Utilization of Digital Media Disruption as a Platform for the Development of Malay Culture for Medan City Youth

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ABSTRACT

The presence of digital media is an important part that needs attention. The speed of information and communication that currently dominates society certainly also influences social and cultural life. The advancement of digital media has expanded to Indonesia, especially in urban areas. The development of digital media which is characterized by the expansion of internet networks in various countries with different cultures makes it easy for the people of one country or one city to another to share information, in various countries and cities. Digital media is a place for teenagers to introduce a culture that has begun to fade. This study aims to find out how much awareness the teenagers in Medan City have about local culture and how teenagers use digital media. This study used a qualitative descriptive research type by collecting data from journals for the last 10 years, other literature research and conducting interviews with Medan city youth. The result of this research is that teenagers are starting to be aware of the presence of local culture and redeveloping it by creating content through digital media platforms with the aim of introducing Malay culture to all corners of the world.

Keyword: Disruption, Digital Media, Malay Culture, Teenager

INTRODUCTION

The presence of digital media is an important part that needs attention. The speed of information and communication that currently dominates society certainly also influences social and cultural life (Munawara, 2020). Communication information technology has spread to all bodies of life that can be directly benefited and is believed to be able to overcome human inequalities, one of which is social media. Various types of social media have sprung up as a place to communicate, discuss, exchange ideas, get to know each other, and establish business. The advancement of digital media has expanded to Indonesia, especially in urban areas. The development of digital media which is characterized by the expansion of internet networks in various countries with different cultures makes it easy for the people of one country or one city to another to share information, in various countries and cities. Changes to digital systems cause human activities to lead to digital technology experiments, and people enjoy the digital world more; for example, information that was previously displayed conventionally is no longer displayed conventionally but is already in the digital world. About 82 percent of the 2.52 million population of the Medan city use the internet via mobile devices. This in the current era is referred to as digital media disruption, this is a phenomenon that causes a change in the conventional understanding of society with all its activities to digital systems (Udayana 2020). Many local traditions and values have become a very important force in the framework of the resilience of the nation and state of Indonesia in the era of globalization.

The entry of the current 4.0 era, known as the era of disruption, requires various aspects to progress and be able to keep abreast of technological advances. Innovation,

problem solving, and creativity are needed to face this era of disruption. One aspect is the promotion of Indonesian culture as a nation's self-identity which is still limited to using a variety of conventional media, which must be changed immediately. Social networking media is an effective tool for promoting the diverse cultures of the archipelago, young users dominate internet users in Indonesia, especially social networking media (Bahrudin and Atmaja 2017; Nadlyfah and Kustanti 2020). The development is so rapid, the world has now reached the era of disruption, where everything is moving forward in various aspects of life. The progress of this field then influences other sectors in life, such as politics, economics, social, culture and others. Industry, education, agriculture, technology and information also received significant and very large changes, starting from the smallest to the largest scale. Humans are the main agents that drive all of this, starting from creating, innovating and updating to make it easier for all activities in everyday life.

In the current era of globalization, efforts have appeared to revive or empower, preserve and develop customs and the role of traditional institutions. Using local cultural values to answer various challenges is a concrete manifestation of local cultural revitalization. In fact, it is not only able to answer various challenges in the future, but local wisdom can be used as an adhesive while strengthening national identity. Local wisdom can be marked by the introduction of several local products that prioritize potential as cultural strengths as an embodiment of a society that continues to maintain local culture (Tanjung & Yenni, 2023). Adolescents are the heirs of a generation that should have a positive vision and goals because they are the center of attention from various groups in all fields. Teenagers must be able to maintain local traditions and wisdom as a national identity. However, teenagers often experience quite complex problems such as a lack of idealism, a crisis of patriotism and nationalism, uncertainty about the future of the younger generation, an imbalance in the number of young people with educational facilities, and there are various nutritional, mental and social problems. This condition is a threat and disturbance to national security in the field of culture. To deal with these global problems and challenges, it is important to maintain the character of youth which is in accordance with the basis of the Indonesian state, namely Pancasila (Rahmi et al. 2021). Teenagers cannot be separated from activities on social media. Social media can be used for positive things. With the increasing sophistication of the digital era, information will be very easy to disseminate, such as foreign cultures that have dominated the lifestyle of today's youth (Ambalegin, Arianto, and Azharman 2019).

Various forms of local cultural heritage give us the opportunity to learn local wisdom in overcoming problems encountered in the past. The problem is that local wisdom is often ignored, considered to have no relevance to the present or the future. The impact is that many cultural heritages are weathered with age, neglected, neglected and even abused. In fact, many nations with less strong history are actually looking for their identity from the remnants of history and cultural heritage which are few in number (Karmadi, 2007). The challenges faced in efforts to preserve and develop culture are not easy. The actualization of local culture in social life is in fact still not going well. Cultural values originating from local wisdom and ethnic culture with the inclusion of foreign cultural elements in cross-national cultural interactions, causes people to tend to ignore local cultural values

(Triwardani & Rochayanti, 2014).

The current phenomenon is the lack of pride and concern for the preservation of Malay cultural customs among adolescents in the city of Medan. Their interest in learning is lacking, they are more interested in learning foreign cultures. As we know, Indonesian youth, especially in the city of Medan, have been influenced by outside cultures and have begun to forget and leave their original local culture. The backwardness of Malay culture which should be the profile of Medan City. Seeing what we are facing is a problem of a lack of pride and concern for preserving cultural customs in youth, which is increasingly declining with evidence of the large number of teenagers or the younger generation in Medan City who do not know about customs and cannot speak local languages.

Preserving the cultures that exist in Indonesia is very important for life, namely as a nation principle, identification from a foreign country, as a national identity and as a means for learning, because every culture or tradition has a meaning behind it. By maintaining culture, the Indonesian people can realize the noble ideals of the nation. Because every nation has its own identity or characteristics that are different from other nations, so does the Indonesian people have their own identity or characteristics. We can see the characteristics that Indonesia has from the descriptions of the cultures or traditions attached to each of the tribes in it. So when a culture disappears for some reason, then that is the first step in losing part of the identity or characteristics of the Indonesian nation. The development of the digital world should increasingly provide more benefits in promoting the beauty and wisdom of local culture such as Malay culture which is starting to fade and is less well known among the nation's generation. Providing information about Malay culture to the world becomes easier and faster (Ambalegin et al. 2019).

METHODS

This study uses qualitative research, by describing and telling the use of digital media disruption as a forum for the development of Malay culture for adolescents in Medan City. The collection technique was carried out by collecting journal reference sources for the last 10 years and in-depth interviews with adolescents in Medan City during the era of digital media disruption. Data analysis in this study uses descriptive qualitative analysis regarding the use of digital media disruption as a solution to the problem being investigated by observing the description of the current state of the research object based on visible facts or as they are. The stages in this data analysis are by means of researchers carrying out data reduction by selecting the data to be presented and filtering back existing incident information then linking it and tabulating it through qualitative analysis techniques with data collection techniques using library research and field studies.

RESULTS AND DISCUSSION

Cultural development is an important aspect in the development of a civilization. Basically, culture undergoes biological processes, experiences periods of birth, ebbs and flows, and even disappears altogether. Entering the 21st century, efforts to develop culture have become a hot topic of conversation. Especially concerns about facts that arise due to the development of the times in social aspects and human values (Mayasari, 2018). In

general, culture itself or culture comes from Sanskrit, namely **"*buddhayah*"**, which is the plural form of *buddhi* (mind or reason) which is matters relating to the human mind and intellect. In English, culture is called culture, which comes from the Latin word colere, which means processing or working, which can also be interpreted as cultivating land or farming (Amelia and Ayani 2020; Solihah, 2019).

Culture is the result of human creativity, work and initiative, all the totality of the results of creative activities carried out from time to time, from place to place, as revealed by Sachari said that culture is a totality of processes and results of all activities of a nation in the aesthetic field, functional, and ideational (Udayana 2020). Various forms of local cultural heritage give us the opportunity to learn local wisdom in overcoming problems encountered in the past. Local wisdom issues are often ignored, considered irrelevant now let alone the future. As a result, many cultural heritages are weathered, neglected, neglected and even persecuted. Meanwhile, many nations whose history is not strong actually seek their identity from what they have left behind; their history and cultural heritage are few in number.

In the culture of a nation is a priceless treasure, without the culture of a nation will be looked down upon by other nations. And culture is a legacy from our ancestors or ancestors that is priceless. Preserving traditional culture is not only in the interest and responsibility of the government, but also the obligation of all levels of society. The importance of maintaining the existing culture, because foreign cultures are starting to enter Indonesia. The lack of filtering of foreign cultures that enter Indonesia makes the existing culture in Indonesia begin to fade. The efforts made by the Katur Nusantara Community are efforts to preserve traditional culture (Pratama, 2020).

Technology is a tool that can be connected to all directions without distance and time limits (real time). The development of digital technology, which is characterized by the expansion of internet networks in various countries with different cultures, makes it easy for the people of one country or one city to another to share information, in various countries and cities. Humans can communicate with anyone, anytime, anywhere quickly, through technology such as the internet. The progress of the development of the internet today has both positive and negative impacts. Through advances in technology, humans can add insight into knowledge, making it a means of communication. One that is developing a lot is the culture-based creative industry; this industry also relies on the internet as a medium to introduce a culture to all corners.

The existence of the media has an important role in elevating the culture and local wisdom of the local community (Mayasari 2018). Apart from that, social media platforms are places where the main focus is on users and makes it easy to do activities and collaborate with other people. Thus, social media can be considered as a supporting tool in forming networks and improving relations between social groups. Social media platforms are places where the main focus is on users and makes it easy to do activities and collaborate with others. Thus, social media can be considered as a supporting tool in forming networks and improving relationships between social groups (Remaja Millennial Riduan et al., 2023). Communication carried out by groups usually consists of open communication contexts which then unite to become part of conveying communication aspirations through the media

(Zulfahmi, 2017).

Millennials are a generation that grew up and lived in the reform era with a very open internet. Adolescent is a term for individuals who are in a transitional period between childhood and adulthood. In adolescence, a person is in a period of responsibility where they are not yet fully grown but are also no longer considered children. Adolescence can be considered as a time to prepare and become more mature, in which individuals will be faced with various challenges and confusion in life. During adolescence, individuals learn to recognize and understand everything that is good and bad as part of their process of growing and developing. Teenagers as one of the important elements in social life. Their role cannot be underestimated, so the role of youth is an important instrument in national development. In the context of Islamic society, youth are expected to have a strategic role not only in internalizing Islamic values in life but also in how they build a foundation of literacy or education and culture in society (Murtanti Putri et al., 2020).

The millennial generation refers to teenagers who live in an era of open information via the internet, including choices in the online market. The term "millennial" is a cohort in demographics. Currently, there are four large cohorts in demographics, namely "Baby Boomers" born in 1946-1964, "Gen-X" born in 1965-1980, "Millennials" or "Generation Y" born between 1981 to 2000, and "Gen Z" born from 2001 to the present. Even so, in some literature it has been described and stated that the millennial generation is a combination of Y and Z generations (Remaja Millennial Riduan et al., 2023). From the development of digital media, especially social media, many teenagers, especially the Z generation, are involved in it and use it as a forum for introducing each other, especially on the social media Tiktok, which is currently popular among teenagers to create content and become a content creator. Therefore, teenagers can also take advantage of it all for the introduction and development of a local culture throughout the world.

Sample Image of Activities Carried Out by Adolescents in the Digital Era Development of Malay Culture by Adolescents in Medan City
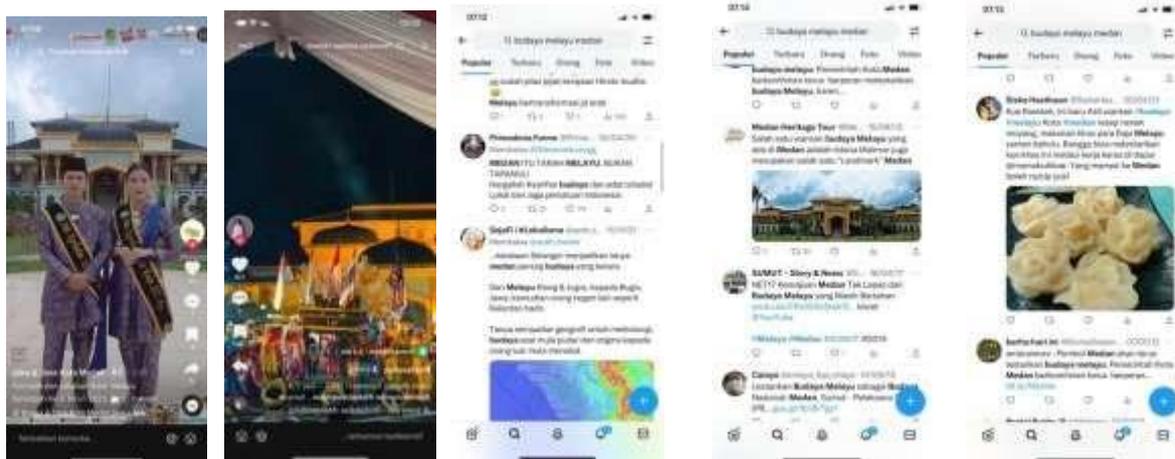
Source of Researcher Documentation in 2023

Informant 1: Adriansyah Utama (One of the Teenagers of Medan City)

No	Question	Answer
1	Bagaimana menurut pandanga anda terhadap budaya melayu yang ada di KotaMedan saat ini?	Saya melihat nya budaya melayu di medan makin tertutup dengan statement bahwasannya Medan itu kota nya orang batak.
2	Ditengah merosotnya kepopuleran budaya melayu saat ini, bagaimana cara anda untuk mengembangkan kembali budaya melayu?	Ya dengan menyebarkan konten" yang berbau melayu melalui sosial media.
3	Menurut anda apa saja perilaku yang membuat budaya melayu tenggelam dimakan zaman digital?	Kurang tau juga sih, mungkin karna kurangnya fokus pemerintah dalam menyebarkan info tentang budaya melayu itu sendiri.
4	Tekanan apa yang menjadi penyebab merosotnya kebudayaan melayu di Kota Medan?	Kalau tekanan mungkin dari stigma orang di pulau jawa, yang mengatakan bahwasannya Kota Medan itu kotanya orang batak, padahal Medan sendiri mempunyai istana bernuansa Melayu.
5	Kapan kiranya budaya melayu mulai merambah menjadi budaya kontemporer di Kota Medan?	Kalau itu saya kurang tahu juga.
6.	Bagaimana peran pemerintahan setempat dalam menanggulangi kemerosotan budaya melayu pada remaja di tengah masyarakat Kota Medan?	Dengan mengadakan festival bernuansa melayu yang di selingi modern atau menyebar kan vidio edukasi melalui sosial media

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Informant 2: Astri Anita (One of the Teenagers of Medan City)

No	Question	Answer
1	Bagaimana menurut pandanga anda terhadap budaya melayu yang ada di Kota Medan saat ini?	Menurut saya di Kota Medan saat ini budaya melayu mulai kembali menunjukkan Eksistensinya.
2	Ditengah merosotnya kepopuleran budaya melayu saat ini kira-kira bagaimana cara anda untuk mengembangkan kembali budaya Melayu?	Memperkenalkan kembali sapaan ahoy, pada masyarakat, membuat suatu perkumpulan budaya melayu, memperkenalkan kembali tarian" dan makanan" khas melayu.
3	Menurut anda apa saja perilaku yang membuat budaya melayu tenggelam di makan zaman digital?	Menurut saya tenggelamnya budaya melayu disebabkan oleh para pemuda" yang tidak menunjukkan keunggulan budaya mereka. Mereka cenderung lebih memakai budaya" asing dibanding budaya melayu mereka.
4	Tekanan apa yang menjadi penyebab merosotnya kebudayaan melayu di Kota Medan?	• Kurangnya kesadaran budaya masyarakat • Tidak adanyanya identis kota yang menonjolakan medan adalah tanah melayu
5	Kapan kiranya budaya melayu mulai merambah menjadi budaya kontemporer di Kota Medan?	Budaya melayu bisa menjadi budaya kontemporer apabila masyarakat kota medan sadar bahwa kota medan sebagian besarnya merupakan tanah melayu, serta pemerintah yang harus sadar atas identitas kotanya sehingga budaya melayu dapat kembali di lestarikan dan dijadikan budaya kontemporer di Medan.
6	Bagaimana peran pemerintahan setempat dalam menanggulangi kemerosotan budaya melayu di tengah masyarakat Kota Medan, khususnya remaja?	• Membuat aturan memakai baju khas melayu di sekolah. • Pelatihan dan ekskul alat musik melayu disekolah. • Penggunaan sapaan ahoy • Membuat festival dan acara" adat yang dapat memperkenalkan budaya melayu • Fasilitas museum sejarah kota medan • Meningkatkan infrastruktur pariwisatabudaya di Medan

CONCLUSION

From the results of the research, the causes of Malay culture which is characteristic of Medan City are experiencing a decline or are less well-known, namely young people who are reluctant or lack self-awareness of youth/adolescents in showing love and pride in local culture. Therefore, there was a misunderstanding from outsiders who interpreted that the city of Medan was Batak land, because also the symbols of Batak diversity which more adorned or dominated the city of Medan. However, this has begun to be resolved through the Medan

City government, which has now held events with Malay cultural characteristics, such as a performance held in May, 2023, which was located in the courtyard of the Maimun Palace. With the Medan city government showing the existence of Malay culture, teenagers are now consciously supporting their love for local culture and utilizing digital media as an introduction to Medan's Malay culture. By utilizing digital media platforms as content creation that aims to introduce local culture to corners of the world.

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