

ANALYSIS OF THE IMPLEMENTATION OF EFFORTS TO INCREASE THE VALUE OF LOCAL WISDOM FOR THE MILLENNIAL GENERATION IN THE DIGITAL AGE

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Abstract

Entering the millennial era which is called the technological era where technology is developing rapidly in various regions and this technology is developing rapidly in various millennial generations. With today's technological sophistication, the ability to increase local cultural wisdom is certainly very influential and not all millennial generations can adapt to this. The role of the millennial generation is very important in maintaining local wisdom culture today. This role will affect the surrounding environment. In responding to technological developments, it is very difficult for the millennial generation to carry out the role we take in local wisdom and sometimes there are still those who cannot maximize this situation. One of their roles is that as the millennial generation "Agents of Change" they must have a sense of pride in their respective regional cultures and respect each other's local wisdom from other cultures. Getting to know art and culture, as a millennial generation, you must first know about regional culture, especially those found in areas around Duu Baru, other areas.

Keywords: Value of Local Wisdom, Millennial Generation, Digital Age

INTRODUCTION

The digital era is an era where everything has become completely digital using sophisticated technology. According to Wawan (Anshory & Sanjatmiko, 2023) the digital era was born with the emergence of digital internet networks, especially computer technology. The digital era is also an

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era where everyone in that era uses digital systems in their daily lives (Arafah et al., 2023). This era is marked by information technology which has opened up great prospects for the prosperity of literature and arts as well as the development of multitalented humans (Martiningsih, 2024). Apart from that, the digital era is here to innovate several traditional technological tools to become modern and more instantaneous. It can be concluded that the digital era is a period where digital systems are used which are characterized by increasingly rapid information technology.

The digital era also has impacts that can be divided into two, namely, positive and negative impacts. Positive impact in the digital era: makes it easier to find information, easy to learn, easy to communicate in entertainment media. The negative impacts: becoming addicted, lonely, detrimental to health, and a waste of time. The impact of the digital era has resulted in changes in social behavior in society, namely becoming less interactive, often delaying parental orders, and not respecting other people (Aina & Cintamulya, 2022). Apart from that, the impact of the digital era is that many jobs that before digital existed were very dependent on humans, requiring a lot of time, a lot of energy and strong physical abilities, with the presence of digital systems offering instant solutions, this dependence can be reduced. This convenience is increasing day by day without us realizing it, it has formed a new culture, namely an instant and individualist culture (Putri et al., 2022a). The younger generation becoming addicted to gadgets will at least show several signs that can be observed by parents, including; lack of focus, easily emotional, not easy to make decisions, vague maturity visible in physically developed but immature soul, reluctant to communicate with other people, difficult to express feelings, low morale, easily influenced, anti-social and difficult to socialize, weak ability to feel challenges in the real world, lack understanding of moral values (Ufie et al., 2022).

The lifestyle of today's people from the past is very different, this is also the impact of globalization, so it needs better handling. Another impact of globalization is the development of advanced technology which really helps humans but can also damage the mentality and morals of the younger generation (Miori, 2023). For example, the people of NTT used to highly uphold the culture of mutual cooperation in completing work in the agricultural sector, but nowadays people tend to use machines from planting to the rice milling process, so that the culture of mutual cooperation which is very strong in society is slowly starting to be forgotten. In the younger generation where; mechanical solidarity and organic solidarity. In accordance

with the theory of one of the figures in sociology, namely Emile Durkheim, he argued that; In society, there are two types of solidarity, namely mechanical solidarity, which is based on a sense of kinship, while organic solidarity, which is together based on interests. Therefore, all cultural elements from outside that enter today need to be studied first before implementing these elements.

Indonesia's cultural diversity is no longer something strange in the eyes of the world. However, Indonesia has a lot of cultural diversity, with the characteristics of each region being very different. Entering the millennial era which is called the technological era where technology is developing rapidly in various regions and this technology is developing rapidly in various millennial generations. With today's technological sophistication, the ability to increase local cultural wisdom is certainly very influential and not all millennial generations can adapt to this (Alhaq & Aesthetica, 2022). In this millennial era, the millennial generation plays the role of "Agent of Change" in maintaining local cultural wisdom in various regions in Indonesia. The younger generation can be expected to provide a good change in maintaining local wisdom so that it is not stolen by other countries. As an "Agent of Change" you must have an attitude that can strengthen and bring awareness to people's lives. In this era of technological sophistication, it is easy to obtain information that is disseminated easily and quickly with sophisticated technology connected by internet channels.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (Earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Local wisdom

A. Concept of Local Wisdom

Local wisdom in foreign languages is often conceptualized as local wisdom, local knowledge or local intelligence. Local wisdom can also be interpreted as a thought about life. This thinking is based on clear reasoning, good mind, and contains positive things. Local wisdom can be translated as works of reason, deep feelings, habits, forms of behavior, and

suggestions for human glory. Mastery of local wisdom will make their souls more virtuous (KISNO et al., 2022).

Naritoom (Sedyowati et al., 2023) defines local wisdom as knowledge discovered or obtained by local communities through accumulated experience in trials and integrated with an understanding of nature and the surrounding culture. Local wisdom is dynamic with local wisdom functions created and connected to the global situation.

Local wisdom is a set of views on life, knowledge and life strategies that are manifested in activities carried out by local communities, which are able to answer various problems in meeting their needs (Pratiwi & Wikantiyoso, 2022). Local wisdom is the basic knowledge of life, obtained from experience or the truth of life, can be abstract or concrete, balanced with nature and the culture of a particular community group (Lewerissa, 2022). Local wisdom can also be found, both in community groups and in individuals.

Local wisdom is used by the community to control daily life in family relationships, with fellow relatives, and with people in the wider environment (Iswanto et al., 2022). Because the scope is local knowledge, culture and intelligence, local wisdom is also known as local knowledge, local wisdom or genius local.

B. Forms of Local Wisdom

According to Haryanto (Aspan et al., 2023), forms of local wisdom are peace in practicing religion in the form of social activities based on local cultural wisdom. Culture in this case, namely values, norms, ethics, beliefs, customs, customary law and special rules are forms of local wisdom in society.

The highest values related to local wisdom include a feeling of love for the creator of the universe and everything in it, being responsible, always honest, always disciplined, and also having a sense of respect, having compassion and caring, and not giving up easily, being fair. , and also have tolerance and a sense of unity. As the researcher quotes Judistira's opinion (Rini et al., 2024). Local wisdom is a form of schema of a culture based on good and bad and also local culture is something that provides regional culture completeness, which is the most essential part of a national culture. Local culture is not only expressed in the form of beautiful expressions of feeling through art, but also all kinds of forms, behavior, actions, and forms of thought that also exist far behind what is visible.

Yunus (Hunde, 2023) local wisdom is a culture that is owned by certain communities and in certain places which is considered capable of surviving in the face of globalization, because local wisdom contains values that can be used as a means of building national character. Apart from that, according to (Putri et al., 2022b), local wisdom, if it wants to survive longer, must be able to adapt to changing times, but it is not enough just to follow changing times, which must have a purpose in society. This is because Local wisdom must be able to unite with all communities and become a role model in society, and the most important thing is that local wisdom must always pay attention to the identity and values that exist in local wisdom itself.

Local wisdom according to Rosidi (Setyawibawa, 2022) is the ability of local culture to deal with the influence of foreign culture when the two cultures are in contact at this time, an era full of information and communication. If we do not respond to it as well as possible, it can result in losing local wisdom as identity. the self of a nation. As researchers also quote Wahyudi's opinion (Prमितasari & Harjanto, 2022) states that, local wisdom is a form of oral rules that serve as role models in people's lives, which cover all aspects of life, for example rules relating to relations between members of society. Examples are good social relations between individuals or groups within a government, customs, marriage rules in everyday life in a society.

The Role of the Millennial Generation in Maintaining Local Cultural Wisdom

The rapidly developing technological sophistication certainly has a big influence on maintaining local wisdom. So it must be handled well so that it is not eroded by the sophistication of technology in the millennial era. The role of the millennial generation is very important in maintaining local wisdom culture today. This role will affect the surrounding environment. In responding to technological developments, it is very difficult for the millennial generation to carry out the role we take in local wisdom and sometimes there are still those who cannot maximize this situation (Sirjon et al., 2024).

The first role as a millennial generation in "Agents of Change" is to have a sense of pride in their respective regional cultures and mutual respect for the local wisdom of other cultures. Getting to know art and culture, as a millennial generation, you must first know about regional culture, especially those found in areas around Duu Baru, other areas. Indonesia's diverse culture can certainly attract interest in knowledge for this millennial generation,

further fostering a sense of love for the very diverse culture of the Indonesian nation (Kuleshova, 2023).

Second, prevent it from being recognized by other countries. Indonesia has a lot of cultural diversity so it should be well protected so that it is not possible for it to be transferred by other countries. For this reason, we as the millennial generation must protect and maintain Indonesia's original culture so that it is not taken over by foreign parties. These efforts must be made by promoting a cultural exhibition of local wisdom with sophisticated technology or carried out in certain areas so that people maintain the diversity of Indonesia's original culture. With this, foreign cultures will not take over our culture because we carry out this culture as a sport properly (Rahma, 2024).

Third, create awareness to preserve art and culture. We as the millennial generation must have awareness in preserving the cultural heritage left by our ancestors and it must start from this generation because basically this potential can develop rapidly with the awareness to preserve and protect it from various threats (Rahma, 2024).

Fourth, having a sense of pride, a sense of pride in the culture of the Indonesian nation must have its own sense of pride, so it is not surprising that as the millennial generation has several artistic and cultural variations which are the original results of their respective regional cultures in Indonesia, the millennial generation must participate in preserving it. arts and culture so that culture can develop until the end of life. To preserve and maintain local cultural wisdom found in an area by using and carrying out traditions carried out in that culture (Sukereni, 2023).

Fifth, introduce cultural diversity to the world by means of technological sophistication and with the technological sophistication from Sabang to Merauke, many people know and don't know about cultures that are difficult to reach in a potential region. However, with the sophistication of technology that can be seen from a cellphone or laptop with a cellphone line, we can clearly see the cultural diversity that exists in Indonesia and we can introduce it to other countries (Wijayanti et al., 2023).

Efforts to Increase Local Wisdom Values in the Digital Era

Culture is an expression of human creativity, work and initiative (in certain communities which contain religious, philosophical values and local wisdom) (Tebay, 2023). Local wisdom is part of a society's culture that cannot be separated from the society itself.

Any local wisdom values, especially culture, can be used as cultural development material in shaping community character. This can be seen from several cultural research results that have been studied previously. The results of Ufie's research (Rauzi & Aulia, 2022) on Constructing Local Wisdom Values (Local Wisdom) in Local Content Learning as an Effort to Strengthen Social Cohesion (Descriptive Study of the Niolilieta Culture of the Indigenous Peoples of Wetang Island, Southwest Maluku Regency, Maluku Province) show that the Indonesian people has a local culture that is full of social values. Morals must be developed and preserved so that the younger generation can live in accordance with the cultural values in question, they can socialize with each other without having to be swallowed by the current of modernization which continues to grow. The research results of Harmawati, Abdulkarim, & Rahmat (Rahman & Hakim, 2024) state that that a great nation is a nation whose character originates from the cultural values of its people. The value of local wisdom is also important in building national character.

The meaning of the word local wisdom broadly means good cultural values that exist within a society. Indirectly, the way to find out local wisdom in a community area is to understand the good cultural values contained therein. If studied more deeply, in fact these local wisdom values have been taught from generation to generation by our parents and the environment around us to us as a nation's people.

According to Apriyanto (Kusumaningrum & Masruro, 2022), local wisdom has the meaning of all values that are born, cared for and maintained well by a society which makes local wisdom values a guide in the life of that community, this guide can be included in the aspect of types of social principles, both implicitly and implicitly. However, what is mandatory for every community is to obey and apply it in life. So, it can be concluded that the use of local wisdom values and the discussions contained therein are a form of wisdom from life in the community. Therefore, local wisdom can be defined as a thought and scientific study in people's lives that has a wise nature, unique values, good values and contains good teachings that are owned and guide so that they can be implemented by the community in their future lives.

Local wisdom is very much needed in life in the era of globalization. Not only to be an object of national identity and an effort to introduce it to the outside world, but also to be a mediator of certain problems that cannot be resolved properly by the protocol laws of a nation. Local wisdom can also be a mediator in conflicts related to religion. In general, certain parties who disagree have different religions and teachings but still have the same noble

cultural values. This noble culture can be ammunition that has the potential to bridge parties who have disagreements. This noble culture, which is another definition of local wisdom, functions to reaffirm relations between parties who have disagreements (Harmadi et al., 2023).

What is happening now is that local wisdom has begun to be displaced by modernization values coming in from outside and colonizing the nation's local wisdom values because local wisdom should be superior in life in society. The displacement of local wisdom can actually be prevented by strengthening the values in a system and culture. The Indonesian nation really needs to enforce local wisdom as a whole to prevent the entry of modernization values in the future (Tebay, 2023).

One effort to increase the value of local wisdom is to properly implement arts and culture learning. Because in essence the integrity of a nation lies in the hands of its future generations. Therefore, it is hoped that the cultivation of arts and culture learning can become a reference for increasing the value of local wisdom in Indonesia (Rachmawanti & Yuningsih, 2023).

The application of arts and culture learning that examines local wisdom basically contains a multitude of examples and wisdom that are important in life. The importance of local wisdom in education based on broad dimensions is part of efforts to increase a nation's national resilience. Arts and culture learning in various aspects of education in Indonesia arises and develops naturally, in fact the growth of arts and culture learning always follows the social movements of a nation's society. Efforts to foster arts and culture learning in the educational environment have the function of rejuvenating the values that shape aspects of life (Makmur, 2023). Therefore, a number of experts believe that the strong influence of arts and culture learning can increase local wisdom values.

Local wisdom, which is the focus of arts and culture learning, has the main function, namely to form and instill an understanding of local wisdom. Based on this, the educational values contained therein will always be explored and realized in learning so that they become a factor in increasing the value of local wisdom for future generations. Local wisdom studied in arts and culture learning in education is a study of the past that has a historical nature (Rahman & Hakim, 2024). Therefore, arts and culture learning can be studied and applied in various educational environments, in the scope of formal education and education in the community.

Efforts to increase local wisdom can be aligned with the ongoing learning of arts and culture in Indonesia. This is in accordance with the aim of learning arts and culture education, namely so that students can develop knowledge, understanding and skills, as well as sensitivity to love of the nation's original culture. Arts and culture learning can be concluded as a reference for instilling local wisdom values which can be implemented by the nation's next generation well so that it can strengthen the defense of the nation's identity from modernization coming from the outside world (Taena, 2023).

CONCLUSION

Indonesia's cultural diversity is no longer something strange in the eyes of the world. However, Indonesia has a lot of cultural diversity, with the characteristics of each region being very different. Entering the millennial era which is called the technological era where technology is developing rapidly in various regions and this technology is developing rapidly in various millennial generations. With today's technological sophistication, the ability to increase local cultural wisdom is certainly very influential and not all millennial generations can adapt to this. One effort to increase the value of local wisdom is to properly implement arts and culture learning. Because in essence the integrity of a nation lies in the hands of its future generations. Therefore, it is hoped that the cultivation of arts and culture learning can become a reference for increasing the value of local wisdom in Indonesia.

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