

Strengthening National Insight for the Younger Generation through the Distribution of Contemporary Social Media Content

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ABSTRACT

This study aims to determine the actions to strengthen the understanding and values of National Insight for the younger generation in Indonesia through social media content because it is a new way in the era of information and communication technology development considering that the younger generation is the largest user of social media in Indonesia who is vulnerable to receiving the spread of information and globalization from foreign countries that can threaten the life of the nation and state. The literature study method used in this study refers to various previous studies in order to be able to provide research updates. The results of the study found that there needs to be an update on the practice and variety of social media content from various stakeholders regarding the understanding and values of National Insight so that it can attract more attention from the younger generation of social media users

INTRODUCTION

Currently, we cannot deny that the process of globalization has brought many changes to the lives and social order of people around the world. Various contexts in aspects of people's lives ranging from science, religion and spirituality, economics, to social, political and cultural fields have undergone many changes along with the entry of globalization which has a major influence on national and state life (Shintia et al., 2019). In addition to these various aspects, the flow of globalization also brings about changes in mindset along with perspectives and behavior of society which have a further impact on their social identity as part of citizens. This condition occurs in real terms in the lives of Indonesian citizens, especially the younger generation of the nation who currently have changes in their perspectives and even behavior in the context of the nation and state due to the entry of globalization. The development of information and communication technology facilitates the spread of information needs that can be accessed by everyone, including in the context of globalization which allows the entry of various forms of culture from one nation and state to other nations and countries, where this form of culture can unknowingly influence the understanding and values of national and state life for Indonesian citizens. This is what is currently spreading in the lives of the younger generation of Indonesia along with the entry of various foreign cultures. Many of the younger generation are starting to forget the understanding and values of national and state life because they choose to adopt foreign cultures in their lives. This condition, if left without any preventive efforts, will erode the identity of the nation along with the diverse cultures of the Indonesian nation and state in the future, so it is important to re-instill understanding and the values of 'national insight' in the national and state life of the young generation of Indonesia (Purnama et al., 2022).

National insight is chosen as the main thing in an effort to re-strengthen the perspective and practice of national and state life for all citizens so that the nation's identity does not fade or is forgotten (Nurfatimah & Dewi, 2021). This effort can be realized by re-understanding the meaning and understanding of the concepts and values contained in the 'national insight' in order to create a national and state life for citizens that is in harmony with the social, political and cultural context in Indonesia. It does not stop there, understanding of the 'national insight' for citizens is also intended so that all citizens are able to overcome various forms of internal conflict and create a safe, comfortable, peaceful and serene life, where each citizen in living their national and state life continues to uphold equality of human rights, respect the various cultural diversity of the nation while maintaining the integrity of the nation and state (Barida, 2017). However, it is very unfortunate that the instillation of the understanding and values of national insight for all citizens is currently still limited to being provided through formal education taught in various educational institutions such as; schools, and campuses/universities through lessons called Pancasila and citizenship. The main target of this education is indeed targeting the younger generation as the successors of the nation who are believed to lead the direction of the progress of the nation and state in the future.

Although they have received formal education in educational institutions, in reality in everyday life there are still many young generations of the nation who have not practiced the understanding and values of national insight. So from here, the instillation of understanding and values of national insight is no longer only carried out through formal means, but is also supported by informal means, such as; involving various stakeholders who are also part of the citizens, and disseminating understanding and values of national insight through creative and interesting ways utilizing the development of information and communication technology as an inseparable part and at the same time going hand in hand in the lives of the nation's young generation (Hasibuan et al., 2022). The urgency of instilling understanding and values of national insight for the young generation of the nation, apart from being believed to be the group that will bring progress to the nation and state, also functions in their daily lives related to participation and the development of their real roles in various scopes, starting from; religious, scientific, economic, and social, political, and cultural fields (Sinta Utami, 2019). The existence of the younger generation is currently a group that is widely discussed by various other groups in society because it is considered as the party that holds the direction and goals of the nation as well as determines the fate of the nation and state, so that through this young generation the ideals of the nation and state can be realized. The younger generation so far has been understood as a transition period from childhood to adolescence and then to youth accompanied by physical changes (Kristiono & Wiratomo, 2017). From this understanding, the younger generation can also be said to be part of human resources that are expected to be able to play a role as the backbone of the defense of a nation and state (Sancoyo et al., 2018). This is also due to the assumption that the younger generation is the leader of tomorrow, where this generation will act as leaders in the future, including risking the fate of the nation and state in their hands (Kristiono & Wiratomo, 2017).

Based on observations of conditions and phenomena regarding the lack of understanding and values of national insight among the younger generation today, researchers consider this to be an important issue in formulating research problems into two discussions, namely; (1) the process of disseminating the understanding and values of national insight for the younger generation using social media, and (2) the roles that can be played by stakeholders so that the process of instilling the understanding and values of national insight can be implemented in the life of the nation and state of the younger generation. This research has significance and urgency in the scope of communication studies and citizenship studies because they are interrelated and connected to each other, and also combine elements of discussion from each study to be integrated into an academic research. The two elements of discussion are; (1) discussion related to social media as part of a new media form which is one of the areas of study in communication science studies, and (2) national insight which is the area of study in citizenship studies. Both are also connected to the discussion of the younger generation which can be observed from two study perspectives so that they can become a discussion related to citizenship communication in this academic research.

LITERATURE REVIEW

There are several previous studies that are used as a literature review to provide innovation in compiling this research, such as the research of Mei, Farida and Kridaningsih (2022) regarding "The Influence of Social Media on National Insight in the Young Generation," where the conclusion of the study found that there is a close relationship between the younger generation and social media, where the younger generation is the first group of social media users in Indonesia, which of course affects the process of receiving and conveying information related to national and state life because it is part of understanding national insight. Another study by Jati (2022) regarding "National Insight in the Frame of News as a Conflict Management Strategy to Strengthen Religious Moderation," also concluded that the legacy of independence is something that must be maintained by all citizens, including the media and the press, both of which have helped shape the characteristics of national life from generation to generation. Through the media and the press, each generation can learn about the life of the nation and state, so this is also important to strengthen national insight as part of the identity of the nation, both conventional media and online media. Through this media, each generation can inherit the values to love their nation and homeland and further implement them in everyday life while reducing the emergence of various internal conflicts in the nation.

Defining the Concept of National Insight

In fact, national insight is understood as a way of looking at the Indonesian people observing themselves and their environment in expressing their identity and national identity based on the mandate of Pancasila and the Constitution of the Unitary State of the Republic of Indonesia (Yuniarto, 2021). The government as the party that regulates national and state life for all citizens regulates the understanding related to National Insight into the Regulation of the Minister of Home Affairs of the Republic of Indonesia No. 71 of 2012 which reads: "National Insight is a way of looking at the Indonesian people about themselves and the environment that prioritizes national unity and integrity along with territorial unity based on Pancasila, the 1945 Constitution, *Bhinneka Tunggal Ika*, and the Unitary State of the Republic of Indonesia." National insight can also be a perspective to form a reflection of the attitudes and characteristics of citizens in the form of; love for the homeland; upholding the unity and integrity of the nation; and have a sense of togetherness to build the Indonesian nation and state towards a better direction amidst the massive flow of globalization without eliminating the identity and culture of the community, as well as the values contained in Pancasila as the foundation of national and state life (Sofyan & Sundawa, 2016). Furthermore, Prof. Muladi (Lukito, 2021) stated that understanding national insight prioritizes unity and togetherness in the process of organizing national and state life for all citizens. Unity in this case is a manifestation of the results of national integration of various cultural or cultural contexts such as; ideology; politics; socio-culture; economy; to defense and security. All of these cultural contexts are then summarized into one to create a unity (Lukito, 2021).

Definitions of New Media

New media is often referred to as digital media because its use requires an internet network to disseminate various messages and information in the form of text, photos, videos and others (Flew, 2014). According to John Vivian (Prasetya & Marina, 2022), new media is closely related to high-tech media because it is able to present various new innovations. For example, it has the ability to connect media users without limitations and space to increase the intensity of interaction and communication (McQuail, 2011). There are four main characteristics of new media. The first is decentralization, which means that the distribution of information can be accessed according to the needs of the message recipients. Next is the high ability of new media to transmit messages quickly and without limits. Then the interactivity or reciprocal relationship that will take place from new media users, where they can share and exchange information and communicate through the existence of new media. While the last characteristic is related to the flexibility of new media starting from the form, content and usefulness of the media itself because new media is very easy to access and use by its users (McQuail, 2011). From these four characteristics, new media can then be classified into several categories, namely; (1) Interpersonal Communication Media, such as mobile phones and e-mail based on their more personal use; (2) Interactive Game Media, such as video games that allow interactivity between game users; (3) Information Search Media, such as search engines and websites, both of which are a place to access information for new media users; and (4) Collective Participation Media, namely media that is a means of exchanging all information, news, and even interaction and communication networks between new media users. In communication science studies, the existence of new media is able to clarify the emergence of digital media, utilizing the existence of computers and internet networks as part of the development of information and communication technology. New media allows its users to access various media content anytime and anywhere, and the nature of this new media is interactive and has freedom (Sahar, 2014). The emergence of media supported by the internet will further present a new space for its users to interact, socialize and communicate which is then referred to as social media. So it can be explained that social media is an online media, where users can participate in the form of sharing, producing and networking online in the virtual world (Nainggolan et al., 2018).

Concept About Social Media

Social media in the study of communication science is part of new media (Indrawan et al., 2020). This is based on several views, first, new media is a combination of three things, namely; (a) computing and information technology, (b) communication networks, and (c) digital media and information content (Flew, 2014). Another view states that social media is a new period where interaction technology and communication networks, especially the internet, can transform society (Junaedi, 2011). In new media, there is an interaction process in the form of a reciprocal relationship between the communicating parties because they have the opportunity to respond to each other's information (Habibah & Irwansyah, 2021). The presence of social media as a form of new media makes the internet the main medium used in the process of disseminating

all influences and impacts of all content produced or uploaded on social media. Therefore, this is an important context for observing the differences between new media and conventional media. When conventional media does not need the internet, on the other hand, new media needs the internet to support its circulation and existence (Indrawan & Elfriza, 2018). Types of new media that are included in social media include; Instagram, Facebook, Twitter, YouTube and TikTok. Then there are also Podcasts and Vodcasts. Through social media as a form of new media, people have great opportunities and chances to access information and participate in online communication networks (Habibah & Irwansyah, 2021). Public accessibility in receiving information and participating in communication through social media is one of the groupings of the four types of media by Denis McQuail (2011) which are included as participatory media. For McQuail (2011), participatory media collectively utilizes technological developments, namely the internet, to disseminate all forms of information, views, thoughts and perspectives from the sender and/or content producer in order to get responses from the recipient of information on content on social media.

Definition About Young Generation

The term "Young Generation" is often used to describe a distinct group of individuals who occupy a specific cultural and historical moment. This encompasses categories such as young adults, youth, adolescents, and teenagers, all of whom share certain age-related characteristics but also differ significantly depending on their social environments, historical context, and cultural experiences. Understanding the behaviors, choices, and attitudes of the young generation requires a comprehensive look at the myriad factors that shape their lives, including personal experiences, societal expectations, and the evolving global landscape.

Defining the Young Generation

The concept of the young generation is fluid, often shaped by societal perceptions and historical changes. While it might be tempting to view this group purely through an age-based lens, it is important to recognize that the term encompasses a wider range of experiences. Young adults, teenagers, and adolescents are part of a continuum, where each stage of life is marked by unique challenges and transitions. Adolescence, for instance, is a period of profound physical, emotional, and cognitive growth. This developmental stage sets the foundation for young adulthood, where individuals take on more responsibility, form more complex relationships, and begin to navigate the world of work and independence. Teenagers, often viewed as the bridge between adolescence and young adulthood, experience a blend of both stages. They face the pressures of identity formation, academic performance, and social belonging, all while beginning to assert their autonomy. In contrast, young adults are typically engaged in establishing their career paths, solidifying their values, and forming long-term partnerships (Goulias & Davis, 2020).

METHODOLOGY

This study uses a qualitative-based approach with a literature study method or library study. Literature study is an effort to collect references from various previous studies in order to compile them in drawing a conclusion (Hartanto & Dani, 2020). Another understanding of literature study is a series of activities related to the process of collecting library data through reading, recording and managing research data that is objective, systematic, analytical and also critical. There are stages or steps in literature study regarding the collection of research data. First, identify various sources of relevant documents and literature, including; documents belonging to the government or state agencies, and scientific research journal articles. Second, the collection of various documents and literature, where researchers at the stage are used to collect them as materials needed in the research. Then the last step is to classify and analyze all the materials that have been collected. Researchers are required to understand the content of the collected materials to find their relevance to the research. In the data analysis process, this study uses content analysis techniques, where researchers analyze several previous studies that are considered the most relevant when faced with problems in this study (Adlini et al., 2022).

Researchers identified various materials, both documents and previous research on the discussion related to the understanding of national insight among the younger generation. Researchers first collected documents and previous research that raised the issue of national insight for the younger generation from various perspectives of study studies or the contents of documents belonging to government agencies. All documents and research were then classified and analyzed one by one to be able to understand the contents of the content discussed so that its relevance to the research being conducted could be known. Some of the documents analyzed in depth relate to content posts about National Insights on *@pinterpolitik* and *@kodim0833kotamalang* Instagram accounts. The two accounts were selected to be analyzed based on several considerations, such as the difference in ownership of the two accounts, where *@pinterpolitik* is based on social media accounts outside government institutions that discuss various socio-political matters. Meanwhile, on the other hand, *@kodim0833kotamalang* account is a social media account belonging to a state apparatus agency which is indeed closely related to the understanding of national insight. The author deeply observed the various differences contained in the two Instagram content to then analyze them in depth to get results in further discussion.

RESULT

Based on observations through various concepts and literature reviews, researchers found that there were two contexts in efforts to strengthen the understanding and values of National Insight for the younger generation using social media, the first discussion is the role that must be carried out by all stakeholders to instill the understanding and values of National Insight to the younger generation. Stakeholders here are classified into several parties according to their roles and actions that can be taken. The second discussion talks about the importance of disseminating the form of National Insight content with an actual model according to the interests and preferences of the younger generation as social media users. The production of content with the latest form aims to upload the attention of the younger generation to understand the intent and purpose of the publication of the content, even further, they can react by giving a like action or also commenting on the content in the content. This will make the process of disseminating the understanding and values of National Insight easier to be accepted by the younger generation of the nation.

DISCUSSION

The Role of Stakeholders in Instilling National Insight Understanding and Values for the Younger Generation

The existence of stakeholders in efforts to strengthen and disseminate the understanding and values of national insight for the young generation of the nation has an important role because they are the main parties who will carry out the deepening of understanding and values, direction and supervision for the actions and behavior of the life of the nation and state of the young generation of the nation. Referring to the classification of stakeholders by Susilo Adi Purwantoro et al., (2021), there are several main parties in efforts to strengthen the understanding and values of national insight, namely; (1) government, (2) experts and academics, (3) businessmen or entrepreneurs, (4) society, and (5) social media.

The first party, namely the government, has an important role as a policy maker for citizens in living the life of the nation and state. Through all the rules and policies that regulate the life of the nation and state of all citizens, there is a principle of value and practice that must be firmly held and carried out by all citizens. The government is also the party that has the right to give warnings and sanctions to every citizen who is considered to have committed violations and deviations in behavior in living the life of the nation and state. Here the government is not only centered in the central government, but also ministries that focus on handling aspects of national and state life, such as the Coordinating Ministry for Political, Legal and Security Affairs (Kemenkopolhukam) which coordinates several Ministries, Non-Ministerial State Agencies, as well as the State Security Apparatus. In addition to the central government, the regional government also has an important role in the process of controlling the rules and policies regarding national and state life for all citizens in each region, from the Province to the Regency/City.

The form of strengthening the understanding and values of national insight carried out by the government can be done in various ways. Especially for the younger generation, some forms of these actions can be; (a) socialization/counseling, (b) collaboration/cooperation, and (c) direct practice. Socialization is the most common form and is often carried out by the government to the younger generation, especially the socialization of National Insight in various schools or campuses. This socialization can be carried out by various ministries and non-ministerial agencies related to the context of National Insight, such as the Ministry of Defense, the Ministry of Law and Human Rights, and the National Counterterrorism Agency and the Pancasila Ideology Development Agency. Various ministries and non-ministerial agencies can also carry out collaborative or cooperative actions with the younger generation, starting from school students, college students to young people who are considered to have a suitable image to become a "National Ambassador," "Pancasila Youth," and others, which aim to make them role models for other young generations in living a life of nation and state in line with the understanding and values of National Insight. Furthermore, in practical actions, the government through various ministries and non-ministerial agencies can directly involve the younger generation, both those who have been selected or as a whole based on a certain age range, for example for; (a) voicing their aspirations in an effort to align the rules and policies regarding national and state life in accordance with the understanding and values of National Insight, (b) competing various innovations and activities of the young generation related to issues, phenomena and problems regarding national and state life with the aim that the government obtains the relevance of the point of view according to the context of National Insight from the young generation who do not forget that there are separate awards that will be obtained by the young generation for innovation and the form of implementation of their activities. Meanwhile, for state security apparatus, the form of action that can be taken is to conduct direct training for the young generation, for example national defense training in the form of "National Insight Camp," which is organized by the Indonesian National Army and the Republic of Indonesia National Police for a certain period of time to the young generation based on a certain age range, for example; school students and university students.

The second party, namely experts and academics, are actors who can provide basic perspectives and concepts related to the understanding and values of National Insight based on theoretical and empirical studies and research to be further taught through educational institutions that are mostly filled by the younger generation, used as an explanation of government regulations and policies to be understood by all citizens, as well as implemented in practice by all levels of society in order to understand national and state life that is in line with the understanding and values of National Insight.

The third party, businessmen and entrepreneurs. These two parties also have an important role because they are considered to be an extension of the government in the fields of economics, social, politics and culture. Businessmen and entrepreneurs in running their businesses are expected to continue to uphold the principles and values of National Insight. In this case, businessmen or entrepreneurs who should practice these principles and values are primarily media businessmen or entrepreneurs. The media plays an important role in controlling all the rules and policies of the government in power. In addition, it also provides various information content to citizens regarding current issues and phenomena. This is important for every citizen, especially the younger generation as the majority of users and accessors of various media information to be able to know various issues and phenomena around them, including in the life of the nation and state. A media in producing and distributing various information content and published narrative content can follow government regulations and policies while still paying attention to the principles and values of National Insight so as not to create chaos and disrupt the conduciveness of life for every citizen. Likewise, citizens, including the younger generation, must be wise in using all forms of media, both mass media and social media, including selecting and sorting various information content from a media. In addition to media businessmen or entrepreneurs, there are also literacy and knowledge businessmen or entrepreneurs who have a role in disseminating knowledge about national and state life in accordance with the understanding and values in the National Insight. This is especially important for the younger generation who are currently considered to have very minimal interest in literacy, so that it is a challenge for literacy knowledge entrepreneurs to be able to attract interest and raise the literacy power of the nation's young generation.

The fourth party, namely the community which is all citizens of a nation and state. In the social order of society, there are various classifications that can be used to actualize their role as part of citizens. This classification is divided into two forms, namely; (a) community groups/communities, and (b) individuals or individuals. The community group/community here consists of a combination of several individuals who gather together based on common views, thoughts, likes and certain hobbies, where they together have a common goal that will be carried out by each member or person in it. The form of community groups/communities is very diverse, ranging from social groups, to cultural groups. Both formal and informal. One example of a community group/community that is able to play a role in strengthening and disseminating the understanding and values of National Insight is the Community Empowerment Institution (LPM). Groups/communities in this society in the context of strengthening and disseminating understanding and values can take actions ranging from; (a) socialization and (b) collaboration. Socialization carried out by groups/communities can be carried out through various social and non-governmental institutions that operate in the social, political, and cultural realms where these groups/communities focus on issues of national and state life. Meanwhile, regarding collaboration, various groups/communities can collaborate with the younger generation to carry out various project activities,

especially activities related to the behavior of national and state life with the practice of understanding and values in the National Insight. This context also applies to individuals or individuals in the social order of society, where when living a national and state life, every citizen, including the younger generation, should be able to practice and implement all the understanding and values contained in the National Insight. This implementation must be comprehensive in the life of every citizen, especially for the younger generation of the nation as the holders of the direction and goals of the nation in the future.

The fifth party is social media. Social media in the term of stakeholders cannot run independently, but is supported by various other aspects, such as social media platform developers, social media owners and social media account users. Do not forget to be supported by the presence of the internet in the process of distributing various content containing certain information. Social media as an stakeholder here provides space for the ongoing interaction process between users of various social media platforms. The social media users referred to here are personal accounts belonging to individuals to official government accounts, such as ministries, non-ministerial agencies, state security apparatus, and others. These social media users can produce each other up to various content containing narratives regarding the context of National Insight, until they get responses from other users as a form of interaction process.

The Urgency of “Current” Content of National Insight on Social Media for the Young Generation of the Nation in an Effort to Disseminate the Understanding and Values of National Insight

Social media has become an inseparable part of all aspects of the lives of the younger generation because it is able to provide a space of freedom for them to express all opinions, arguments and ideas in response to issues or phenomena that are currently developing. When expressing all forms of their expressions on social media, the younger generation often chooses to use grammar and morality of expression with the aim of becoming something viral while being able to follow the development of trends or something that is currently being widely loved or discussed by many people. This certainly has a good or bad impact further. Therefore, it is necessary to create a limit for the younger generation of the nation in expressing all opinions, arguments and ideas so that they remain at a positive level and do not lead to bad things that are detrimental to themselves or other social media users. This is related to the ease of access to social media to all forms of information circulation which if not carefully sorted and selected will be prone to misinformation, disinformation or malinformation. As is known, misinformation is the untruth of information that is spread by certain parties. Disinformation is information that is intentionally produced by a certain party with the aim of influencing the thinking of the recipient of the information in order to gain their own benefit from the action. Meanwhile, malinformation is information that contains facts of truth, but is packaged with a certain purpose so that it is often used in an effort to harm a certain party. Hate speech is one example that is included in malinformation. All three are forms of hoax content on social media (UNESCO, 2018). Reflecting on this condition, in an effort to disseminate the understanding and values of National Insight for the younger generation, it is necessary to have an interesting form of content through a

creative system related to the production of content about National Insight. The various forms of National Insight content contained in various social media currently still depend heavily on the government which focuses on handling discussions about National Insight. Indeed, in this condition, the younger generation as social media users can find out that there is content about National Insight produced by ministries, non-ministerial agencies or even state security apparatuses that seem formal and rigid. There needs to be a separate way for stakeholders to disseminate information related to the understanding and values of National Insight through the appearance and forms of content that are interesting among the younger generation, including the freedom for the younger generation to participate in producing National Insight content in line with the current tastes of young people. The freedom to produce and disseminate content on social media is considered necessary in order to present a democratic national and state life process, intelligent citizens, and wise government. Here, social media content plays a role in encouraging changes in the national and state life of all citizens, including the younger generation.

Currently, many social media platforms provide a variety of the latest features to make it easier for users to upload content in various forms, from text, photos to videos. Some social media platforms even provide audio streaming service features that can be downloaded and listened to at any time by their users. This is where the main role of stakeholders is to first determine the social media platform that will be used in the process of disseminating National Insight content targeting the younger generation. Stakeholders should first be able to map which social media is most commonly used in the daily lives of the younger generation. In Indonesia itself, the most widely used social media besides WhatsApp as a communication medium for the younger generation is Instagram (We Are Social, 2023). Instagram offers audiovisual content that can be enjoyed by its users, especially the younger generation who like to publish various activities and activities. Stakeholders here must be careful to observe the forms of content spread on Instagram, from visual (in the form of images) to audiovisual such as videos, including content designs that are widely liked by users of the social media. If it is observed that many Instagram users prefer graphic or cartoon content rather than photos, then stakeholders must dare to produce similar content in order to get attention and even be liked by the younger generation. An example of this can be seen from the following content image.

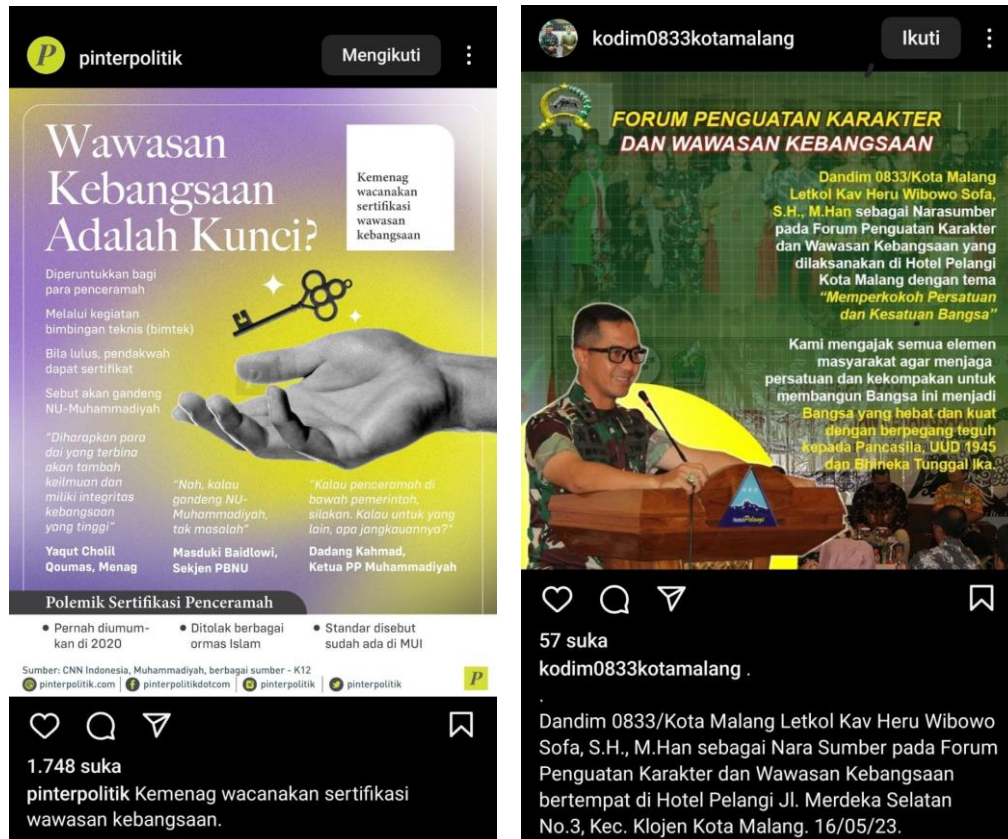


Figure 1. Comparison of the Form of National Insight Content on Instagram (<https://instagram.com>)

From the comparison of the two contents regarding National Insight on Instagram, the content from the @pinterpolitik account received 1,747 likes compared to the content belonging to @kodim0833kotamalang which only received 57 likes. It can also be observed that the information content presented in the two contents has a striking difference, where the content belonging to Pintarpolitik presents a discussion on "National Insight Certification Discourse at the Ministry of Religion," while the content of Kodim 0833 Malang City presents information on the activity "Strengthening Character and National Insight for Elementary School Principals in the Malang City Government Environment by the Head of Dandim 0833 Malang City."

Further observations regarding content related to National Insight were found on the YouTube social media platform. This social media platform presents audiovisual content in the form of videos about activities and events carried out by various groups. The first content on National Insight that was observed was a quiz competition between students from various campuses in Indonesia entitled "Final TWK: Which Indonesian Campus has the Best Insight?" on Narasi's channel. While the second content was the Webinar "Gebyar Wawasan Kebangsaan" which was uploaded on the channel of the National Defense Institute of the Republic of Indonesia (Lemhannas RI).



Figure 2. Form of National Insight Content on YouTube
(https://www.youtube.com/results?search_query=wawasan+kebangsaan)

It was found that the number of viewers of the National Insight quiz content between students owned by Narasi was watched at least 500 thousand times with the most viewers reaching 1.5 million times by YouTube users. Meanwhile, the Gebyar Wawasan Kebangsaan content owned by Lemhannas RI, which is one of the government institutions, was only watched by YouTube users 2 thousand times.

Through observations of several National Insight contents on social media, there are striking things that are challenges for each stakeholder to be able to disseminate the understanding and values of National Insight for the younger generation through the publication of the latest content. Because this will affect the success of the government's goal of disseminating the understanding and values of National Insight for the younger generation. So in publishing content, it is not only aimed at mere publication by containing information, but there must be a form and variety of content that can attract the interest of the younger generation of social media users to access, view, give likes and comment on posts of National Insight content published on various social media platforms.

CONCLUSIONS AND RECOMMENDATIONS

Based on the presentation of the results and discussion, the researcher concluded that in an effort to strengthen the understanding and values of National Insight for the younger generation using social media content, it must be carried out by all stakeholders who support the context of National Insight, starting from the government, academics, to the community. In an effort to disseminate the understanding and values of National Insight through social media, stakeholders must have a creative way of producing content on social media, starting from understanding the social media that will be used in the process of disseminating content as well as the latest forms and models of content that are currently popular with the younger generation of social media users.

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