a virus, memes

spread from one place to another, in this context, via social media. Also, memes are popular due to the entertaining nature of memes interspersed with messages from the meme creators themselves. A meme is spread as an image, photo, or video with a text to respond to various issues that occur in society.

Social media as a medium for disseminating information is a fundamental field for both good and bad influences. With social media, we can learn new knowledge and new skills easily obtained only with smartphones. On the other hand, the destructive power of social media threatens to erode national identity due to various foreign influences that enter. From this erosion of national identity, the particular sense of nationalism that makes up devotion of the people for the nation will fade.

To avoid the negative impact of technology, it is necessary to teach the values of nationalism through social media. Historical education can strengthen a sense of nationalism. A meme can be collaborated with historical education as a medium for the cultivation of nationalistic values, something which is said to be historical meme.

Entertaining memes can be collaborated with history learning to tell historical values of the past, which are, of course, informative and entertaining. Historical memes based on the Internet are assumed to be a solution to

Generation Z's sense of nationalism because of foreign interference. Generation Z is expected to be active in developing and disseminating historical memes on the internet in the current era. Apart from being entertainment material, they can also grow their sense of nationalism and massive internet development in Indonesia today. For this reason, attention from various groups other than Generation Z is also needed in fostering a conducive internet situation, especially social media.

SUGGESTION

This research is still far from perfect, so there is a need for other research on the effectiveness of learning history using social media, especially memes.

RESOURCES

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