


National Identity in the Digital Age: Challenges and Opportunities for Strengthening National Solidarity

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Article Info	ABSTRACT
<p>Keywords: National Identity, Digital Era, National Solidarity, Digital Literacy Communication</p>	<p>This research aims to analyze the dynamics of national identity in the digital era and explore the challenges and opportunities for strengthening national solidarity. Developments in information and communication technology have transformed the way people interact, form opinions, and express their identities, giving rise to new challenges related to social cohesion and national awareness. This research method uses a qualitative approach with literature review techniques. The results indicate that the digital era brings challenges and opportunities for strengthening national identity and social solidarity. The main challenges include the influx of foreign cultures, hoaxes and information polarization, individualistic attitudes, and the dominance of foreign languages, which have the potential to weaken traditional values and social cohesion. On the other hand, digital media opens up opportunities for cultural promotion, character education, creative expression, social mobilization, digital literacy, and campaigns to promote local products, which can strengthen national awareness and emotional attachment to national identity. Strategies for strengthening identity and solidarity require the wise use of digital media, cross-sector collaboration, and adaptive education that instills the values of Pancasila and the Indonesian archipelago perspective, so that the younger generation can internalize national values creatively and participatorily.</p>
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INTRODUCTION

National identity is a crucial pillar in building national awareness and social solidarity within a nation. This identity encompasses not only national symbols, culture, and history, but also reflects the shared values that unite society (Billah et al., 2023). Each nation possesses a unique identity. Each nation requires an identity that distinguishes it from other nations. The distinctive characteristic of the Indonesian nation is the Pancasila (Fathiniah & Oktarina, 2023).

Pancasila not only serves as the foundation of the Indonesian state but also reflects the national identity inherent in every citizen. The values contained in Pancasila, such as divinity, humanity, unity, democracy, and social justice, shape the character and norms that guide the lives of Indonesians (Novitasari & Najicha, 2023). This national identity emerges from the collective agreement of the entire community as a distinctive characteristic that distinguishes the Indonesian nation from other nations. As an identity, Pancasila serves as an identifying

mark, affirming who the Indonesian nation is and how its citizens view themselves, interact with others, and fulfill their social roles in national and state life (Irawan et al., 2023).

These distinctive characteristics or characters will eventually develop and grow within society, distinguishing it from other nations. This national identity then regulates the rights and obligations of citizens, thereby realizing the principles of a just, equitable, and sustainable democracy (Setiarsih, 2016). It is clear that foreign culture significantly influences the mindset of today's young generation, who are still considered unstable and easily influenced (Hakim & Darajat, 2023).

All of these factors have a significant impact on the formation of national identity, as each individual indirectly reflects the nation's character and values through their daily choices and behaviors (Nasution et al., 2025). Therefore, society is required to be more discerning and wise in assessing and selecting the information, culture, and lifestyle they receive, so that only positive and constructive values shape their attitudes and behaviors. Mistakes in following negative behavior can have negative impacts, both on individuals and their social environment, and have the potential to weaken national solidarity (Bulan, 2019).

In the digital era, developments in information and communication technology have brought significant changes in how individuals interact, express their identities, and shape public opinion (Susmayati et al., 2024). Digital media opens up new spaces for people to express their views, but also presents challenges related to social fragmentation and the spread of inaccurate information. Indonesian society is very open to social media, especially with its digitalization, ease of access to information, and real-time news (Sebayang, 2020).

The development of social media and digital platforms has expanded the ways citizens access information and participate in public life. This phenomenon has given rise to new dynamics in the formation of national identity, where loyalty and solidarity towards the nation can be influenced by global information flows (Manalud et al., 2024). Meanwhile, the emergence of transnational digital communities often leads to shifts in values and perceptions of nationalism, necessitating adaptive strategies to maintain social cohesion and strengthen national awareness (Hidayat, 2025).

Beyond challenges, the digital era also offers significant opportunities for strengthening national identity. Digital media can be utilized as a means of education, national awareness campaigns, and a platform for disseminating inclusive and unifying narratives (Assidiq et al., 2023). The government, educational institutions, and community organizations can leverage this technology to instill national values and strengthen social solidarity through a more participatory approach. Thus, the digital era is not only a threat but can also be a strategic tool for strengthening national identity (Aprianti et al., 2022).

Social changes resulting from digitalization also impact the younger generation, which is the dominant group of digital media users. This generation tends to access a variety of information from diverse sources, including those that do not always align with national values (Ubaidullah, 2025). This poses the risk of declining national awareness and weakening social solidarity if not balanced with appropriate digital literacy and character education. Therefore, research on the influence of the digital era on national identity is crucial for understanding the challenges and opportunities that arise.

Based on the above background, this study formulates several key questions, including: How does the digital era influence the formation and understanding of national identity in society? What challenges arise in strengthening national solidarity in the digital era? What opportunities can be exploited to strengthen national identity and solidarity through digital media? These questions are the focus of this research, aimed at providing a comprehensive understanding of the dynamics of national identity amidst the digital transformation.

METHOD

This research uses a qualitative approach with a literature review method to understand the dynamics of national identity in the digital era, as well as the challenges and opportunities in strengthening national solidarity. Data were collected through analysis of various secondary sources, such as books, scientific journals, articles, research reports, and official documents relevant to the topics of national identity, Pancasila, the development of digital technology, and social media. This approach enabled researchers to examine theories, concepts, and previous research findings in depth, thus gaining a comprehensive understanding of the influence of the digital era on the formation of national identity (Fiantika et al., 2022).

Data analysis was conducted descriptively and qualitatively, interpreting information obtained from various literature based on theoretical frameworks and concepts of national identity, social solidarity, and digital literacy. The results of the analysis were used to identify emerging challenges and strategic opportunities in strengthening national awareness in the digital era. With this approach, the research can present a synthesis of relevant findings to provide practical recommendations for the government, educational institutions, and the community in maintaining and strengthening national identity and solidarity.

RESULT AND DISCUSSION

Challenges

a. Foreign Cultural Influx

One of the main challenges to national identity in the digital era is the rapid influx of foreign culture through various digital media platforms. Social media, international websites, and entertainment apps allow people to access content from various countries easily and quickly. This creates extensive cultural interaction, but also has the potential to shift traditional values and local norms that have become a nation's hallmark. Unfiltered or uncontextualized foreign cultural influx often introduces lifestyles, mindsets, and social practices that differ significantly from local culture, thus risking the erosion of cultural and national identity.

Furthermore, the influx of foreign culture through digital media can influence the younger generation's preferences for values and behaviors considered "modern" or global. This generation, as the primary users of digital media, tends to be more easily exposed to and imitate foreign culture than traditional values. This can create dissonance between local cultural heritage and accepted global culture, thereby diminishing emotional attachment and national awareness. Therefore, the challenge of foreign cultural influx requires adaptive

strategies, such as cultural and digital literacy, as well as active efforts to strengthen traditional values to ensure the sustainability of national identity amidst digital globalization.

b. Hoaxes and Polarization

One significant challenge to national identity in the digital age is the proliferation of hoaxes and polarized information on social media. False or misleading information can spread rapidly, influencing public opinion and forming erroneous perceptions of social, political, and cultural issues. This situation has the potential to undermine shared understanding of national values, spark conflict between individuals or groups, and weaken the social solidarity that underpins national identity. The speed of information dissemination in the digital age increases the risk of factual distortion, requiring digital literacy skills to discern accurate and relevant information.

Furthermore, the polarization of opinion emerging on social media can create social fragmentation, dividing society into groups with differing views and values. This fragmentation not only threatens social cohesion but also weakens the sense of togetherness and collective awareness as a nation. Prolonged polarization can lead to perceptions of mutual suspicion, horizontal conflict, and a decline in trust in social institutions and the government. Therefore, the challenges of hoaxes and polarization require strategic efforts to build media literacy, digital ethics, and effective public communication to strengthen shared understanding and maintain national identity and solidarity.

c. Individualism

One of the impacts of foreign culture entering through digitalization is the rise of individualistic attitudes among society. Digital content that emphasizes personal achievement, global lifestyle consumption, and self-expression on social media often encourages individuals to prioritize personal interests over the common good. This phenomenon contradicts traditional Indonesian values, such as mutual cooperation (*gotong royong*), social solidarity, and a sense of togetherness, which are the foundations of national identity. Increased individualism can reduce community involvement in collective activities, weaken local social networks, and erode a sense of responsibility towards the community.

Furthermore, digitalization that encourages individualism has the potential to influence the younger generation in shaping their mindsets and behaviors. Exposure to a global culture that emphasizes individual freedom and personal success can make collective values less relevant for some members of society. As a result, social cohesion and national awareness can suffer, threatening to weaken national identity. Therefore, strengthening character education, digital literacy, and raising awareness of the values of mutual cooperation and unity are crucial to counteract the influence of individualism emerging from foreign cultural influxes in the digital era.

d. Language

One of the challenges emerging in the digital era is the decline in the use of Indonesian, especially among the younger generation (Gen Z), due to the dominance of foreign languages on various digital platforms. Social media, communication apps, and global entertainment content often use foreign languages as the primary language, encouraging young users to adapt to these languages. This situation has the potential to shift local language preferences,

weaken Indonesian language skills, and diminish the love of the national language as a symbol of national identity and culture.

Furthermore, the dominance of foreign languages in the digital world can impact the understanding of local culture and values embedded in language. Language serves not only as a means of communication but also as a vehicle for cultural expression and a unifying force for society. The decline in the use of Indonesian can lead to cultural alienation, a diminished understanding of national history and traditions, and weaken social cohesion. Therefore, strengthening the use of Indonesian on digital platforms through language literacy education, cultural campaigns, and local content innovation is crucial to maintaining national identity amidst the currents of digital globalization.

Opportunities

a. Cultural Promotion

Digital media offers significant opportunities as a means of promoting Indonesian culture, traditions, and richness to a global audience. Digital platforms such as social media, tourism websites, and content-sharing apps enable the rapid and widespread dissemination of information, enabling people around the world to learn about Indonesia's cultural diversity. Cultural promotion through digital media not only enhances the national image but also fosters Indonesian pride and awareness of their own cultural heritage. With the right communication strategy, digital cultural content can be both educational and engaging, making it more accessible to both the younger generation and international audiences.

Furthermore, utilizing digital media for cultural promotion can foster cross-sector collaboration, including government, educational institutions, creative communities, and tourism industry players. This collaboration allows for the development of innovative and interactive cultural content, such as documentary videos, virtual tours, and social media campaigns that highlight local traditions. In this way, digital media serves not only as a tool for disseminating information, but also as a participatory platform that strengthens national identity, maintains cultural sustainability, and enhances solidarity and collective pride in the nation's noble values.

b. Character Education

Utilizing digital platforms provides a strategic opportunity for character education, particularly in instilling the values of Pancasila, ethics, and citizenship interactively. Digital media allows for the delivery of educational materials through various engaging formats, such as educational videos, animations, interactive quizzes, and social simulations, enabling students to understand the concept of nationality in a more applicable and enjoyable way. This interactive approach increases the engagement of the younger generation in the learning process, while strengthening their understanding of the nation's noble values that form the foundation of national identity.

Furthermore, digital-based character education can strengthen collective awareness of social responsibility, solidarity, and tolerance among citizens. Systematically designed educational programs through digital media not only instill moral values but also shape a generation that is critical, has integrity, and is active in national and state life. Thus, digital platforms become an effective means to build a strong national identity, strengthen social

cohesion, and ensure that the values of Pancasila remain relevant in facing the challenges of the era of globalization and digitalization.

c. Expression Platform

Digital media provides a broad platform for young people to creatively express their nationalism through various forms of content, including video, music, art, and tourism promotion. Utilizing digital media allows ideas, innovations, and cultural works to be disseminated quickly and reach a wider audience, both domestically and internationally. In this way, national identity is not only preserved but also dynamically promoted through the creativity of young people who combine traditional values with modern innovations. Digital expression platforms provide a means for young people to demonstrate their love for the nation while building a positive narrative about Indonesia globally.

Furthermore, digital platforms, as spaces for expression, encourage the active participation of young people in cultural and national development. Creativity displayed through digital content, music, and art can strengthen emotional attachment to national values and foster social solidarity between individuals and communities. Tourism promotion through digital media also helps introduce Indonesia's rich culture and traditions, while enhancing national pride. Thus, digital expression platforms represent a strategic opportunity to build a national identity that is adaptive, creative, and relevant to the developments in the digital era.

d. Social Mobilization

Digital media provides significant opportunities for social mobilization, particularly in supporting national issues and promoting local products. Digital platforms such as social media, online forums, and community apps enable the rapid dissemination of information, making it easier for the public to engage in collective activities related to national interests. Through digital mobilization, national messages can reach a wider audience, increase public participation, and strengthen awareness of the importance of upholding national values and supporting domestic products.

Furthermore, social mobilization through digital media can foster active public involvement in various cultural, economic, and social programs. For example, online campaigns to promote local products not only boost the creative economy but also build a sense of pride in national culture and identity. Digital media enables more effective coordination, participation, and collaboration, thereby strengthening social solidarity and making the public more responsive to national issues. Thus, digital-based social mobilization is a crucial strategy for strengthening national identity and expanding the reach of national values in the modern era.

e. Digital Literacy

Improving digital literacy is a crucial opportunity for strengthening national identity in the digital era. Digital literacy enables people, especially the younger generation, to critically filter information, distinguish between accurate and misleading content, and use social media wisely. This ability not only protects individuals from hoaxes and polarization but also strengthens national awareness by ensuring that the information consumed and disseminated supports national values and Indonesia's cultural identity.

Furthermore, digital literacy encourages active public participation in building a positive national narrative. With adequate digital skills, the younger generation can contribute to disseminating educational content, social campaigns, and cultural programs that strengthen national solidarity. Digital literacy also facilitates a critical understanding of global cultural flows, enabling people to adopt positive influences without losing their local identity and values. Thus, digital literacy plays a strategic role in maintaining the integrity of national identity and strengthening social cohesion amidst the digital transformation.

Strengthening Solidarity

a. Adaptive Education

Strengthening national solidarity can be achieved through adaptive education that integrates the values of Pancasila and the Indonesian Archipelago Concept into a digital curriculum. This approach allows educational materials to be delivered interactively through digital platforms, such as e-learning, educational apps, and interactive modules that combine theory and practice. By utilizing technology, character education can reach the younger generation more broadly and flexibly, allowing the values of nationalism, tolerance, and mutual cooperation to be effectively instilled without the constraints of time and space.

Furthermore, digital-based adaptive education can encourage active student participation in understanding and applying Pancasila values in everyday life. An adaptively designed curriculum allows materials to be adjusted to technological developments and modern learning needs, enabling the younger generation to internalize national values in a relevant and contextual manner. This approach not only strengthens individual awareness of national identity but also builds social solidarity, a sense of responsibility, and a stronger emotional attachment to the nation and state.

b. Collaboration

Strengthening national solidarity can be strengthened through cross-sector collaboration between the government, educators, cultural figures, and the media in creating quality content that promotes national values. This synergy enables the dissemination of structured, accurate, and engaging information and education, effectively reaching various levels of society. The content produced through this collaboration is not only informative but also educational and inspiring, thus instilling the values of Pancasila, national insight, and appreciation for local culture.

Furthermore, collaboration between social actors and institutions facilitates the formation of a consistent and inclusive national narrative, thereby strengthening collective awareness and social solidarity. With the involvement of various parties with different expertise and resources, digital content can be designed creatively, innovatively, and adaptively to the needs of the younger generation. This collaborative strategy not only improves the quality of national education but also creates a digital ecosystem that supports active community participation in strengthening national identity and maintaining social cohesion.

c. Utilization of Technology

Utilizing technology, particularly social media, is an effective strategy for strengthening national solidarity in the digital era. Social media can be used as a national campaign tool that

reaches a wide audience quickly and efficiently, while simultaneously building a positive narrative about national values, diversity, and national identity. Through creative and informative content, the public can more easily understand the importance of solidarity, tolerance, and mutual cooperation, thereby significantly strengthening collective awareness of national identity.

Furthermore, digital technology creates interactive discussion spaces for people to share views, experiences, and aspirations related to nationality. This digital space enables constructive dialogue, cross-community collaboration, and active participation in social and cultural issues. By utilizing social media strategically, national campaigns become not merely a one-way communication channel, but also build greater public engagement, encourage positive interactions, and strengthen social cohesion, the foundation of national solidarity in the digital age.

d. Love for Local Products

Strengthening national solidarity can also be realized through encouraging love for local products. By encouraging the public to use and appreciate domestic products, national values can be linked to everyday economic practices. The use of local products not only strengthens the national economy but also serves as a symbol of respect for culture, creativity, and national identity. This effort fosters pride and an emotional attachment to national heritage, while strengthening collective awareness of the importance of supporting domestic development.

Furthermore, campaigns promoting love for local products through digital media and modern marketing platforms can increase broad public participation. Creative and interactive promotions enable the younger generation to actively participate in introducing national products to the wider community, both domestically and internationally. This strategy not only encourages the growth of the creative economy but also strengthens the national narrative and social solidarity by demonstrating tangible support for the nation's identity and sustainability.

CONCLUSION

The digital era brings significant challenges and opportunities for strengthening national identity and social solidarity in Indonesia. On the one hand, the influx of foreign cultures, hoaxes and information polarization, individualistic attitudes, and the dominance of foreign languages on digital platforms are key challenges. Foreign cultural influx can erode traditional values, while hoaxes and polarization have the potential to weaken social cohesion and shared understanding. The growing individualism resulting from the influence of global culture contradicts the value of mutual cooperation (*gotong royong*), while the decline in the use of Bahasa Indonesia can diminish emotional attachment to national identity. These challenges demand adaptive strategies and robust digital literacy to maintain cultural integrity and national awareness. On the other hand, the digital era also opens up various strategic opportunities to strengthen national identity. Digital media is an effective vehicle for cultural promotion, character education, a platform for expression, social mobilization, and increasing digital literacy.

Strengthening national solidarity can also be achieved through cross-sector collaboration, the use of technology for national campaigns, and encouraging a love of local products. Synergy between the government, educators, cultural figures, and the media enables the creation of quality, educational and creative content. Social media and digital platforms provide interactive discussion spaces, increase public participation, and build emotional attachment to national values. Supporting local products not only strengthens the national economy but also serves as a concrete manifestation of strengthening national identity and pride. Therefore, strengthening national identity and social solidarity in the digital era requires a balanced strategy between addressing challenges and capitalizing on opportunities. Digital literacy, character education, cultural promotion, cross-sector collaboration, and creative campaigns and expression are crucial steps to ensure national values remain relevant and implemented in people's lives. This integrated effort is expected to foster a generation that is aware of its identity, responsive to national issues, and possesses strong social solidarity amidst the ever-evolving digital transformation.

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