

## Internalizing Pancasila Values on Generation Z Cadets of Medan Aviation Polytechnic in Social Media

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### ABSTRAK

Saat ini, media sosial selalu digunakan sebagai sarana penyebaran berita bohong atau hoax, ujaran kebencian atau hate speech, dan perundungan atau bullying. Oleh karena itu, untuk mengatasi hal tersebut maka pengguna media sosial harus menginternalisasi nilai-nilai Pancasila dalam menggunakan media sosial. Penelitian ini memiliki tujuan untuk menganalisis pengaruh internalisasi nilai-nilai Pancasila terhadap taruna-taruna generasi Z Politeknik Penerbangan Medan terhadap penggunaan media sosial. Internalisasi nilai-nilai Pancasila tersebut dilakukan melalui pembelajaran nilai-nilai Pancasila. Metode kualitatif dan 96 taruna sebagai sampel digunakan dalam penelitian ini. Data penelitian pada penelitian ini diperoleh dengan mengamati postingan taruna di media sosial sebanyak dua kali, yaitu setelah pre-test dan post-test. Pre-test dan post-test masing-masing dilakukan sebelum dan sesudah proses internalisasi nilai-nilai Pancasila melalui pembelajaran. Berdasarkan hasil penelitian telah diketahui bahwa taruna yang berperilaku positif mengalami peningkatan setelah dilakukan internalisasi nilai-nilai Pancasila, yaitu dari 35 orang taruna menjadi 83 orang taruna. Sementara itu, taruna yang berperilaku netral menurun dari 48 orang taruna menjadi 10 orang taruna dan taruna yang berperilaku negatif turun dari 13 orang taruna menjadi 3 orang taruna.

Keywords:

Social media;

Pancasila values;

Generation Z cadets;

Positive behavior;

Negative behavior.

### ABSTRACT

**Internalizing Pancasila Values on Generation Z Cadets of Medan Aviation Polytechnic in Social Media.** Nowadays, social media is always used as a means of spreading fake news, hate speech, and bullying. To overcome this, social media users must internalize the values of Pancasila in using social media. This study aims to analyze the influence of internalizing Pancasila values on Generation Z cadets of the Medan Aviation Polytechnic in social media. Internalization of Pancasila values is carried out through learning Pancasila values. Qualitative methods and 96 cadets as samples were used in this study. The research data was obtained by observing the posts of cadets on social media twice, namely after the pre-test and post-test. Pre-test and post-test are carried out before and after the internalization of Pancasila values, respectively. Based on the results of the study, it is known that cadets who behave positively increased after the internalization of Pancasila values, namely from 35 people to 83 people. Meanwhile, cadets who behaved neutrally decreased from 48 to 10, and the number of cadets who behave negatively dropped from 13 people to 3 people.

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## Introduction

The rapid development of information and telecommunications technology has led the Indonesian people to enter the era of Society 5.0. The Era of Society 5.0 is an era where humans are involved in the use of the results of technological developments so it is expected to be able to reduce the level of economic and social inequality in society. One of the implementations of Society 5.0 that is often found in Indonesia is the implementation of social media for marketing or marketing. Social media allows a person to connect with another person or a group of people in a distant place through the internet. However, in addition to being used for positive actions, social media is also often used for negative actions such as spreading hoax news, hate speech, bullying, immorality, fraud, and others (Kusumaningrum & Sulistyarningsih, 2021). Currently, social media users are Generation X, Millennial Generation, and Generation Z. Generation X is generally 40-50 years old, the millennial generation age is generally 24-39 years old and Generation Z is around 8-23 years old. This research was conducted on the object of Generation Z research, namely cadets of the Medan Aviation Polytechnic (Safitri & Dewi, 2021).

Negative acts in using social media have occurred frequently (Nurgiansah, 2022). This is evidenced by various crime reports related to the use of electronic information. In addition, the enactment of the law on electronic information and transactions (Informasi Dan Transaksi Elektronik-ITE) in 2016 has represented the number of crimes committed through electronic media. Negative actions often occur because social media users do not understand and/or internalize the values of Pancasila in thinking and acting (Nur Insani & Anggraeni Dewi, 2022). One of the causes of the fading of Pancasila values in society as a guide for life is caused by the influence of globalization. Globalization through social media technology has succeeded in incorporating outside cultural values into the social life of Indonesian people. The external cultural values are certainly different from the Eastern culture of the Indonesian nation. However, this does not mean that the values of outside cultures must be rejected entirely but that values that do not conflict with Pancasila must be chosen alone that are allowed to enter. For this reason, it is necessary to understand the values of Pancasila so that people continue to do positive deeds, namely, those that are following Pancasila values in using social media (Rizqullah & Najicha, 2022; Rusmiati & Dewi, 2021).

Several relevant studies have been carried out related to the values of Pancasila as a guide for life. This study has differences and similarities with previous relevant studies. The differences and similarities between this study from previous relevant studies are shown in Table 1 below.

Table 1. State of the Art

Authors (years)	Previous Research Results	Similarities with this article	Differences with this article
(Safitri & Dewi, 2021)	The noble values of Pancasila have not been implemented in the generation of millennials in behaving on social media	Both discuss the value of Pancasila in social media for the younger generation	The article data in this study was obtained also from the results of the questionnaire and not only sourced from relevant journals.
(Kusumaningrum & Sulistyarningsih, 2021; S. A. Putri, 2021)	Internalization of Pancasila values is necessary for millennials to face the influence of globalization which can reduce awareness of national defense.	Both discuss the value of Pancasila in social media for the younger generation in facing the influence of technological developments	The data in this article is not only obtained from the results of the interview but also from the results of the questionnaire.

Authors (years)	Previous Research Results	Similarities with this article	Differences with this article
(Rastati, 2022; Rusmiati & Dewi, 2021)	Pancasila values are very important to be applied by the millennial generation as a foundation for thinking and acting.	Both discuss the value of Pancasila in social media for the younger generation as a basis for thinking and acting	The source of research data from this article is not only sourced from reference journals and books but also from the results of interviews and questionnaires.
(A. S. M. Putri et al., 2022)	The implementation of Pancasila values can foster a sense of nationalism in Generation Z	Both discuss the influence of Pancasila values on the younger generation in facing the times.	This article conducts case studies in colleges that implement semi-military education.
(Nur Insani & Anggraeni Dewi, 2022)	The deviant behavior carried out by the millennial generation is caused by Pancasila values that have faded. Thus, Pancasila education is needed for the millennial generation.	Both discuss the value of Pancasila for the millennial generation as a basis for behavior.	This article aims to analyze the influence of internalizing Pancasila values on the behavior of Generation Z in social media.
(Rizqullah & Najicha, 2022)	Various cases of deviance that occur in Indonesia such as ethnic background, race, intergroup, harassment, human rights violations, and so on are caused because Pancasila is not applied in social life.	Both discuss the value of Pancasila as a guide for living in a society	This article uses data in the form of a case study at the Medan Aviation Polytechnic.

Currently, one of the ways used by the government to introduce Pancasila values to the community is to make civic education and Pancasila education lessons compulsory lessons in schools and universities (Utami et al., 2023). Pancasila Education lessons and/or civic education have been introduced at the elementary school (SD), junior high school (SMP), high school (SMA), and higher education levels (Adillah, 2022). However, based on surveys in the field, there are still users who commit negative acts on social media even though they have received an education in college (Novianty & Pandin, 2021). Based on this background, this study aims to analyze the influence of internalizing Pancasila values on Generation Z cadets of the Medan Aviation Polytechnic in using social media (Lebo et al., 2021). The Medan Aviation Polytechnic was chosen as the object of research because it applies a semi-military education system so the object chosen is different from universities in general. With Pancasila education, it is hoped that Pancasila values can be internalized in cadets to provide an increase in positive actions in using social media (Maulina, 2022).

## Method

This research uses a qualitative descriptive method that describes the influence of the internalization of Pancasila values on the behavior of cadets of the Medan Aviation Polytechnic in using social media. Qualitative descriptive methods tend to be focused on the human or institutional, as well as the relationship between the two factors to know an event or behavior. In this study, the behavior observed was the behavior in using social media for research objects in the form of Generation Z cadets of the Medan Aviation Polytechnic. This study used two data sources, namely primary data and secondary data. Primary data is research data obtained directly from the source of the data. The primary data in this study is in the form of the results of social media monitoring, filling out questionnaires, and in-person interviews. While secondary data is research data obtained not directly from the source but data that has been collected first from other parties. Secondary data in this study includes relevant journals and reference books collected. This research was initiated by collecting research data through direct observation of each cadet's posts on social media, documentation, and literature studies. At this stage, positive actions, neutral deeds, and negative actions are also defined in using social media. Thus, the percentage of each cadet's actions on social media can be determined. In the second stage, the internalization of Pancasila values was carried out at the Cadets of the Medan Aviation Polytechnic through compulsory learning of Pancasila education. Before and after the learning, pre-tests, and post-tests are carried out in the form of questionnaires to determine the level of understanding of cadets towards Pancasila values. At this stage, the pre-test and post-test scores of cadets are analyzed to determine the percentage of understanding of Pancasila values in social media. In the third stage, another observation of each cadet's posts on social media and live interviews was carried out. At this last stage, it can be seen the influence of internalizing the values of Pancasila on the behavior of cadets in social media. This can be seen from the number of cadets who do positive deeds, neutral deeds, and negative deeds at the time before and after the internalization of Pancasila values.

## Results and Discussions

The first observation was carried out in September week 4 to November the second week of 2022, researchers have carried out social media observation of cadets of the Medan Aviation Polytechnic. Based on the observation results, it was found that some posts were negative or not following the values of Pancasila. The post was in the form of a cadet's posting his face with a Halloween effect that did not show the values of Pancasila. Then, some cadets posted related to SARA. In addition to negative posts, neutral posts have also been found. The neutral posts found were photos of family and daily activities. Positive posts were also found on the cadets' social media. The position is following the values of Pancasila. Positive posts found included cadets using social media to promote national competitions to encourage youth to behave positively (Samosir, 2023). The percentage of each post type is shown in Table 2 below.

Table 2. Percentage of Post Types Before Internalizing Pancasila

Post Type	Number (people)	Percentage (%)
Positive posts	35	36.5
Neutral posts	48	50
Negative posts	13	13.5
Total	96	100

The second observation was made to determine the level of understanding of cadets towards the values of Pancasila. The observation was carried out by distributing questionnaires which include pre-test and post-tests to all Cadets. The cadets responded very well to the filling out of the questionnaire. The next day, researchers also continued to observe the polytechnic environment and collected observational data on facilities and infrastructure at the aviation polytechnic in Medan, such as libraries, computer laboratories, and classrooms. Based on the

analysis of data from the questionnaire results on 96 cadets, an average score of 80.3 has been obtained.

The third observation was carried out in November the third week of. Researchers have taught Pancasila and Civic Education related to Pancasila values in daily life, especially in using social media. The fourth observation was carried out in November of the fourth week, researchers distributed the same questionnaire to cadets to see changes in the level of understanding of cadets regarding Pancasila values. Testing changes in the level of understanding are carried out after getting Pancasila learning. Based on the analysis of the results of filling out the questionnaire, the average score of cadets related to understanding Pancasila values after learning increased from 80.2 to 98.8 as shown in Table 3 below. This proves that Pancasila learning significantly affects the increase in cadets' understanding of Pancasila values.

Table 3. Percentage of Cadet Scores Before and After Learning

Values	Before Learning	After Learning
Number of samples	96	96
The total score of the questionnaire	7.709	9.485
Average scores	80.2	98.8

The fifth observation was carried out by re-observing the posts of each cadet on social media after learning. Based on the results of observations on social media, the following percentages were obtained: 86.5% of cadets who behaved positively, 10.4% of cadets' behavior was neutral and cadets who behaved negatively or did not reflect Pancasila values were around 3.1%. Cadets are already using social media well according to their needs. For example, they use social media to search for the latest news, upload information to a useful public, upload photos to social media according to dress ethics, use individual social media accounts to do e-commerce and others. This is evidenced by the change of posts made previously in the form of negative posts to positive posts.

Results of the interview with the Director of Medan Aviation Polytechnic. The interviewer asked, "What do you think about the importance of Pancasila learning?". The director replied, "Pancasila learning is very important. Pancasila learning is not only carried out in Pancasila courses. Where Pancasila Learning urged that other courses must be related to Pancasila values and academic and non-academic activities." The interviewer asked, "What do you think is the role of Pancasila learning on cadet behavior in using social media?". The director replied, "Pancasila learning is carried out to make the behavior of cadets follow the values contained in each Pancasila precept. These values include using social media appropriately, not bullying anyone, posting useful activities on social media, and not watching or accessing immoral videos. Pancasila learning carried out by lecturers can be done by developing learning methods and providing concrete examples according to events experienced in daily activities". The Director of Medan Aviation Polytechnic considers that the values of Pancasila must be applied thoroughly in every academic and non-academic activity. He also added that the use of social media must be following the values of Pancasila so that crimes caused by social media can be avoided.

Results of the interview with one of the officials of the Medan Aviation Polytechnic. The interviewer asked, "What do you think is the role of Pancasila learning on cadet behavior in using social media?". The official said. "The Pancasila learning is important so that cadets have a sense of nationalism, a spirit of patriotism, humanity, and a social spirit. This is done by providing views on the good use of social media and following the values of Pancasila". Medan Aviation Polytechnic Officials realize that currently Generation Z has a low sense of nationalism and patriotism so through social media there are often divisions among teenagers. Results of the interview with one lecturer. The interviewer asked, "What role do you think social media plays in enhancing learning?". The lecturer said, "The use of social media at this time is very

relevant to the world of learning so it no longer has to be limited. It's just how we direct the use of social media toward those that are following the values and cultural norms and traditions of the Indonesian nation. Social media tends to have a big role to support learning for adolescents, but the use of social media must still be limited following applicable norms. Results of the interview with one cadet. The interviewer asked, "In your opinion, is there a need for restrictions on using social media?". The cadet said, "Social media is no longer inseparable from teenagers in Generation Z. It's just that there needs to be control by lecturers and parents. There is no need to be restricted, let alone given disciplinary sanctions". The use of social media among Generation Z can no longer be limited because it follows the trend of the times that have become a necessity among Generation Z.

Based on the results of research and theoretical studies, it can be concluded that the values of the first precepts of Pancasila at the Medan Aviation Polytechnic are carried out by getting cadets to pray, say greetings in addition to good morning greetings, and so on. Lecturers always remind cadets to carry out congregational prayer activities for Muslims, while Christians, continue to carry out worship every Sunday and maintain tolerance between religious ummah. Lecturers always remind cadets to be orderly in participating in activities, as well as providing examples of good behavior according to the values of the first precept by participating directly in all activities related to their respective religions. Not arbitrary towards his friends and the attitude of respect and respect among others following the second precept of just and civilized humanity. Just and Civilized Humanity is upholding the dignity and dignity of man as a creature of God, upholding human rights, and respecting equal rights and degrees without distinction of ethnicity, religion, race of descent, and social status. Develop an attitude of mutual love for fellow human beings, respect each other, and uphold human values.

The unity of Indonesia is to develop unity based on a Bhineka Tunggal Ika following the motto of the Indonesian nation on a ribbon clutched by a Garuda Bird. Based on this research, the lecturer gave an example to cadets to be involved with various daily activities, one of which is loving the surrounding environment, and getting cadets used to working together and mingling with others. Whatever problems are being faced still prioritize unity and unity.

Cadets of the Medan Aviation Polytechnic have undergone many changes. For example, helping cadets who are experiencing economic difficulties and respecting the opinions of others. Also, every decision-making and certain policy is always through deliberation and consensus. Based on the results of research and theoretical studies, it can be concluded that the values of the fifth precept of Pancasila at the Medan Aviation Polytechnic are carried out by developing a fair attitude toward cadets. This fair attitude is carried out regardless of the status and condition of the cadets concerned.

## Conclusion

The internalization of Pancasila values has a significant influence on the behavior of Generation Z cadets of Medan Aviation Polytechnic in using social media. This is evidenced by the increase in positive behavior of cadets in using social media from 35 people to 83 people. Furthermore, negative behavior in using social media decreased from 13 people to 3 people. Meanwhile, neutral behavior decreased from 48 people to 10 people. The internalization of Pancasila values through Pancasila learning has provided cadets with an understanding of religious tolerance contained in the First Precept. The value of the Second Precept gives understanding to cadets to behave civilly such as not giving hate speech to others. The understanding related to nationalism and love of land contained in the Third Precept is also accepted by cadets through learning Pancasila. Behaving wisely in social media is a reflection of the Fourth Precept that cadets understand. Not discriminating humans in behavior is an understanding that cadets receive based on the Fifth Precept.

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