



The Influence of Social Media on Cultural Change in Palembang, Indonesia

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ABSTRACT

Social media has become an important part of Indonesian people's lives. The use of social media has spread to various levels of society, from children to adults. This has given rise to various cultural changes in Indonesia, both positive and negative. This research uses a qualitative method with a case study approach. As many as 1000 teenagers aged 18-25 years were included in this study, where the research subjects underwent an online data collection process. Social media has become an important factor influencing cultural change in Palembang, Indonesia. This cultural change has complex implications for the people of Palembang, Indonesia, both positive and negative.

1. Introduction

Social media has become an important part of people's lives in Palembang, Indonesia. The use of social media has spread to various levels of society, from children to adults. This has given rise to various cultural changes in Palembang, Indonesia, both positive and negative. Culture is a set of values, norms, beliefs, and behaviors shared by a society. Culture is formed from various factors, including history, religion, and the environment. Social media is a new factor that has become an important force in shaping society's culture.¹⁻³

Social media has caused changes in language use in Palembang, Indonesia. This can be seen from the emergence of various new terms and phrases originating from social media. For example, the terms "bacot", "ngapain", and "selamat pagi dunia". Social media has influenced the lifestyle of Indonesian people. This can be seen in changes in the way we

dress, groom, and behave. For example, the emergence of the trend of wearing casual clothes, the trend of using natural makeup, and the selfie trend. Social media has changed the way the people of Palembang, Indonesia, interact socially. This can be seen from the increasing use of social media to communicate and socialize. For example, using social media to chat with friends, family and coworkers.^{4,5}

2. Methods

This research uses a qualitative method with a case study approach. This method was chosen because it can produce in-depth and comprehensive data about the influence of social media on cultural change in Palembang. The case studied in this research was a group of teenagers in Palembang. This group of teenagers was chosen because it is a group that actively uses social media. As many as 1000 teenagers aged 18-25 years were included in this study, where

the research subjects underwent an online data collection process. The data in this research was collected through observation, interviews, and documentation studies. Observations were carried out to observe the direct use of social media by groups of teenagers. Observations were carried out in various places, such as schools, homes, and other public places. Interviews were conducted with members of youth groups to gain more in-depth information about their use of social media. In-depth interviews were conducted to obtain comprehensive information. Documentation studies were carried out to collect secondary data, such as articles, journals, and videos related to this research. The data that has been collected is analyzed qualitatively to understand the influence of social media on cultural change in Palembang. Data analysis was carried out using an inductive method, namely by drawing conclusions from existing data.

3. Results and Discussion

Social media has caused changes in language use in Indonesia. This change can be seen from the emergence of various new terms and phrases originating from social media. These new terms and phrases are often used by social media users in daily communication. For example, the term "bacot" which means "to talk a lot and not matter" is often used to express annoyance or disagreement. The phrase "ngapain" which means "what are you doing" is often used to start a conversation. The phrase "selamat pagi dunia" which means "good morning everyone in the world" is often used to greet followers on social media. In addition to new terms and phrases, social media has also caused changes in Indonesian grammar and spelling. For example, the use of abbreviations such as "btw" (by the way), "wkwk" (warawara), and "lol" (laugh out loud) are increasingly common on social media. Changes in language use caused by social media can have both positive and negative impacts. The positive impact is that Indonesians become more dynamic and adaptive to changing times. The negative impact is that Indonesians can become more informal and less formal. To minimize the negative impact of language changes caused by social media, efforts need to be

made to increase Indonesian language literacy. These efforts can be made through formal and informal education, as well as through campaigns that make people aware of the importance of using Indonesian well and correctly.⁶⁻⁸

Social media has influenced the lifestyle of Indonesian people. This change can be seen in changes in the way we dress, groom, and behave. Social media has encouraged the emergence of the trend of wearing casual clothing. This can be seen from the many social media users who upload photos of themselves wearing casual clothes. This trend in wearing casual clothing is influenced by various factors, such as ease of dressing, comfort, and freedom of expression. Social media has also encouraged the emergence of the trend of using natural makeup. This can be seen from the many social media users who upload their photos without makeup or using natural makeup. The trend of using natural makeup is influenced by various factors, such as ease of use, comfort, and the desire to appear more natural. Social media has also influenced the behavior of Indonesian people. For example, the emergence of the selfie trend, which is increasingly popular among Indonesian people. This selfie trend is influenced by various factors, such as the desire to capture moments, the desire to appear attractive in front of the camera, and the desire to gain recognition from other people. Lifestyle changes caused by social media can have both positive and negative impacts. The positive impact is that the Indonesian people's lifestyle has become more modern and follows the latest trends. The negative impact is that the lifestyle of Indonesian people can become more consumptive and hedonistic. To minimize the negative impact of lifestyle changes caused by social media, efforts need to be made to increase social media literacy. These efforts can be made through formal and informal education, as well as through campaigns that make people aware of the importance of using social media wisely.^{9,10}

Social media has changed the way Indonesian people interact socially. This change can be seen in the increasing use of social media to communicate and socialize. Social media has made it easier for Indonesian people to communicate and socialize with

other people. This is caused by various factors, such as ease of access, affordable costs, and the availability of various features that support communication and social interaction. Social media has become an important means of communication for Indonesian society. Social media is used to chat with friends, family, and coworkers. Social media is also used to connect with new people. Social media has changed the way Indonesian people interact socially. This can have both positive and negative impacts. The positive impact is that it becomes easier for Indonesian people to communicate and socialize. The negative impact is that Indonesian society can become more individualistic and interact less directly. To minimize the negative impact of changes in the way of social interaction caused by social media, efforts need to be made to increase social media literacy. These efforts can be made through formal and informal education, as well as through campaigns that make people aware of the importance of using social media wisely.¹¹

Here are some examples of how social media has changed the way Indonesians interact socially: People now find it easier to stay connected with friends and family who live far away. They can chat, share photos and videos, and plan events together via social media. Social media has made it easier for people to connect with new people who share the same interests. They can join groups and communities on social media to meet new people and share information. Social media has become a means to express oneself and discuss various topics. People can use social media to share their thoughts, opinions and experiences. Overall, social media has become an important part of Indonesian people's lives. Social media has changed the way Indonesian people communicate and socialize, both positively and negatively.¹²

4. Conclusion

Social media has become an important factor influencing cultural change in Palembang, Indonesia. This cultural change has complex implications for the people of Palembang, Indonesia, both positive and negative.

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