Asian Journal of Community Services (AJCS)
Vol. 2, No. 2 (February) 2023: 191-202

Gen-Z Local Wisdom Campaign Agenda in the Framework of Counter Hegemony, Digital Hegemony, Cultural Hegemony

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A R T I C L E I N F O

Keywords: cultural hegemony, counter hegemony, digital hegemony, Generation Z, local wisdom

Received : 22, December
Revised : 24, January
Accepted: 26, February

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A B S T R A C T

Gen Z is currently facing challenges from foreign hegemony that comes with digital technology. The research analyses Gen-Z local wisdom campaign agenda in framework of counter-hegemony, digital-hegemony, and cultural-hegemony. This study uses a method based on research-based development, involving 100 Gen-Z participants with a series of discussion agendas and a local wisdom campaign on their social media. Result show that local wisdom content can be a solution for educating young people to have positive activities such as getting to know local values, increasing nationalism, and counteracting negative impacts of foreign cultural hegemony. It concluded that local wisdom can be a counter to hegemony that takes place in the new era of digital hegemony, as form of cultural hegemony.

INTRODUCTION

Globalization and modernization that spread throughout the world produce various changes. Sometimes, its bring a chance, sometimes it's a therat. Globalization ushers in new values and introduces new principles and new habits. This digital era comes to bring generation Z facing challenges of indoctrination, intolerance, and distortion of information through cyberspace. For an area that already has local values and principles, this has the potential to merge local identity and threaten the existence of local wisdom. This threat mainly applies to teenagers, or what is currently popularly known as Generation Z or Gen-Z.

Generation Z is a global generation born in the time period 1997-2012. This generation is considered to have rapid development along with the development of digital world innovation and modernization (Dimock, 2019). This generation grew together with digital technology plants, so that it is also closely referred to as the i-Generation or the internet generation or digital native. Their daily activities are closely in contact with the digital world. This makes them close to the threat of digital hegemony. Their proximity to the digital world is considered capable of influencing their character. Various information through cyberspace networks on digital sites is so easy to enter and merge and build their own values in their characters (Elmore, 2014).

Research conducted by Putri Yolanda, H., & Halim, (2020) found that there is a tendency for generation Z to do more activities by just seeing or reading. This means that what he catches from reading or watching has great potential to become a new value for Gen Z. Research Saifuddin (2011) The same thing shows that Gen Z has the potential to be exposed through the literature they receive, whether in the form of radical or other views. Research conducted by (Vosoughi et al., 2018) also found that globally, in cyberspace, fake news is more widespread than true news because it is packaged up to date. This also shows that people are more likely to share current news information, which tends to be fake. Meanwhile, this fake story ultimately inspires various values and characters in its readers. On the other hand, the existence of robots on the internet has contributed to accelerating the spread of news regardless of right and wrong values.

This is even more worrying especially considering that Gen Z, like the student group, is one of the targets of agents of radicalism with ideological indoctrination globally. By receiving continuous and intensive exposure in the form of various intolerant teachings and other negative teachings, there is the potential for the emergence of radicalism values as well as foreign values in the character of Gen Z (Dja'far, A. M., Taqwa, L., & Kholisoh, 2017).

In this condition of Gen Z intensity in the increasingly massive digital world, there is also the potential for foreign hegemony to enter Gen Z. This research was conducted in Indonesia, the place where the tendency for the development of foreign hegemonic values to increase intolerance and radicalism is also increasingly worrying (Lestari, 2019). In fact, Gen Z as the next generation of the nation should have a sense of love for the motherland, as well as being important agents to uphold the noble values of the Indonesian nation.

In fact, globalization and modernization are here to provide convenience and sophistication for the global community. However, on the other hand, there are things that are inevitable, being an entry point for foreign hegemony which in nature destroys the value of local wisdom that should be preserved. This challenge of foreign hegemony is now being faced by many Indonesian youth who live close to the internet so that it also brings them closer to the influences of the outside world such as indoctrination, intolerance, radicalism and at the same time weakens the value of local wisdom. They forget a lot about the rich local cultural heritage. This condition illustrates the threat of foreign cultural hegemony which can reduce the existence of local culture.

In 2020, BPS survey shows that generation Z in Indonesia is the largest generation group of all generations, namely 27.94% of Indonesia's total population of 270.20 million people (BPS, 2022). This research activity sees an important urgency in strengthening Generation Z's love for the motherland in order to ward off foreign hegemony. Deterrence of foreign hegemony is carried out by strengthening local wisdom, because culture is a potential tool in countering hegemony. This is at the same time a form of a series of research activities that have been carried out regarding the potential of culture as an instrument of counter hegemony (Haqqi & Soeparto, 2020).

This paper explain about there was a tendency for Gen Z in Indonesia to be easily exposed to foreign cultures and values, so they needed to increase their sense of nationalism. We conducted a trial by inviting young people who belong to Gen-Z to do a local wisdom campaign to increase their nationalism. Increasing Gen Z nationalism is carried out by strengthening local wisdom through campaigns, by utilizing technology as a tool or media to introduce local wisdom from various national cultures in order to instill a deeper sense of love for the motherland. This research analyzes the conditions before and after the implementation of the local wisdom campaign. Changes are focused on their understanding of regional culture, and whether this affects their love for their nation.

This research aims to see how to strengthening the values of nationalism of Generation Z through local wisdom campaigns can be effective in countering foreign hegemony, and then to check whether it can be effective as a form of cultural hegemony. The research analyses Gen-Z local wisdom campaign agenda in the framework of counter hegemony, digital hegemony, and cultural hegemony. The linkage analysis of these three concepts is very interesting to study, especially with regard to the local wisdom agenda aimed at the current internet generation, or generation Z.

IMPLEMENTATION AND METHODS

This study uses research and development methods, which emphasize the approach research-based development. The research was carried out through a series of experiments that invited 100 Gen-Z in Indonesia to be involved in local wisdom campaigns. Campaign activities are through a series of agendas which are entirely carried out within a duration of three months. In general, activities are divided into three stages, namely pre-activity, main activity and post-activity.

a) Pre-activity

Pre activity is activity before the campaign. This activity serves as both a warm-up and a more in-depth introduction to the participants' circumstances.

This activity was carried out in the first month of the activity, consisting of an assessment agenda and FGD (Focus Group Discussion). In this focus group, 100 members of Generation Z were observed regarding their level of recognition and understanding of local culture. The Ministry of Education and Culture has registered 1544 intangible cultural heritages in Indonesia, and Unesco has registered 594 intangible cultural heritages (Kemdikbud, 2022). Among the many cultures they have, it is necessary to know the extent to which Gen-Z recognizes their cultural heritage rather than how they recognize foreign cultures.

b) Main activities

The main activities are scheduled in campaigns activity with online packaging. The campaign was carried out by the participants, who during the activity kept in touch or coordinated with the research team. The main activity agenda takes place in the second month, for 30 days. For 30 days, they were invited to have regular discussions about the various cultural heritages that Indonesia has. They also made infographic material containing the richness of Indonesian culture from various regions. Each participant is encouraged to share this infographic through their respective social media.

c) Post activity

Post-activity is the closing agenda of a series of research activities, which are carried out through FGDs. FGD at this final stage is useful as an evaluation to get a conclusion on the effectiveness of local wisdom campaign activities in supporting counter hegemony for Gen-Z.

RESULTS AND DISCUSSION

Gen-Z, which is also the internet generation, is a generation that has great potential to advance. There are great opportunities from the internet that can be used to develop oneself, through information disclosure. However, Gen Z at the same time faces tough challenges when they do not have sufficient provisions in their thinking and character. In Indonesia, Gen-Z is faced with a variety of cultural choices that clash a lot. Indonesia has a local cultural heritage that is so rich and has noble values according to the nation's character. On the other hand, foreign cultures continue to enter and win the hearts of the youth. In fact, many young people are more familiar with foreign cultures than local cultures. Not only that, but foreign cultures can introduce new characters that overshadow the Indonesian nation's distinct identity. A strong shield is needed to ward off various hegemony from foreign values that are inconsistent with the identity and

character of the Indonesian nation. This is where the position of local wisdom can be placed as an important instrument in people's lives such as the Gen Z group.

Even though times are getting more advanced and modernization is offers many attractions, maintaining local wisdom is still an important thing. This research agenda has chosen local wisdom as an instrument to counteract the negative potential that may be faced by Generation Z from the presence of foreign hegemony. This campaign is intended to introduce and encourage Gen-Z youth to promote local wisdom so that it will further add to their sense of nationalism and love for the motherland to ward off foreign hegemony.

Local wisdom helps increase love for the motherland, while reducing the potential for national disintegration, as well as preventing young people from being contaminated with negative values or culture. The nation's noble values that have been inherited a lot can be a wealth in itself, considering that Indonesia is known as a plural nation with the slogan Bhineka Tunggal Ika. There is no doubt that Indonesia has inherited cultural diversity as a valuable social potential, which can be used as social capital to build character and cultural image in society. This local wisdom becomes an intellectual and cultural property that is important to be preserved, in addition to its position which is also valuable as a weapon in accommodating cultural transformation resulting from the latest technology and globalization (Njatrijani, 2018). Cultural heritage in society stores valuable values for society. There is soft power that can be useful in facing challenges from various foreign hegemony.

Assessment is the earliest stage of a series of this research activities, by strengthening various preparations related to the problems and solutions formulated. An in-depth assessment of the character of the activity targets is carried out, as well as a selection of those who are invited to be involved in activities. Assessment is also strengthened by preparing the right material to be presented according to the character and needs of the target, namely related to local wisdom. The assessment is carried out through informal discussions and observations of the surrounding situation, as well as taking into account the development of local wisdom that exists around the community.

In the next stage, FGDs were carried out with the research team and target partners or Generation Z. The FGDs aimed to explore more deeply regarding their understanding of local wisdom and foreign hegemony, and to assess more precisely the extent of Gen Z's sense of nationalism and love for the country. This FGD is a pre-activity agenda, which was held ahead of the local wisdom campaign. Also through this FGD, the research team can build closeness with Generation Z as target partners.

There were 100 participants in the FGD activities selected from the Gen-Z age group category, who were active on social media, and came from several regions in Indonesia. The FGD participants were also the next campaign participants in the entire series of Local Wisdom Campaign agendas. The team prepared campaign materials, namely preparing infographic materials containing local wisdom to be presented by partners on their social media. Infographic material is created through intense discussion and coordination with

Gen Z, so that the messages and components of the material are relevant, and can be well received by Gen-Z at large.

The campaign is carried out by inviting participant to upload infographic material that has been prepared about local wisdom on their social media. The campaign that was using local wisdom as a media was carried out to increase the knowledge, nationalism and love of the motherland of the participants, as well as to be able to invite more and more Gen-Z in partners' circle of friends to recognize local wisdom which is shared as an effort to counter foreign hegemony. This means that the impact received from the activity is not limited to the target partners, but also extends to the partner's circle of friends and has the potential to be even wider through dissemination on digital media. This is a way to prove how digital hegemony can be strong enough to disseminate information and ideas.

The campaign was carried out by 100 Gen-Z participants, for 30 intense days, with a total of 30 infographic materials containing positive and interesting local wisdom knowledge. The infographic material accompanied by #localwisdomcampaign was distributed via social media owned by the participants, such as IG, FB and WA status. After the campaign, evaluation was also carried out again by holding FGDs to explore the perceptions held by the participants after carrying out local wisdom campaign activities as well as an evaluation step for activities.

Gambar.1 Local wisdom Campaign

Further analysis of the local wisdom campaign activities shows an interesting phenomenon of a cultural hegemony. For the next generation of young people, a sense of love for the motherland and the steadfastness of nationalism values is important. The youth need it as a foundation to build a future that is relevant to support the nation's ideals and national goals. Without leaving globalization and modernization behind, youths need to acquire a powerful weapon to ward off irrelevant foreign hegemony, or to filter it out. The weapon or tool to counteract this foreign hegemony is through local culture/local wisdom/local wisdom. Strengthening local wisdom is considered increasingly relevant as the use of identity politics in several regions is increasingly widespread, which is inserted in the form of ethnic and religious primordialism in an irresponsible manner (Lestari, 2019).

Further analyzed, research Magu (2015) states that the relationship between global concepts and local values applies vice versa. That is, foreign hegemony can reverse direction. When mixed properly, local identity in the form of culture can not only be eroded by the onslaught of foreign values or globalization, but can also become a party that gives global influence. The role of the culture industry is very important to build a strong image for the nation, national identity and nationalism.

This principle is also referred to as counter hegemony. An area has a value system that can create counter pressure. When a class is aware of the dominance of another class, it can oppose the hegemony of a foreign culture through acts of counter hegemony. In this way, local culture can be in an equal or even higher position in society, by placing local culture as the hegemon it carries. According to Gramsci, counter-hegemony can succeed with support in the form of a massive active and accommodative role, and through extensive civil society empowerment. To ensure counter hegemony can work, grassroots groups must be able to contribute as groups that legitimize existing values. This means that there is a close relationship built between counter hegemony and cultural hegemony. Cultural hegemony can be an effective tools for counter hegemony.

According to Taum, there are three ways to counter hegemony, namely: (1) hard resistance; (2) passive resistance and (3) humanistic resistance. Counter hegemony with violent resistance utilizes actions that are contrary to the hegemon. In passive resistance, in facing the hegemon, all that needs to be done is to remain silent, not responding or not following the will of the mainstream hegemon. As for the counter hegemony with humanistic resistance, namely resistance with attitudes and actions in dealing with mainstream matters from the hegemon without violence, but by embedding human values (Taum, 2015: 98-104).

Humanistic resistance can be done through cultural capital. Cultural capital refers to the concept of counter cultural hegemony, namely resistance to foreign hegemony by utilizing the power of local wisdom as soft power (Waruwu & Mudana, 2018). From the explanation regarding the large potential of local wisdom as an instrument to counteract this foreign hegemony, it can be seen that the relevance of the solution from this research activity is carried out. Meanwhile,

the tools or media that are used to strengthen local wisdom use social media because of its position which is very close to the Internet Generation.

The series of research that have been passed strengthen the understanding that Gen Z is indeed increasingly being eroded by media exposure with universal values that sometimes override local wisdom. In the early stages, namely the assessment and FGD, it was found that Gen-Z's understanding of local wisdom and other ideal normative values had faded a lot. In particular, during the FGD activities, the discussions held with Gen Z showed that they had lost a lot of messages and impressions about regional norms that were actually able to build their thinking in a more positive direction. They no longer know various important local wisdoms, let alone have encountered them.

The lack of understanding of Gen Z about local wisdom is also caused by the lack of information spread in cyberspace, especially social media where they usually surf, about this local wisdom. In general, the issues that they usually see or that cross their digital media homepages are universal information, in fact most of them are filled with foreign informations, cultures and values. Research proves that Generation Z of Indonesia is now closely related to globalization and nationalism. Nationalism for Generation Z requires special attention because it is easy for them to be exposed to foreign cultures and understandings. Technology as a medium for the entry of foreign culture is also a tool that can be used to introduce national culture while increasing nationalism and love for the motherland (Wulandari et al., 2021).

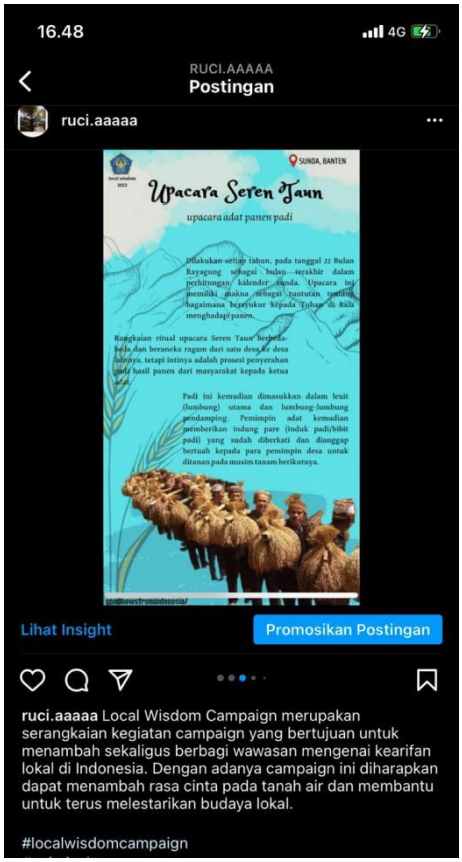
At the beginning of the FGD agenda, Generation Z were invited to broaden their horizons about local wisdom as an introduction. The discussion agenda was intense with open interviews with each activity participant. Each of them was asked to state how far they understood local wisdom, what local wisdom they already knew, had witnessed, or had been involved in activities with local wisdom nuances. The majority of participants admitted that they understood the importance of local wisdom and the importance of preserving local wisdom in order to protect nationalism and the nation's cultural heritage. However, further discussion revealed that their understanding of what local wisdom is in Indonesia, especially those that exist in their area, is very minimal. They even rarely come into contact with various intellectual property and cultural property from their ancestral cultural heritage.

The lack of knowledge about this variety of local wisdom is mainly found in Gen Z who live in urban areas or villages and densely populated housing. Meanwhile, some of them who still live in remote or remote villages still encounter agendas filled with local wisdom, although not massively. At least, in these rural areas there are still a number of events which are a cultural heritage of their ancestors so they are still involved or can witness them first hand, although many do not quite understand the implied meaning of the agenda.

The participants from Generation Z initially knew very little about, saw or were involved in agendas related to local culture. However, when Gen Z hear various discussions or stories about the uniqueness and goodness of local wisdom, they are still eager to embrace the noble values inherited from their ancestors. In this initial FGD, the participants were also exposed to information

about various kinds of local wisdom and how Indonesia's condition is increasingly being eroded by foreign hegemony or other negative values that have the potential to give rise to indoctrination, radicalization as well as other negative characteristics. They were also informed about how a sense of love for their homeland is so important to ward off foreign hegemony, as well as how they can be wise in responding to technological modernization and globalization which are getting closer to their lives as digital natives.

Furthermore, the close relationship between counter hegemony and cultural hegemony is also built by relying on digital hegemony. All FGD participants continued to carry out a campaign to share infographics on their social media. Sharing this information is a form of campaign to strengthen the love for the homeland, both for the participants and those in the participants' social media circles. Campaign activities are carried out after the approval of the participants. This means that the participants realize that this campaign agenda can make a positive contribution to their activities in sharing in cyberspace, as well as add to the discourse on the diversity of local wisdom in Indonesia.



Gambar.2 Local wisdom Campaign

The activity participants received infographic material containing information about various local wisdoms in Indonesia. This infographic material is prepared by the research team and distributed periodically to activity participants, so that they can be independently and freely shared on their respective social media pages. They were also given some information about the

values of that information, then invited to campaign for the infographic material through social media and owned it. In each post, each of them is free to write comments related to local wisdom campaign infographic posts. Thus, this step will not reduce their flexibility in their activities on social media. The 30-day campaign agenda is a habituation step for the participants so that they can be motivated to start sharing positively charged content with local cultural nuances. Habituation by instilling certain values is considered effective in influencing the attitudes, behavior and perceptions of the participants themselves (Affandy, 2017).

Interestingly, in each process, they try to interact and receive responses from their circle of friends regarding the infographic material that is being shared. Social media as a medium for conducting campaigns also influences the process or effectiveness of achieving activity goals. This is because strengthening the influence of local wisdom requires its own adjustments. This shows the power of digital technology to influence society, in a digital hegemony scheme. Local wisdom as a means of counter hegemony needs to adapt to the character and development of the latest society so that it can be accepted more easily. This adjustment can be through modification or innovation, use of technology or by means of appropriate delivery (Sugita et al., 2021). Therefore, the use of social media which is a technology medium that is close to digital natives or generation Z is able to further increase the target of the campaign to strengthen the position of local wisdom in the eyes of Gen Z.

There was a good reception from the participants in the local wisdom campaign activities. Through the post-campaign FGD activities, it was discovered that the participants also gained a lot of additional insight about local wisdom. They also realize how much and valuable local wisdom is spread in various parts of Indonesia. In addition, it was also told that there were various responses from their circle of friends on social media. The majority responded with questions showing their ignorance regarding local wisdom shared on social media pages. The response shows that attention has begun to emerge so that it can further increase curiosity to dig deeper regarding the diversity of local wisdom from various regions in Indonesia.

This activity is the first step in an effort to increase the introduction of Generation Z to a variety of local wisdom, while at the same time increasing a sense of love for the motherland. This is in accordance with the achievement indicators targeted in the activity, namely related to understanding local wisdom, increasing a sense of love for the motherland and increasing the usefulness of using social media for Gen-Z. Digital media as an entry point for various foreign hegemony can also be a way for the promotion of local culture widely.

From this counter hegemony agenda, it is hoped that many Indonesian Z generations will be able to avoid bad exposure to indoctrination, intolerance, and various negative impacts of foreign hegemony. Of course, not every foreign culture is negative. However, any values still need to be adjusted and filtered. This is the important of cultural hegemony built by a nations. Culture can be a powerful tool in shaping thoughts and character when it is disseminated in

appropriate ways according to the target group of society. For Gen Z, the media that is closest to them is digital media. The digital hegemony that continues to enter into their lives has a lot of influence. When digital hegemony enters with bad values, not in accordance with the character of the nation, those things will also be accepted and processed. However, the three digital hegemony collaborate with positive cultural hegemony within the framework of local wisdom, this can be a powerful weapon to counter foreign hegemony.

This research agenda also teaches how Gen-Z able to filter the material they receive from various places, especially material or information obtained from digital media. They need a filter in the form of a strong character so that the values obtained from foreigners can be adapted to the needs and character of the nation. It is important to protect and preserve the positive noble values of the nation, such as local wisdom value. Even though digital modernization is unavoidable. With a stronger character, Generation Z in Indonesia can also be more able to withstand negative attempts at indoctrination, radicalism and intolerance as well as other negative values that are not in line with the spirit and character of Indonesia.

CONCLUSIONS AND RECOMMENDATIONS

The local wisdom campaign activity can be an effective tool to ward off foreign hegemony which is negative for Gen-Z circles, so that they have a good filter in sorting and selecting the information they receive. While digital hegemony shows a strong influence in influencing gen Z. Through digital media, distributing infographics filled with local wisdom, can be effective ways in increasing Gen-Z's understanding as well as a sense of love for the motherland or nationalism. This action can simultaneously spread positive values and promote local wisdom in the Generation Z circles. They can also learn to filter the use of social media so that they can carry out positive activities in cyberspace. In the end, Generation Z has the opportunity to position itself firmly in counteracting the negative influence of foreign hegemony, as well as indoctrination and radicalization values that are contrary to the nation's noble character, as a form of cultural hegemony.

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