

Revitalizing National Identity among Young Citizens in the Society 5.0 Era

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Abstract

The era of Society 5.0 is marked by the integration of advances in digital technology and human values that bring new challenges to national identity, especially among young citizens. This research aims to analyze the understanding, challenges, and role of Civic Education in revitalizing students' national identity in the era of Society 5.0. This research uses a qualitative approach with an in-depth interview method with students and is supported by observation. The results of the study show that students in general have understood the basic concepts of national identity, such as Pancasila, the 1945 Constitution of the Republic of Indonesia, Bhinneka Tunggal Ika, and the Unitary State of the Republic of Indonesia. However, this understanding is still theoretical and has not been fully internalized in daily attitudes and behaviors, especially in activities in the digital space. The main challenges faced come from the influence of globalization, digital culture, and low digital literacy and media ethics. This study found that Civic Education plays a strategic role in building students' character and national awareness, but requires contextual and relevant learning innovations.

Keywords: *National Identity; Society 5.0; Young Citizens;*

INTRODUCTION

Indonesia is basically a diverse or multicultural country that has various religions, races, ethnicities and so on, this is a necessity given by Allah SWT to Indonesia so that as citizens it is obliged to maintain this diversity. Heroes are able to unite from various different backgrounds and put Pancasila as a guideline for life and the motto of diversity so that Indonesia becomes an independent country. This independence must always be maintained by remembering the services of the heroes of the past who always sacrificed their energy, thoughts and property for the sake of Indonesia's independence and maintaining unity and unity above differences. Over time, diversity in Indonesia always gets challenges, but these challenges can be overcome and Indonesia is still independent until now (Adiansyah & Pipit, 2022).

National identity is a national identity that reflects cultural, historical, and national values (Kaelan, 2013). However, in the midst of the rapid flow of globalization, there is a tendency to weaken awareness of national identity among the younger generation. This phenomenon is characterized by a decrease in love for the homeland, a lack of understanding of the values of Pancasila, and an increase in interest in foreign cultures that can erode the noble values of the nation (Suyanto, 2017; Arifin, 2018).

This national identity crisis requires serious attention and strategic efforts to overcome it. The revitalization of national identity is an important step in re-strengthening the nation's identity, especially among the younger generation (Azra, 2019). This effort can be done through education that instills national values, the use of digital technology to disseminate positive content about Indonesian culture, and the strengthening of the role of families and communities in shaping the character of the younger generation (Ministry of Education and Culture, 2020; Wahyuni & Susanto, 2021).

Education has a central role in this process. Through a curriculum that emphasizes national values and local culture, the younger generation can be equipped with a strong understanding of national identity (Nugroho, 2019). In addition, the wise use of digital technology can be an effective means of disseminating information and content that strengthens

national identity. Social media, for example, can be used to promote Indonesian culture, national history, and Pancasila values to the younger generation (Rahmawati, 2020; Kurniawan, 2021).

The role of the family and society is no less important. The family as the smallest unit in society has the responsibility to instill national values in children from an early age (Susanto, 2017). Meanwhile, the community can create an environment conducive to the development of national identity through various cultural, social, and religious activities (Kusnadi, 2022).

Revitalization of national identity in the era *Society 5.0* It is not an easy task. Synergy is needed between the government, educational institutions, families, and the community to create effective strategies in strengthening national identity among the younger generation. With an adaptive approach to the development of the times, it is hoped that the young generation can become agents of change who are able to maintain and develop national identity in the midst of global dynamics (Nasution, 2021).

Era Society 5.0 marking a new phase in the development of human civilization, in which digital technology and artificial intelligence are integrated with human values (*human-centered society*). This transformation has a significant impact on various aspects of life, including the national identity of a nation (Yamamoto, 2019; Prasetyo et al., 2020). In Indonesia, this phenomenon is a serious challenge, especially for the younger generation who are vulnerable to the influence of foreign cultures and global information flows (Haryatmoko, 2016; Mulyana, 2020).

RESEARCH METHODS

This research uses a descriptive qualitative method, using a qualitative approach, in order to explore or build a proposition or explain the meaning behind reality. This research uses a qualitative method. According to Perreault and McCarthy in Thessalonica Loud (2018), qualitative research is defined as a type of research that seeks to dig up information in depth, and is open to all responses and not just yes or no answers. This research tries to ask people to express their various thoughts on a topic without giving them a lot of direction or guidelines on how to say what the researcher should say based on reality or events that take place in the field. The sampling of data sources was carried out by *Purposive Sampling* of students at the University of Bangka Belitung. The *Purposive Sampling technique* was obtained through a question and answer process conducted by researchers and several resource persons.

The sampling technique is carried out by Purposive Sampling, which is the selection of participants based on certain criteria that are in accordance with the research objectives. Participant criteria include:

1. Between 18–22 years old
2. Be an active student
3. Have experience in Civics Education courses

The sample in this study is the young generation who are students from the University of Bangka Belitung as many as 50 students, so the right sample withdrawal is to use *the Accessory Sampling* method. To obtain valid and in-depth data, the researcher uses several data collection instruments, namely:

1. Interview
In-depth *interviews* with semi-structured interview guidelines. Open-ended questions are used so that participants can express their views freely and reflectively.
2. Direct observation
Observing student activities and behaviors in the campus environment as a form of strengthening interview data.
3. Documentation

defects of past events that are verbal, images or monumental works of a person. So in this study, the data used by social research methodology to trace historical data.

The interview process was carried out directly between October and November 2025. All the data collected was then analyzed using *thematic analysis*, which is by grouping data based on themes that emerged from the results of interviews and observations, to then be concluded descriptively. With this method, the researcher hopes to comprehensively reveal how Civic Education plays a role in revitalizing national identity for young citizens in the *Society 5.0 era*.

RESULTS AND DISCUSSION

Based on the results of observations and interviews conducted with 50 students from Banagka Belitung University, it was found that the results of this study show that the revitalization of national identity in young citizens in the *era of Society 5.0* is an urgent need. Although a conceptual understanding of national identity is already in place, the internalization of these values has not been running optimally. This is in line with the condition of *Society 5.0* which demands a balance between technological advances and human values.

The role of Civic Education is very strategic in addressing these challenges. Civic Education needs to be directed at strengthening digital literacy based on Pancasila values, so that young citizens are able to use technology wisely, critically, and responsibly.

The revitalization of national identity also needs to be carried out through a collaborative approach between education, family, and society. Thus, young citizens are not only users of technology, but also able to act as agents of change that integrate national values in social and digital life.

Here are some *sample* interviews that illustrate their views on the revitalization of national identity for young citizens in the *era of Society 5.0*:

1. Respondent 1: Understanding of National Identity

(Semester VI Students)

"I understand national identity as a characteristic of the Indonesian nation based on Pancasila and Bhinneka Tunggal Ika. I got this material from the Civic Education course."

2. Respondent 10: The Challenge of National Identity in the Era of Society 5.0

(Semester IV Students)

"Now we are more influenced by foreign culture from social media. Sometimes we unconsciously follow trends, even though they are not necessarily in accordance with our cultural values."

3. Respondent 15: Digital Literacy and Media Ethics

(Semester V students)

"PKn is important, but it would be more interesting if it was linked to real examples on social media or digital issues that are happening."

4. Respondent 20: The Role of Citizenship

(Semester VII Students)

"Sometimes friends immediately share information without checking the truth. Awareness about media ethics is still lacking."

CONCLUSION

Based on the results of observations and interviews with students, it can be concluded that young citizens already have a basic understanding of national identity. However, the application of these

values still faces challenges due to the influence of globalization and the development of digital technology in the Society 5.0 era. Civic education is considered to have a strategic role, but it needs to be developed through a more contextual and digital literacy-based learning approach in order to be able to optimally shape the national character of students.

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