

## Understanding the Role of social media in Shaping Millennial Generation Legal Awareness in the Digital Age

Tamaulina Br Sembiring<sup>1</sup>, Irma Rachmawati Maruf<sup>2</sup>, Suryadi<sup>3</sup>, Suyani<sup>4</sup>, Moh Amin<sup>5</sup>

<sup>1,2</sup>Universitas Pasundan, Bandung, Indonesia

<sup>3,4,5</sup>Universitas Merdeka Ponorogo, Indonesia

tamaulina@dosen.pancabudi.ac.id, Mbahsuryadi61@gmail.com, suyani556@gmail.com, mohamin24091963@gmail.com

### Abstract

*This study aims to gain an in-depth understanding and knowledge of the role of social media in shaping and preparing the compliant and law-aware millennial generation in an era of all-digital technology. The author believes that the existence of social media is phenomenal and that it has benefited many parties, including the millennial generation, to learn legal lessons and habits. For this reason, we searched data from several literature sources; then, we entered the stage of analyzing the data to understand and answer the issues and problems of this study with high validity. The review process involves a coding system and a comprehensive data evaluation to obtain relevant findings to answer the problem. Based on our in-depth study and discussion, we have found that social media plays a vital role in providing information, educational inspiration, and motivation for the millennial generation to become aware, obedient, and law-abiding people in Indonesia. Therefore, the government or any party committed to making the law aware should make social media one of the most innovative means of shaping and transforming the millennial generation to become a generation consisting mainly of law-conscious people. It is hoped that the results of this study will serve as a guide for future studies.*

### Keywords

social media; the role of law; the millennial generation; the digital era.



## I. Introduction

Fostering legal awareness is not only the responsibility of law enforcement officers or the government. However, it is the duty and obligation of all elements of society to participate in building legal awareness, at least in the environment or the surrounding community. For this reason, the challenges faced are various, but they can still be taken, for example, by focusing on increasing Legal Awareness among Family Groups in their respective regions. Nurgiansah et al. (2020) said that building social awareness and obeying the law requires simultaneous efforts to advance the law. Because basically everyone does not automatically know the law, it is necessary to provide understanding or knowledge so that more and more people know and understand the law from day today. Increasing public legal awareness through various media, both mass media and social media, is one of the significant assets for the government to face global challenges (Auditya, 2020). Therefore, the obligation to convey legal awareness messages plays a vital role in increasing legal awareness because it will support a climate of legal understanding in every generation, such as millennial youth in Indonesia (Yani et al., 2020).

Instruments such as social media are indeed very appropriate to be used to invite and educate the legal awareness of millennial Indonesian citizens, which is based on the index of the total legal understanding of Indonesian citizens, which includes four dimensions, namely the dimension of access to information; dimensions of law implementation; dimensions of access to justice; and the dimensions of democracy and regulation. Technically, the existence of social media is believed to be able to increase legal awareness by involving several stakeholders, including law enforcement institutions ranging from the Police, the Attorney General's Office, the National Narcotics Agency (NNA), and the National Counterterrorism Agency (NCA) to approach the media generation through social media. Aprilliyani (2020) said that to increase public legal awareness, the parties need to take many solutions; they need other actors who can contribute significantly, especially in disseminating legal information. To people in their millennial community, Estuningtyas (2021) empowers the millennial generation of productive age who are taught and taught law to spread that knowledge to the community.

In this digital era, Millennial Law and Human Rights actors are a group of young people who will color the social media with new ideas and enthusiasm to act as drivers of Law Awareness (Zein, 2019). It is hoped that it will accelerate the dissemination of appropriate information and keep up with the needs of the times. Millennials of Law and Human Rights, indeed only inaugurated in 2021, are aware of the law on social media. Many Law Awareness opportunities are spread on social media and at youth events. Symbolically, Millennials in Law and Human Rights are supported by the government of the Republic of Indonesia with support from their representatives who are present at social events. "In the future, there need to be regulations that can regulate the development of Legal Awareness, which is supported in the main tasks and functions of the Government of Indonesia so that every year the Law Awareness community program at the government level becomes a performance target that must be taken seriously (Rimayanti & Noor, 2020).

Building legal awareness in the digital 5.0 era can be successful, of course, with community participation." The development of technology today has a tremendous impact on everyone, mainly social media, which has become a daily necessity. They already have social media accounts, from children and teenagers to adults. Social media is a face and a means of expression, channeling ideas, bright ideas, socializing, and expressing opinions (Putri et al., 2020). Various applications were born to facilitate the community's needs, such as Facebook, Twitter, Instagram, Youtube, and many more that can connect villages, cities, countries, and continents. Social media should positively affect the people who use it wisely. However, social media can have a negative effect. Due to the current reality, many people commit ethical and moral violations in using this social media. Teenagers or millennials dominate this negative and unwise behavior.

Ethics are rules that help humans determine what is right and wrong. Therefore, every individual must have "awareness" of social media and be able to distinguish it from social reality. Every individual must be able to control their activities on social media. In today's era, the development of digital technology is rapid, and internet users are increasing. Indonesia's number of internet users has increased significantly in recent years alone. In 2021, the number of Indonesian internet users will increase by 11 percent, respectively, from 175.4 million to 202.6 million (Sidqi, 2020). Generation z and millennials are the most dominant group or generation using the internet. This is based on the 2019-2020 Indonesian Internet Service Providers Association (APJII) survey; Internet user penetration in Indonesia is dominated by the age group 15-19 years (91 percent), followed by the age group 20-24 years (88.5 percent). Based on these data, generation z

and millennials dominate internet use. At the same time, the use of the internet in Indonesia is to open social media (51.5 percent) and communicate (32.9 percent). With digital technology, people can easily connect to the internet, especially those in generation z and millennials. Both generations are often willing to spend hours in the digital world. Generation z and millennials' dominance in using social media cannot be separated from their ability to use digital technology. They are accustomed to using digital technology or technological literacy (Rahmatina et al., 2019).

This is a positive side, where both generations have the convenience of accessing and disseminating information, seeking entertainment, and learning through the internet. Through social media, also interact with other people. However, there is a downside, such as their lack of understanding of digital ethics. Because when they are in the digital space, they often forget or slightly ignore ethics. Ethics must continue to be applied both in nature and the digital world. Generation z and millennials are expected not to eliminate norms and ethics when interacting with other individuals and community groups in the digital world (Ummah, 2020). Ethics is still needed in interactions in the digital space that regulates the legal and moral system and how it affects individuals and society.

Ethics must be owned, understood, and applied by all parties who use digital technology, including generation z and millennials. The government and various parties have launched a national digital literacy movement to increase understanding of digital ethics. Various parties have launched a national digital literacy movement. Various offline and online seminars continue to be held (Sitompul & Medan, 2021). With this increased understanding of digital ethics, generation z and millennials can carry out activities in the digital world very responsibly. A good understanding of digital ethics will be able to reduce hoaxes, bullying, racist acts, cyberbullying, hate speech, and leakage of personal data. With the ability to understand good digital ethics and improve them, there will also be an increase in digital culture in the Indonesian nation (Nurasih et al., 2020).

## **II. Research Method**

Furthermore, in the method and material section, the paper will present the steps taken in carrying out this literature review research starting from formulating the problem and then proceeding with data searching, data analysis, and choosing the final report format (Merriam & Tisdell, 2015). We can repeat that this study was carried out to understand the role of social media in shaping the millennial generation who are aware of the law in the digital era. For this reason, the authors conducted an electronic search for data on several legal and technological publications, including scientific findings, published journal papers, books, and websites that actively promote legal awareness programs for the millennial generation of young people in the technology era (Maxwell, 2012).

## **III. Result and Discussion**

### **3.1 Millennials are becoming a law-conscious generation.**

Building the Millennial Generation as a Law-Aware Generation for students who are the young millennial generation, it is hoped that they will be the spearhead to fight for, continue, and continue legal awareness for the community. He emphasized that the role of students is also significant in the context of knitting togetherness in this country. Fitriyani (2021) added that students who are members of the Cipayung Group or student organization forums, such as GMKI, are the nation's next generation. "Moreover, the

current situation is exactly where we have just finished holding the 2019 General Election. This means that there are conditions that are a big task together in order to re-knit the unity and integrity of the nation.

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Criticizing something is legal, but it must still have a basis so that understandings outside the Pancasila ideology do not become alternative thoughts that ultimately damage the national (DeAtkine et al., 2020). So, a comprehensive and new understanding is needed," Efforts to Build Legal Awareness of Using Technology for Millennial Generation Based on Principles Dignified Justice 1. Factors of Abuse of Technology According to the author, the factors causing the millennial generation to abuse technology are a. Economic factors. The desire to live in luxury, to have the latest goods will make young people have the potential to get these things against the law, for example, being a prostitute online the factor of wanting to be famous. The factor of wanting to be famous is considered the first to know information that does not know the truth and is not rechecked will make the millennial generation quickly spread fake news, hoax, internal factors. Millennials who are disappointed with something sometimes take it out on social media, creating status on social media by insulting people. Principles of Dignified Justice According to Hassan, et al. (2015). dignified justice is an Indonesian legal theory based on Pancasila and the 1945 Constitution. The main idea is to wrong (humanize humans), create social order, and harmonize laws and regulations.

From the Theory of Dignified Justice perspective, justice is the gathering place for the three legal objectives proposed by Schmuck et al., (2020) justice, certainty, and benefit. The principle of dignified justice has a role in creating high legal awareness in the lives of the millennial generation, the younger generation. That technology is very close to the millennial generation, on the one hand, it makes it easier to communicate, transact (e-commerce), send electronic documents, and so on, but on the one hand, the existence of technology is very vulnerable to being misused to commit acts against the law both those that have been regulated in the law. Laws and regulations are not regulated but have been considered immoral acts. Efforts to Build Legal Awareness are awareness or values contained in humans about existing laws or about laws that are expected to exist.

What is emphasized is the values of the function of law and not a legal assessment of concrete events in the society concerned (Slovensky & Ross, 2012). According to Kunantiyorini (2015), there is a difference between good legal awareness and impaired legal awareness. One of the inadequate legal awareness is if a person has the legal knowledge, he knows the possibility of using the appeal and cassation process even though he is aware that he is on the wrong side. According to the author, synergy is needed from all government and community elements to build legal awareness for the millennial generation to avoid cybercrime. Millennials/youth have the potential to commit cybercrime or become victims of cybercrime, for example, a. against cases of spreading false news; b. fall victim to online fraud; c. access pornographic content; d. become perpetrators of online

prostitution; e., become a victim of kidnapping because it is easy to trust friends in cyberspace, Facebook, and Instagram (Tsou & Leitner, 2013).

The spread of fake news can be overcome and eradicated with education, good digital literacy education, and education to distinguish between fake news and trustworthy news. Online fraud can be avoided by educating the characteristics of an official and trusted online store, for example, by looking at reviews or it would be better if the online store also has an offline store; education if a person becomes a victim, he must report to the Police, As online shop fraud requires the victim first to report the existence of such crime to the Police. The Police shall be equipped with sufficient knowledge and understanding of electronic information, transaction technologies, and cybercrime. Pornographic content in the form of website information downloaded pornographic videos is a form of technology abuse that damages morale and the brain (Abaido, 2020).

Building the Millennial Generation as a Law-Aware Generation for students who are the young millennial generation, it is hoped that they will be the spearhead to fight for, continue, and continue legal awareness for the community. The government emphasized that the role of students is also significant in the context of knitting togetherness in this country. Fitriyani (2021) added that students who are members of the Cipayung Group or student organization forums, such as GMKI, are the nation's next generation. Moreover, the current situation is exactly where we have just finished holding the 2019 General Election. This means that there are conditions that are a big task together in order to re-knit the unity and integrity of the nation.

### **3.2 Reasons for Using social media**

All respondents like that social media is an application always used every day for various use reasons (Blount et al., 2016). There are no respondents who only have one social media account because, on average more than two social media applications have been installed on their respective smartphones. Some respondents said that one of the mandatory applications always open every day is the Whatsapp application. Apart from Whatsapp, other social media applications they have are Line, Instagram, Facebook, Twitter, and Youtube. This finding is supported by data documentation from research through the Play Store and App Store applications. The play store or app store application has almost the same function: an online market that provides various applications that users can download, both free and paid. However, the types of smartphones that can access the two applications are different (Okereke, 2014).

The Google play store can be accessed on Android smartphones, while the app store must be accessed using an iPhone smartphone. Communication Facilities All respondents said that the Whatsapp application immensely helped daily communication with family, friends, and students. This application has been downloaded more than 1 billion downloads when viewed from the number of downloads through the Google play store. In general, respondents stated that the Whatsapp application was used because the people who communicated with them also used the Whatsapp application. Likewise, with other applications, Line, Instagram, Twitter, and Facebook can be used to communicate with friends or other people if the person they are communicating with is also using the same application. In other words, this application cannot be used to communicate if the primary opponent or the person communicating with him does not have this application installed on their smartphone (Okereke, 2014).

Regardless of the reason for the application, social media has specific reasons that other users choose over other applications. For example, Whatsapp does not take up significant storage space and is easy to use even for respondents in the unique millennial

generation category. The unique millennial generation is the millennial generation who does not follow technological developments, which can also be called technological gaps. The unique millennial generation tends to choose Whatsapp as a social media to communicate because it is easy to operate (Leung et al., 2013). Users only need to save the phone number of someone who also uses Whatsapp; then, the applications can be used to communicate with each other. Apart from Whatsapp, another similar application is Line. Line users can communicate by saving other people's phone numbers. Some respondents often have both applications, even though both have the same primary function: communication (Luxton et al., 2012).

Respondents had various reasons put forward related to the social media applications used. Some respondents use Whatsapp and Line in particular to send messages. However, the target interlocutor who is invited to communicate with the two social media is different. The line is used to communicate with the nuclear family because of a particular group. At the same time, Whatsapp is used to communicate with friends, co-workers, or other people without distinguishing between a brotherly relationship with the user. Therefore, Whatsapp is a social media that users must open almost all the time because most of the communication with other users is done using Whatsapp (Ahmad et al., 2019). Communication media is a tool used to facilitate the delivery of information from one person to another in a certain way. There are three types of communication media: audio-based, visual-based, and audio-visual-based. Whatsapp and Line are included in audio-visual-based communication media because they convey messages through sound and images so that they can be seen and heard by the recipient of the message. Likewise, social media communication high-tech has several functions: helping disseminate information efficiently, strengthening the existence of the information, and educating the millennial generation (Santoso, 2019).

### **3.3 Social Media Supporting Self-Existence**

In addition to communicating, users also like to see the latest status of friends who are members of Whatsapp. The posted statuses can be in the form of just words, sentences, photos, or short videos. In addition to just viewing, users sometimes upload statuses containing current conditions or prove their existence by writing random words or sentences according to their wishes. Line and Instagram can also upload various photos, videos, or words and sentences similar to the Whatsapp function. However, users do not frequently update their status on Line because they rarely get a response from other users. Users often upload photos or update their status on Whatsapp and Instagram. Unlike the case with Whatsapp, Instagram users can communicate with other users if they follow the user's account (Munawara et al., 2020).

However, some users have changed their perspectives regarding proving their existence through social media. In the past, to be precise, users often uploaded photos of themselves or selfies at the beginning of getting to know social media, including the social media mentioned above. The motives of users uploading these photos vary. Some users think that the storage space on their phones is not so ample that they are stored on social media. Other users stated that they just wanted to get likes and comments from friends who followed their accounts. In addition, some users think that they want to share the excitement of their daily activities. Self-existence is necessary because it is the goal of human life in general. Yorisa et al. (2020) said that the human goal is to achieve happiness (eudaimonia) which can only be obtained when living an ordered life together in society.

### Sharing Information and Aspirations

Another social media owned by respondents is Twitter. Respondents stated the reasons related to the choice of Twitter as a social media, namely as a means of conveying aspirations to certain parties. For example, one Twitter user happened to have a problem with a freight forwarder. Problems in the delivery of goods using the company's services concerned (Krisnawati, 2020). Then, the company admin who specifically served customer complaints via Twitter responded. The delivery problem can be resolved because of the communication made by service users with the company via Twitter. In addition, several suggestions were also given by both parties so that the same problem does not happen to the same person. Submission of aspirations and information is closely related to communication, but its intensity does not exceed communication with friends or other people via Whatsapp and Line. Users rarely make personal tweets through their Twitter account unless important information needs to be shared so that everyone knows, especially their followers or account followers (Nugraha et al., 2020).

The use of Twitter is similar to Instagram. Users can see the latest information or someone's latest tweet that appears periodically on their Twitter account if they have followed or followed the account in question (Sokowati, 2019). Various aspirations and information can also be obtained and shared via Twitter. Some users use Twitter because they want to constantly be updated with the latest news about current events happening at home and abroad, such as politics, economy, society, culture, sports, and disasters. Political news often accessed or accidentally obtained by users is related to the competition between two pairs of presidential candidates and vice-presidential candidates of the Republic of Indonesia, whose elections will be held in 2019. News about the economy that goes back and forth through users notifications is related to rising prices for materials, Fuel Oil, the increase in the price of basic foodstuffs, and the weakening of the rupiah against the dollar (MR & Seftika, 2019).

The social and cultural news that some users are following is about the burning of the monotheism flag by individuals acting on behalf of specific community organizations. Sports news that is a trending topic is football news, both from within the country and abroad. Apart from football, many other sports were trending when the ASEAN GAMES were held in Indonesia (Martin & Dwyer, 2019). The enthusiasm of the Twitter user community, including respondents to the international level competition event, was quite large, so news related to events that occurred during the match became trending. In addition, news about a disaster that occurred in an area some time ago has also become the focus of the conversation on Twitter, for example, the earthquake and tsunami that hit Central Sulawesi. Thus, Twitter users, including respondents using Twitter, are more focused on sharing information and aspirations.

### **3.4 Values law and religion on social media**

The Dynamics development condition social modern society is increasingly dynamic and impacts changing society in various countries. The condition thus no could release from the influence of great globalization in all line life existing world community. However important realized that there is no forever impact of globalization's influential positive in life social in the middle society, but too many impacts damage globalization in all aspects life modern society. This is what then Becomes challenging for various countries to emphasize various mark philosophy life nations and states in response to current globalization (Green, 2014).

In the Indonesian context, the existence of Pancasila as a philosophy and ideology life in life state has a role significant in responding to various shape threat values new from

abroad due to the impact of current globalization. Because that is essential awareness Indonesian people understand and appreciate as well as implement various mark philosophy loaded life \_ in Pancasila on life every day. Remember identity self a nation needs a reject measuring value (philosophy) that becomes an in principle. In context, this is Pancasila as philosophy nation and state. Become a system value with a base ontology, epistemology, and axiology for life in Indonesian society (Witte, 2021).

We understand the process of the birth of the Indonesian nation-state. No one could be released from the dynamics of struggle, historical struggle, sacrifice, suffering, and various ideas of a state personality that the Indonesian people aspire to. It was agreed that Indonesia as a country nation necessitates the principle that can make the basis of national and state life. The principle in question, namely: various marks or principles that can be a meeting point for all components of the nation. Remembering the character plurality of the Indonesian nation, which is accompanied by the spirit of struggle together, this is what then becomes a view of life and the basis of the state in the form of Pancasila. In other words, the existence of Pancasila is n manifestation of soul, philosophy, view, life, and at the same time, the personality of the Indonesian nation-state (Garry, 2017).

Before understanding the values of Pancasila philosophy for Indonesian people, it is essential to understand more formerly we understand the meaning of Pancasila. Etymologically, the term "Pancasila" comes from Sanskrit (the language of the Brahmin caste). Pancasila's word consists of two words: Panca means five, and the word Sila means basic. From etymological elements, this can be tied that the word Pancasila contains five basic meanings. What are the five basic principles of the Republic of Indonesia? However, this is important to know that Pancasila must be valued as a unified whole because each of the precepts in constructing the idea of Pancasila is synergistic in realizing the ideals he carried (Sudrajat, 2018).

#### IV. Conclusion

Finally, this study will present the conclusions of the study and the study's findings, which aims to understand the role of social media in forming a law-conscious character in the millennial era. The author believes that this salary has answered the core of the problem by presenting scientific evidence supported by the latest studies in the field where the role of social media cannot be denied any more because coolness in the porch today has advanced and developed among the younger generation, especially the younger generation. By becoming a millennial generation, of course, we have the opportunity to be a generation that is aware of the law because social media also describes issues related to the law and also awareness sponsored by the private sector and the government so that the younger generation is more familiar with social media, it is believed that they will have a positive impact on social awareness and legal awareness.

Among other things we describe every young generation, of course, has the right reason when they are on social media related to legal statements; the government and other parties must be able to create positive content that is spread by various social media to educate and awaken the younger generation to be blood and obey the law. This is a good and innovative way in which everyone today has a social media account that can easily promote anything that is the commitment of the state or business to get closer to social media. So another reason social media plays a role is that social media can provide information and aspirations to the audience, so the higher the audience is tied to social media, it is believed that he will get content as well as various information and aspirations so that he becomes a millennial generation who obeys the law.



The information they find and learn so that the generation that makes millennial law is also tied to so this social media is a medium that has a legal history before religion so that everyone who is with him will undoubtedly be positively affected through religious and social elections media with all the philosophies and documentation of a country then they will become obedient citizens who are aware and obey the law. Thus, among other things, a brief explanation of the study results that we repeat is to get a deep understanding of the role of social media in legally shaping youth narratives in the millennial era.

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