

CHANGES IN SOCIAL VALUES IN MULTICULTURAL SOCIETIES A COMPARATIVE STUDY BETWEEN GENERATIONS

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Abstract

This research aims to analyze changes in social values in a multicultural society through a comparative study between generations, based on a comprehensive literature review. In the context of globalization and increasing social mobility, social values tend to undergo significant transformation from one generation to the next. This literature review explores how values such as tolerance, coexistence, inclusion, and cultural identity are perceived and implemented by the older generation compared to the younger generation. The research results show that the younger generation tends to be more open to cultural diversification and more adaptive in integrating new values, while the older generation often maintains traditional values, but still shows the ability to adapt in the face of social change. This research concludes that intergenerational dialogue and multicultural education are the main keys in creating social harmony and reducing the potential for value conflict in a multicultural society. With a deep understanding of the dynamics of changing social values between generations, social policies and strategies can be more effective in supporting sustainable social integration and cohesion.

Keywords: Changes in Social Values, Multicultural Society, Between Generations

INTRODUCTION

Multicultural society is a concept that is becoming increasingly relevant in the current era of globalization (Sharma, 2023). A multicultural society consists of various ethnic, racial and cultural groups living side by side in one community. This phenomenon generally occurs due to high global migration and mobility, which allows people from various backgrounds to meet (Akaliyski & Reeskens, 2023). In this context, a multicultural society is not only a reflection of cultural diversity, but also a challenge in creating social harmony. Diversity in a society can have positive impacts such as cultural exchange and broader understanding, but it can also cause conflict if not managed well.

In Indonesia, for example, multicultural society is a recognized and glorified part of national identity. With more than 17,000 islands and hundreds of ethnic groups, Indonesia is a real example of the coexistence of cultural, linguistic and religious diversity. The state's policy of strengthening diversity is implemented through the motto "Bhinneka Tunggal Ika", which means "Diverse but still one". However, challenges in a multicultural society in Indonesia often arise from discrimination, stereotypes and prejudice that still exist between social groups (Jamiludin et al., 2023). This shows that education and respect for diversity must continue to be improved so that society can live with tolerance and mutual respect.

To achieve harmony in a multicultural society, it is important to have an understanding of the importance of social inclusion and respect for differences. Initiatives such as intercultural dialogue and policies that support diversity can facilitate the creation of a more just and balanced society. Education that instills values of tolerance and respect for diversity from an early age can be the key to building a generation capable of living and working in a multicultural context (Parra et al., 2023). In this way, existing challenges can be turned into opportunities to enrich the social and cultural life of all members of society.

Changes in social values in multicultural societies have deep significance, especially in the context of how individuals and groups interact and play roles in their communities. When society becomes more diverse, traditional values can undergo transformation to adapt to the new dynamics faced (Rizqi, 2023). For example, the classic values of togetherness and mutual cooperation in homogeneous societies need to be expanded in meaning to include and accommodate cultural, religious and ethnic differences. This requires society to open itself to different perspectives and to seek common ground that respects all parties.

Furthermore, this change can lead to more inclusive social justice in a multicultural society. Values such as tolerance, openness and respect for human rights are increasingly at the heart of social interactions in diverse societies. For example, efforts to reduce discrimination and prejudice require adjustments in the way society views differences (Oliveirra, 2024). Education and mass media are often important tools in spreading these new values and in helping society understand the benefits of cultural diversity (Nurhayati, 2022).

Apart from that, changes in social values also have significant implications in economic and political aspects. In the economy, new values of

inclusivity can encourage broader participation in the job market and businesses, enabling innovation and creativity related to diverse cultural backgrounds. Politically, the values of tolerance and inclusive leadership can produce policies that are fairer and more representative, accommodating the interests of various groups in society (Kismono & Wulandari, 2022). Thus, changes in social values not only affect interpersonal relationships but also contribute to more sustainable social, economic, and political development in multicultural societies.

The younger generation plays a crucial role in changing social values in society. As the group most connected to technological and information developments, they are the main agents in spreading new and progressive ideas (Ubaidillah, 2022). Through social media, education and global interaction, the younger generation is able to adopt and integrate more inclusive values such as egalitarianism, the environment and cultural diversity. They also tend to be more open to change, which facilitates a shift in values from traditional to more dynamic and adaptive (Wahyuningtyas et al., 2023). In this context, the younger generation is not only the recipient of change, but also the main driver influencing the direction of development of social values.

Meanwhile, the older generation also has an important role in directing and transferring social values to the next generation. With their wisdom and extended life experience, they serve as guardians of values that have proven beneficial to the unity and well-being of society. However, they must also show flexibility and openness in accepting the changes brought by the younger generation. This interaction between the older and younger generations is important to create a balance between maintaining positive traditional values and adopting new values that are relevant in the modern era. It is this collaboration that will ensure that social change occurs harmoniously and sustainably, combining the best from both generational perspectives (Sage, 2024).

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

Changes in Social Values in the Older Generation

Changes in social values in the older generation often occur more slowly than in the younger generation, due to a stronger grip on traditional values that have long been internalized. The older generation generally grows and develops in the context of a society that has certain norms and values that are relatively stable (Fitriyani, 2023). Values such as respect for authority, hard work, independence, and resilience are often emphasized. They are accustomed to a social system that emphasizes hierarchy, etiquette, and respect for tradition.

The strong values of the older generation cannot be separated from the historical and cultural background in which they were raised. The era of colonialism, the struggle for independence, and periods of national development played a significant role in shaping their perspective on life (Susiang & Ghofur, 2024). For example, experiences of difficult times in the post-independence era or certain economic crises may strengthen values such as mutual cooperation and community solidarity. Apart from that, the religious norms and customs that were strong during their growing up years also had a big influence on the value system that they hold firmly to this day.

The influence of these historical and cultural backgrounds also creates differences in the way older and younger generations view the world. Older generations tend to have a more conservative view of change, because change is often associated with risk and uncertainty. On the contrary, stability and continuity are considered important foundations for the welfare of society (Fikri, 2024). Therefore, older generations may be more receptive to accepting new ideas that they perceive as threatening the existing order, such as changes in family structure, gender roles, or other social norms.

However, this does not mean that the older generation is completely closed to change. Increasingly intensive social interaction with the younger generation, greater access to information through mass media and technology, as well as the demands of the times that cannot be ignored, encourage the older generation to slowly adapt (Kim et al., 2022). This gradual change is realized in the form of accepting new values that can still be aligned with the core principles they believe in (Zhu, 2023). Therefore, it is important to create dialogue between generations to understand and respect each other's perspectives, in order to achieve a harmonious and sustainable social life.

Changes in Social Values in the Younger Generation

Changes in social values among the younger generation are taking place quickly and dynamically, in line with the times which are full of various technological and social changes. The values held by today's young generation tend to be more open and inclusive compared to previous generations. They value diversity, equality and freedom of expression. Issues such as human rights, the environment, and work-life balance are their main concerns (Silistraru & Diwo, 2023). These values often reflect their desire to create a more just and sustainable society.

The influence of globalization is very significant in shaping the values of the younger generation. The flow of information and culture from various parts of the world is easily accessible, allowing the younger generation to adopt practices and views of life that are different from what they see in the local environment. As a result, the younger generation tends to have a more cosmopolitan outlook and is ready to accept new things (Minhus & Huie, 2022). Globalization also encourages them to become more adaptive and innovative in facing global challenges such as climate change, gender inequality and migration (Thonglor et al., 2022).

Technology, especially the internet and social media, also plays a big role in shaping the values of the younger generation. Technology allows instant access to information and seamless communication. Social media, for example, is an important platform for young people to interact, share ideas, and advocate for the values they believe in. Through social media, they engage in social movements such as #MeToo, Black Lives Matter, or environmental campaigns, all of which promote social change and influence their view of the world (Truell, 2022). In addition, the existence of advanced technology shapes the way the younger generation works, learns and interacts, creating a more flexible and collaborative work culture (Zinkina et al., 2022).

However, the influence of globalization, technology and social media also brings its own challenges. Younger generations are often faced with information overload and pressure to always be "connected," which can lead to stress and mental health problems. They must also struggle to find a balance between maintaining traditional values inherited from previous generations and adopting new values that they consider relevant (Reinwarth et al., 2024). Even so, the creativity and responsiveness of the younger generation to change gives hope that they will be able to create a progressive and better society in the future.

Comparison Between Generations

A comparison of social values between the current generation of young people and previous generations shows several striking similarities and differences. The similarities mainly lie in fundamental values such as the importance of family, education, and hard work. Although the way these values are implemented may differ, the core of these values remains relevant in each generation (Lyu et al., 2024). For example, previous generations may place greater emphasis on job stability and hierarchy in careers, while younger generations value balance between work and personal life and flexibility in work.

However, there are striking differences in views on various social and cultural issues. The younger generation, often referred to as Generation Y (millennials) and Generation Z, tends to be more inclusive and open to diversity. They emphasize the importance of gender equality, human rights and environmental protection. In contrast, older generations may be more conservative in their views of social change and tend to hold firmly to existing traditional values (Hanushchyn, 2022). Values such as respect for authority may be held more strongly by previous generations compared to the younger generation who are often more critical of existing authority structures.

Factors that influence changes in values between generations mainly come from technological developments, globalization, and socio-economic shifts. Technological advances influence the way the younger generation views various aspects of life, from social interactions, education, to work. The internet and social media allow young people to connect with ideas and cultures from around the world, ultimately shaping their views on diversity. Globalization accelerates the exchange of culture and information which also influences the values of the younger generation (Yazdanpanahi, 2023). On the other hand, socio-economic shifts such as urbanization, changing work patterns, and increasing social mobility also contribute to changes in values between generations.

Apart from that, the role of education and mass media cannot be ignored in influencing social values in each generation. Different education systems and access to information through mass media provide diverse insights to each generation. The younger generation who grew up in the digital era are more likely to access information quickly and widely, which helps them form more open and critical views (Zoll et al., 2024). Meanwhile, mass media plays a role in shaping public opinion and educating the public

about important issues, thereby influencing attitudes and social values in each generation. Thus, these various factors collectively contribute to the differences in social values held by the younger generation and previous generations (Horigome & Shibuya, 2024).

Dynamics and Challenges in Intergenerational Interaction

Intergenerational interactions are often characterized by complex dynamics and challenges, especially related to differences in social approaches and values. Intergenerational conflict usually arises when the older generation and the younger generation have different views on issues such as the use of technology, work ethics, and how to respond to social change (Samosir & Akbar, 2023). For example, younger generations may be more comfortable with the use of new technology and flexible ways of working, while older generations may value traditional methods and stability more. These differences can create challenges in communication and understanding between generations, especially in work and family environments.

Even though there is potential for conflict, harmonization of values between generations can also occur through mutual understanding and collaboration. Older generations can provide valuable insights based on their experiences, while younger generations can offer new perspectives and fresh innovations (Zhang & Ao, 2023). For example, in a business context, creative ideas from the younger generation can synergize with the industry knowledge of the more experienced generation, creating more holistic and effective solutions. Building strong communication bridges and mutual respect for the contributions of each generation can create a harmonious and productive environment.

Solutions to overcome differences in values between generations need to focus on improving communication and understanding. Intergenerational training programs and open discussion sessions can help break down stereotypes and deepen mutual understanding. Mutual mentoring, where both older and younger generations share knowledge and skills, can strengthen relationships and cooperation. Additionally, policies that support flexibility and inclusivity in the workplace can help bridge generational gaps, creating a space where ideas from all age groups can be heard and valued. With this open and inclusive approach, the potential for conflict can be minimized and shared values can be built, strengthening interactions between generations in society (Kye, 2023).

In addition to improving communication and understanding, an approach that focuses on empathy and respect for the uniqueness of each generation is also very important. Understanding the historical and social context in which a particular generation grew up can provide deeper insight into their perspectives (Vivoda & Grippa, 2023). For example, older generations may have experienced difficult times that shaped their views on stability and security, while younger generations, who may have grown up in an era of digitalization, are more likely to seek flexibility and rapid change. By listening to and understanding this background, each generation can better appreciate the values and decisions made by other groups.

Implementing inclusive policies in organizations can also contribute to the harmonization of values between generations. Policies such as work flexibility, intergenerational career development programs, and the establishment of cross-age mentors and allies can help create a more inclusive work environment (Farid, 2024). Apart from that, companies can also hold team building activities and collaborative projects involving various generations to encourage cooperation and mutual understanding. Thus, every team member feels valued and recognized for their contributions, regardless of their age or generation (Kino et al., 2022).

It is important for each individual to actively recognize and reduce intergenerational bias. This can be done through ongoing learning and self-reflection regarding assumptions they may have about other generations. Communities and organizations can facilitate this by providing educational resources and discussion platforms that address intergenerational topics. By building better awareness and cognition about the differences and similarities between generations, we can create a more unified and tolerant community, where each member feels valued and supported to develop together (Rapp et al., 2023).

CONCLUSION

The conclusion of the main findings of this research shows that social values in multicultural societies tend to change over time, influenced by interactions and cultural exchanges between groups. This research highlights that adaptation and integration of cultural values from various backgrounds can create new values that are more inclusive and dynamic. However, this process also brings challenges, including potential conflicts of cultural values and identities, which require harmonious approaches and inclusive policies to ensure social cohesion is maintained.

The implications of changing social values in a multicultural society include the need to adjust public policies and organizational strategies to be more responsive to developing social dynamics. Increasing awareness and education about cultural diversity, as well as promoting intercultural dialogue, can help reduce bias and negative stereotypes. Additionally, it is important to encourage the active participation of all groups in decision-making processes, to ensure fair representation and involvement in shaping shared social values. In this way, multicultural societies can move towards greater equality, tolerance and inclusion.

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