

The Influence of Technological and Information Advances on Local Culture for Generation Z

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Article Info :	ABSTRACT
<p>Article History :</p> <p>Received : 05-01-2023</p> <p>Revised : 10-07-2023</p> <p>Accepted : 05-08-2023</p> <p>Available Online : 13-08-2023</p> <p>Keyword : Technology, Culture, Generation Z, Impact of Information Technology</p>	<p><i>The development of information technology is moving increasingly rapidly so its existence provides benefits and impacts on daily life. With the existence of information technology, it makes it easier to access information dissemination without knowing space and time. In terms of culture, information technology is one of the factors that influences the existence of local culture. Local culture, which is starting to fade, is influenced by the existence of information technology. To maintain culture, future generations are needed to continue preserving culture. Therefore, more in-depth research is needed that is targeted at the next generation, namely Generation Z, to find conclusions regarding the influence of advances in information technology on culture for Generation Z. This must be proven by research involving Generation Z as respondents. From the results of data collection, it is necessary to take the percentage and average of respondents' answers using a Likert scale. The Likert scale is used as a reference in research using quantitative methods. Using quantitative methods involved 79 respondents to conclude. It was concluded that Generation Z tends to frequently use information technology devices, meaning that Generation Z is more aware of renewable technology and tends to make less use of the presence of technology to preserve and maintain the existence of local culture.</i></p>

1. INTRODUCTION

Information technology is a technology related to the processing and processing of data into information as well as the dissemination of information without knowing space and time. The dissemination of information will be more effective if we use information technology devices, because the use of technology has become a necessity for human survival, because basically humans want something that will make things easier for them.

The development of advances in technology and information begins with the development of science in the field of computerization. Advances in technology and information will continue to develop along with advances in the field of science. Knowledge that is increasingly finding the latest innovations will give birth to the latest technology adapting to the circumstances or conditions of human and environmental needs.

Technological developments have had many positive impacts on several aspects of human life. However, advances in technology and information bring less favorable things as well. The

negative impact of advances in technology and information is something that cannot be prevented, but it can still be avoided or provide other solutions for this. Advances in communication technology not only affect children but also impact all other levels of society such as teenagers, adults and the elderly, thus causing extraordinary changes in human culture (Daryanto Setiawan, 2018) .

Human survival experiences changes in various fields, one of which is culture. The development of information and communication technology provides easy access for every individual so that there are no restrictions in accessing information which can bring foreign culture into the country which is considered normal (Robby Darwis, 2017) . The local culture of Indonesia is very diverse. Culture is something that is characteristic and is passed down from generation to generation and its existence must be maintained. This is in line with the opinion of (Naomi Diah, 2018). Who states that culture is the character of a nation that contains ancestral values and involves society in trying to develop its culture.

Previous research involving millennial generation respondents using qualitative methods concluded that advances in information technology have the potential for cultural generalization, namely having a negative impact (Nurlaila, et al, 2018). For this reason, a quantitative approach is needed by involving Generation Z respondents as the next generation in the field of culture.

2. RESEARCH METHOD

The research methodology used is depicted in the form of a flow diagram. This diagram depicts the entire research flow to make it easier to absorb information. The following is a diagram that describes the research flow:

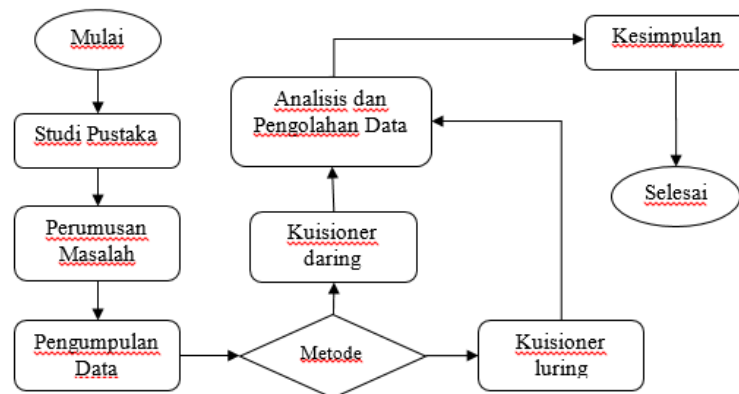


Figure 1. Research Methodology

2.1 Literature Review

Literature study is a method used by authors to manage the data to be obtained. The author searches for information by reading and managing information related to the author's needs for conducting analysis. Apart from that, the author consulted with qualified parties and made notes that supported and related to the topic of the problem taken.

2.2 Formulation of The Problem

At this stage, the author will identify problems based on research related to culture, use of technology, and quantitative research methods. In existing research, no one has ever discussed the issue of the influence of technology use in terms of positive and negative impacts on culture.

2.3 Data Collection

At this stage, the author collects the required data. The data collected is in the form of literature sources and respondent data to carry out questionnaires. Before carrying out the questionnaire, the data of the respondents who will be targeted are collected to make the questionnaire stage easier. The questions that will be asked are guided by a Likert scale with alternative answers "Very Often", "Often", "Sometimes", "Rarely" and "Never".

2.4 Questionnaire

A. Online Questionnaire

Online questionnaires are a method of collecting data for respondents where it is not possible to carry out questionnaires offline. Using the Google online questionnaire form will make it easier for writers to collect data. Respondents will choose answers in the form of choices in the questionnaire. Incoming data will be filtered and selected based on the age of the respondent.

B. Offline Questionnaire

Offline questionnaires are carried out by interviewing respondents by giving them a sheet of paper containing questions. Respondents will be asked to complete several questions in the questionnaire. After that, respondents fill in answers on paper containing questions and answer choices in table form provided by the author.

2.5 Data Analysis and Processing

At this stage, the author analyzes the results of the data collection using a Likert scale as a guide for asking questions to respondents. According to (Suzuki, et al: 2015) [9] The Likert scale is a method for describing individual traits or behavior by creating four or more scale items to obtain a score for determining decisions. Using a Likert scale can be used as a reference in research that will produce quality data. The following is a selection of the Likert scale that will be proposed.

Table 2. Selection of Likert Scale

Question	
Answer	Score
Very Often	5
Often	4
Sometimes	3
Seldom	2
Never	1

3. RESULTS AND ANALYSIS

3.1 Initiation

Initiation is the initial stage in the assessment process activities in research regarding the impact of technology on culture for generation Z. With this, information is collected regarding the current conditions that are occurring and knowing the possibilities that will occur in the future following the initiation stage that is obtained.

3.2 Implementation of Survey Research

The research results were obtained based on the results of the survey in the form of data collection, general description of respondents, and calculation of questionnaires that had been distributed from the results of data tabulation to achieve good assessment results.

3.3 Data Collection

Data collection was carried out by distributing questionnaires to respondents with a birth year range between 1995 - 2012 to collect the samples needed for the research.

3.4 Respondent Analysis

The general description of those filling out this questionnaire are technology users with an age range of 27-10 years starting from the time this research began.

Table 3. Recapitulation of Respondents

NO	Age	Number of Respondents	Percentage
1	27 – 22 years old	24	30%
2	21 – 16 years old	43	54%
3	15 – 10 years old	13	16%
Total		79	100%

3.5 Questionnaire Assessment

The questionnaire assessment uses a Likert scale as a guide for asking questions or statements. Maturity level measurements are assessed by reviewing the results of filling out questionnaires by respondents as a research reference in order to obtain comparative values between field values and questionnaire results. To get the domain result value, researchers used the following formula.

$$\text{Questionnaire Index} = \frac{\sum \text{index jawaban kuisioner}}{\text{jumlah kuisioner}}$$

3.6 Processing Respondent Data

After distributing the questionnaire online and offline, the researcher processed the data from the results of the questionnaire and obtained the following results.

A. Results of the Questionnaire on the Use of Information Technology Devices

To access and disseminate information, respondents use technological devices to make it easier. Respondents tend to frequently use technological devices to access information. The following is a percentage of the results from interviews conducted by researchers.

Table 4. Results of respondents' answers regarding information technology

p	TP		J		KK		S		SS		total	
	F	%	F	%	F	%	F	%	F	%	F	%
x1	0	0,00	2	2,53	1	1,27	36	45,57	40	50,63	79	100,00
x2	0	0,00	0	0,00	7	8,86	39	49,37	33	41,77	79	100,00
x3	0	0,00	3	3,80	25	31,65	26	32,91	25	31,65	79	100,00
x4	1	1,27	1	1,27	10	12,66	34	43,04	33	41,77	79	100,00
x5	0	0,00	2	2,53	7	8,86	35	44,30	35	44,30	79	100,00
x6	0	0,00	6	7,59	32	40,51	19	24,05	22	27,85	79	100,00

The results of the first level questionnaire, as in table 4, are regarding how respondents respond to the use of information technology. The x1 value represents a question regarding how often the respondent uses information technology devices. The x2 value represents questions regarding the use of information technology used in daily activities. The x3 value represents questions regarding the use of information technology in education. The x4 value represents questions regarding the use of information technology in the entertainment sector.

The x5 value represents a question regarding the benefits obtained by respondents from using information technology. Then the x6 value represents questions regarding the negative impact received by the respondent.

B. Results of Questionnaires Regarding Cultural Information

In the questionnaire submitted, the researcher asked respondents several questions regarding the existence of culture in technological progress. The following are the results obtained after the interview stage.

Table 5. Frequency and percentage of respondents' answers regarding culture

p	TP		J		KK		S		SS		total	
	F	%	F	%	F	%	F	%	F	%	F	%
y1	2	2,53	10	12,66	25	31,65	24	30,38	18	22,78	79	100,00
y2	5	6,33	17	21,52	37	46,84	15	18,99	5	6,33	79	100,00
y3	5	6,41	10	12,82	24	30,77	26	33,33	13	16,67	79	100,00
y4	0	0,00	7	8,86	20	25,32	37	46,84	15	18,99	79	100,00
y5	11	13,92	24	30,92	25	31,65	11	13,92	8	10,13	79	100,00

The results of the second level questionnaire, as in table 5, are regarding how respondents receive cultural information. The x1 value represents a question regarding how often respondents receive local cultural information from using information technology devices. The x2 value represents a question about how often respondents see local culture in their respective areas. The x3 value represents questions about the frequency with which foreign cultures appear more often. The x4 value represents the frequency of local cultural questions that are often promoted. The x5 value represents a question regarding the frequency with which respondents participate in promoting local culture.

C. Respondent's Decision Value

Based on the results of the frequency and percentage of respondents' answers, the following average values were obtained.

Table 6. Average respondents regarding technology use

P	Average	Results
x1	4,44	Strongly Agree
x2	4,33	Strongly Agree
x3	4,92	Strongly Agree
x4	4,23	Strongly Agree
x5	4,30	Strongly Agree
x6	3,72	Agree

Table 7. Average respondents regarding culture

P	Average	Results
x1	3,58	Sometimes
x2	2,97	Seldom
x3	3,41	Sometimes
x4	3,76	Sometimes
x5	2,76	Seldom

The maximum value on the Likert scale used is 5. If the average value of the value scale is 0 – 1 then the decision result is Never, on a scale of 1 – 2 the decision result is Rarely, on a value scale of 2 – 3 then the decision result is Sometimes, scale a value of 3 – 4 means the decision result is Agree, and a value scale of 4 – 5 means the decision result is Strongly Agree.

4. CONCLUSION

As explained in the previous chapters regarding the discussion of the results of filling out questionnaires from respondents using the formula that has been described, it was concluded that the use of information technology on culture has an unsatisfactory impact.

- A. The use of technology has a relatively high value, which means that respondents tend to use information technology even though it has positive or negative impacts, is used for positive or negative things.
- B. The use of information technology in the cultural sector has a relatively smaller value, which means that the use of technology is not used optimally for promoting local culture and receiving local cultural information. However, the use of information technology is also one of the factors in maintaining the existence of local culture.

5. DECLARATION OF COMPETING INTEREST

We declare that we have no conflict of interest.

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