

The Impact of Digital Media Exposure on Cultural Identity Transformation Among Indonesian Youth

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ABSTRAK

Perkembangan pesat media digital telah secara signifikan mengubah cara individu berinteraksi, berkomunikasi, dan membangun identitas budaya, terutama di kalangan generasi muda. Platform digital memberikan pemuda Indonesia akses luas ke beragam informasi budaya, yang memungkinkan terjadinya pertukaran budaya sekaligus transformasi identitas. Penelitian ini bertujuan untuk menguji dampak paparan media digital terhadap transformasi identitas budaya di kalangan pemuda Indonesia. Pendekatan penelitian kuantitatif digunakan dengan melibatkan 185 responden pemuda Indonesia yang dipilih melalui pengambilan sampel purposif (purposive sampling). Data dikumpulkan menggunakan kuesioner terstruktur yang diukur dengan skala Likert lima poin. Data yang terkumpul dianalisis menggunakan Statistical Package for the Social Sciences (SPSS) versi 25, meliputi uji validitas, uji reliabilitas, uji asumsi klasik, dan analisis regresi linear sederhana. Hasil penelitian menunjukkan bahwa paparan media digital memiliki pengaruh positif yang signifikan terhadap transformasi identitas budaya pada pemuda Indonesia. Analisis regresi menunjukkan bahwa paparan media digital. Selanjutnya, koefisien determinasi ($R^2 = 0,365$) menunjukkan bahwa paparan media digital menjelaskan 36,5% variasi dalam transformasi identitas budaya. Temuan ini membuktikan bahwa media digital memainkan peran penting dalam membentuk identitas budaya kontemporer dengan memengaruhi nilai-nilai budaya, orientasi gaya hidup, keterlibatan budaya, dan proses adaptasi. Meskipun media digital berkontribusi pada transformasi budaya, hal tersebut tidak serta-merta menghilangkan identitas budaya tradisional; melainkan memfasilitasi munculnya identitas hibrida yang menggabungkan elemen budaya lokal dengan pengaruh global. Penelitian ini menyoroti pentingnya literasi digital dan kesadaran budaya di kalangan pemuda Indonesia untuk memastikan bahwa perkembangan teknologi mendukung keberlanjutan budaya sekaligus mendorong perkembangan budaya yang adaptif.

ABSTRACT

The rapid development of digital media has significantly transformed the ways individuals interact, communicate, and construct cultural identities, particularly among younger generations. Digital platforms provide Indonesian youth with extensive access to diverse cultural information, enabling both cultural exchange and identity transformation. This study aims to examine the impact of digital media exposure on cultural identity transformation among Indonesian youth. A quantitative research approach was employed involving 185 Indonesian youth respondents selected through purposive sampling. Data were collected using a structured questionnaire

measured with a five-point Likert scale. The collected data were analyzed using Statistical Package for the Social Sciences (SPSS) version 25, including validity testing, reliability testing, classical assumption testing, and simple linear regression analysis. The results indicate that digital media exposure has a significant positive influence on cultural identity transformation among Indonesian youth. The regression analysis shows that digital media exposure. Furthermore, the coefficient of determination ($R^2 = 0.365$) indicates that digital media exposure explains 36.5% of the variation in cultural identity transformation. These findings demonstrate that digital media plays an important role in shaping contemporary cultural identities by influencing cultural values, lifestyle orientations, cultural engagement, and adaptation processes. Although digital media contributes to cultural transformation, it does not necessarily eliminate traditional cultural identity; rather, it facilitates the emergence of hybrid identities that combine local cultural elements with global influences. This study highlights the importance of digital literacy and cultural awareness among Indonesian youth to ensure that technological development supports cultural sustainability while encouraging adaptive cultural development.

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1. INTRODUCTION

The rapid advancement of digital technology has fundamentally transformed how individuals communicate, interact, and construct meaning in contemporary society. Digital media platforms, including social networking sites, video-sharing applications, streaming services, and online communities, have become integral to everyday life, particularly among Indonesian youth. Increasing internet accessibility, widespread smartphone use, and exposure to global digital cultures have turned digital media into more than a communication tool; it now functions as a cultural space where identities are negotiated and transformed. Through these platforms, young people gain access to diverse cultural expressions, lifestyles, languages, and values, thereby expanding their understanding of global cultures and social practices (Sulistya & Hadiaty, 2024).

Cultural identity is a dynamic process shaped by traditions, beliefs, family values, ethnic backgrounds, religious practices, and social interactions. In Indonesia, globalization and digitalization have introduced foreign cultural influences that challenge conventional identity formation. Nevertheless, digital media also provides opportunities for cultural preservation because young people can promote, share, and celebrate local traditions through innovative digital content (Lailatulfitroh et al., 2025). This interaction between local and global cultures contributes to hybrid identity formation, particularly among Generation Z, who often combine Indonesian cultural symbols and values with global lifestyles, trends, and communication patterns (Fatikh, 2025).

Despite these opportunities, intensive exposure to global digital content may accelerate cultural homogenization and weaken attachment to local traditions. Dominant global trends can overshadow local customs, alter language preferences, influence social values, and reshape perceptions of modernity (Djumat, Lalihun, Haulussy, & Yaurwarin, 2025). Unfiltered information on social media may also cause cultural misunderstandings and value shifts that complicate efforts to preserve local identity (Lailatulfitroh et al., 2025). Furthermore, urbanization and increasingly

competitive and anonymous social environments may reduce the influence of traditional community structures that previously maintained cultural values (Djumat et al., 2025). Therefore, Indonesian youth continuously negotiate and redefine their cultural identities by balancing local traditions with global influences encountered through digital media.

Previous studies emphasize that media plays an important role in shaping individual identity through repeated exposure to cultural symbols, social norms, and representations of reality. From the cultivation perspective, continuous engagement with media content may influence how individuals understand social reality, while social identity theory explains that identity develops through interactions with social groups and symbolic environments. Digital media expands these environments by creating virtual communities where users can adopt, negotiate, and express multiple identities. Among Indonesian youth, platforms such as TikTok and Instagram facilitate the formation of hybrid cultural narratives that combine local traditions with global influences (Pamungkas, 2024). Media consumption also affects young people's values and beliefs as they continuously adapt and negotiate their cultural identities within a globalized media environment (Masud, Mourshed, Hossain, Ahmed, & Dabnichki, 2023).

Digital media functions as both a constructive and disruptive force in cultural identity transformation. On the one hand, social media supports the promotion of traditional arts, local products, cultural events, and community narratives. On the other hand, the rapid circulation of global content may overshadow local cultural expressions and contribute to cultural homogenization (Sulistya & Hadiaty, 2024). Increased exposure to diverse lifestyles, values, and social norms may also weaken traditional practices and reduce young people's attachment to local cultural values (Ubaidullah, 2025). Nevertheless, digital platforms can be used to document, revitalize, and disseminate traditional narratives, thereby encouraging cultural participation among younger generations (Rayhan, Jati, Zaky, Albian, & Purwanto, 2025). Participatory and community-based digital initiatives may further strengthen local identity while allowing youth to engage with modern cultural developments (Rayhan et al., 2025).

Despite the growing importance of digital media in cultural transformation, quantitative research examining its direct impact on Indonesian youth remains limited. Previous studies have mainly focused on digital literacy, media consumption, and globalization, while fewer have measured changes in cultural values, lifestyle orientation, traditional engagement, and cultural adaptation. Therefore, this study is expected to provide theoretical insight into cultural identity formation within digital globalization and practical guidance for educators, policymakers, cultural institutions, and digital content creators. The findings may support the development of responsible digital engagement strategies that strengthen cultural awareness while recognizing digital media as a major social force shaping the evolving cultural identity of Indonesian youth.

2. LITERATURE REVIEW

2.1 *Digital Media Exposure*

Digital media has become a dominant communication environment that transforms how individuals access information, interact, and construct social meanings through interactive and participatory platforms. Digital media exposure, reflected in the frequency, duration, diversity, and intensity of engagement with online content, can influence perceptions, attitudes, behaviors, and identity formation. Cultivation theory explains that repeated exposure to media representations gradually shapes individuals' understanding of social reality (Gerbner, Gross, Morgan, & Signorielli, 1986), while continuous exposure to digital content reinforces particular cultural narratives and social norms (Cevher & Özer, 2025). Among Indonesian youth, digital media facilitates glocalization by combining global information flows with local cultural adaptations, thereby producing hybrid cultural identities (Rifa'i, Mustofa, Luthfi, Anshar, & Purwanto, 2025). Social media simultaneously supports the preservation of local culture and the adoption of global influences in language, fashion, lifestyles, and social values (Pangesti et al., 2024). Indonesian Generation Z also uses

digital platforms to express and negotiate cultural identity by blending local symbols with global trends, which may encourage cultural openness and tolerance (Fatikh, 2025). Therefore, digital media exposure represents not only a technological phenomenon but also an important social and cultural process that shape's identity negotiation and cultural transformation among Indonesian youth.

2.2 Cultural Identity

Cultural identity represents an individual's sense of belonging to particular cultural groups, traditions, values, and social practices and should be understood as a continuous process shaped by historical conditions, social interactions, representation, communication, and changing environments rather than as a fixed characteristic (Hall, 1990). In Indonesia, cultural identity is constructed through ethnicity, language, religion, local traditions, family values, and community relationships, while globalization and technological development increasingly expose youth to new cultural references. Social identity theory explains that individuals define themselves through membership in social groups (Tajfel & Turner, 1986), yet digital media has made identity more fluid by enabling young people to express, negotiate, and combine local traditions with global cultural influences. This process produces hybrid identities that reflect both traditional values and modern trends (Figueiredo et al., 2024; Zalukhu & Yuliamir, 2025), while social media provides spaces for displaying local culture and engaging with global narratives (R. D. Putri, Purwanto, Keyla, Kharismatika, & Muthmainah, 2024; Zalukhu & Yuliamir, 2025). However, exposure to dominant global cultures may also contribute to cultural homogenization, appropriation, and tensions in preserving local identity (Figueiredo et al., 2024; Melia & Mesra, 2025). Consequently, Indonesian youth continuously negotiate their ethnic and cultural identities by balancing family and community influences with the pressures of modernization and globalization (Danial, Baihaqi, & Setiawan, 2025; Melia & Mesra, 2025).

2.3 Cultural Identity Transformation

Cultural identity transformation among Indonesian youth refers to changes in cultural values, beliefs, lifestyles, language, social behavior, and forms of cultural expression caused by globalization, technological development, and intensive interaction with digital media. The rapid circulation of global content exposes young people to international trends in fashion, entertainment, communication, and social values, which can influence how they perceive and express their cultural identities (Firdaus & Amin, 2024; Merung, Larisu, Bahriyah, & Zia, 2024). Rather than completely abandoning local traditions, Indonesian youth often selectively combine global cultural elements with inherited cultural values, resulting in hybrid identities that reflect continuous negotiation between modernity and tradition (Djumat et al., 2025; Shikirtayev & Yessengaliyeva, 2025). This transformation can be observed in changing language use, entertainment preferences, fashion choices, social interactions, and engagement with cultural heritage. However, digital media does not only contribute to cultural change or homogenization, as it can also support cultural preservation by enabling young people to promote traditional arts, local products, indigenous knowledge, and cultural narratives through online platforms (Febriansyah, 2024). Through digital communities and social media, youth can strengthen community relationships, introduce local traditions to wider audiences, and maintain cultural values while adapting to contemporary developments (Djumat et al., 2025; Merung et al., 2024). Therefore, cultural identity transformation should be understood as a dynamic process involving both cultural adaptation and continuity, in which Indonesian youth actively interpret, negotiate, and integrate global influences without necessarily losing their local cultural identity.

2.4 Relationship Between Digital Media Exposure and Cultural Identity Transformation

The relationship between digital media exposure and cultural identity transformation can be explained through cultural interaction and social learning, as continuous exposure to diverse cultural information may influence young people's

perceptions, attitudes, behaviors, and identity construction. According to uses and gratifications theory, individuals actively select and interpret media content based on their needs, motivations, and interests rather than passively accepting media influence (Katz, Blumler, & Gurevitch, 1974). This active engagement allows Indonesian youth to adopt, negotiate, or reject cultural elements encountered online. Platforms such as Instagram and TikTok expose users to diverse cultural norms that may promote inclusivity and openness (Ubaidullah, 2025), while users' media choices can generate both constructive and disruptive cultural transformations (Bala, 2025). Therefore, the effect of digital media depends on users' engagement, critical awareness, cultural background, and social context.

Among Indonesian youth, digital media can strengthen cultural awareness, support cultural learning, and promote local heritage through the documentation and dissemination of cultural traditions and events (A. F. H. Putri & Nabila, 2022; Zahrani, Purwanto, Ardiyanti, Lusiyan, & Riani, 2025). However, excessive exposure to dominant global content may encourage cultural homogenization and reduce attachment to local identities and traditional practices (A. N. Putri, Anggun, Jelita, Febrilia, & Purwanto, 2025). Critical awareness is therefore essential for maintaining cultural authenticity while remaining open to cultural diversity (A. F. H. Putri & Nabila, 2022). Although previous studies associate digital media consumption with changes in identity formation, cultural preferences, and social behavior, the magnitude of its influence varies according to demographic characteristics and patterns of digital engagement. Consequently, quantitative analysis is required to determine whether digital media exposure significantly contributes to cultural identity transformation among Indonesian youth and to support the formulation of the proposed research hypothesis.

H1: Digital media exposure has a significant positive impact on cultural identity transformation among Indonesian youth.

3. RESEARCH METHODS

3.1 Research Design

This study employed a quantitative explanatory research design to examine the influence of digital media exposure on cultural identity transformation among Indonesian youth. Digital media exposure was positioned as the independent variable, while cultural identity transformation served as the dependent variable. Data were collected through a cross-sectional survey at a single point in time to capture current patterns of digital media use and cultural identity perceptions. The numerical data were then statistically analyzed to identify patterns, measure the strength of the relationship between variables, and determine whether digital media exposure significantly affects cultural identity transformation.

3.2 Population and Sample

The population of this study consisted of Indonesian youth who actively use digital media in their daily activities, as this group is highly exposed to both global and local cultural content. A total of 185 respondents were selected using purposive sampling based on the criteria of being Indonesian citizens, belonging to the youth age category, actively using social media, streaming platforms, or online communities, and being willing to participate in the survey. The sample size was considered adequate for correlation and regression analysis because it provides sufficient statistical power and supports more reliable and stable estimations.

3.3 Data Collection Technique

Data were collected through an online structured questionnaire distributed to Indonesian youth and developed based on theoretical concepts of digital media exposure and cultural identity transformation. The questionnaire consisted of three sections covering respondent demographics and digital media usage patterns, digital media exposure indicators such as frequency, duration, content diversity, and interaction intensity, as well

as cultural identity transformation indicators including cultural values, lifestyle orientation, traditional engagement, and cultural adaptation. All items were measured using a five-point Likert scale ranging from 1 = strongly disagree to 5 = strongly agree to generate quantitative data suitable for statistical analysis.

3.4 Research Variables and Measurement

This study examined two main variables: digital media exposure as the independent variable (X) and cultural identity transformation as the dependent variable (Y). Digital media exposure refers to the frequency, duration, diversity, and intensity of respondents' engagement with digital platforms, including their exposure to local and global cultural content, with higher scores indicating greater exposure. Cultural identity transformation refers to changes in cultural values, lifestyle preferences, participation in traditional practices, adaptation of local and foreign cultural elements, and cultural expression through digital platforms, with higher scores indicating stronger cultural identity transformation.

3.5 Data Analysis Technique

Data were analyzed using SPSS version 25 through descriptive statistics, validity and reliability tests, classical assumption tests, simple linear regression, and hypothesis testing. Descriptive analysis summarized respondent characteristics and variable distributions using frequencies, percentages, means, and standard deviations. Instrument validity was assessed using Pearson Product Moment correlation, while reliability was evaluated using Cronbach's Alpha, with values above 0.70 indicating acceptable consistency. Normality, multicollinearity, and heteroscedasticity tests were conducted before regression analysis to ensure that the statistical assumptions were met. Simple linear regression used the model $Y = \alpha + \beta X + e$ to examine the effect of digital media exposure on cultural identity transformation. The hypothesis was tested using a t-test at a significance level of 0.05, while the coefficient of determination (R^2) measured the proportion of variation in cultural identity transformation explained by digital media exposure.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study involved 185 Indonesian youth respondents who actively use digital media platforms in their daily activities. The demographic characteristics of respondents were analyzed to provide an overview of the sample composition. The characteristics examined included gender, age, education level, and daily digital media usage duration. The distribution of respondents is presented in Table 1.

Table 1. Respondent Demographic Characteristics

Characteristics	Category	Frequency	%
Gender	Male	78	42%
	Female	107	58%
Age	17–20 years	62	34%
	21–25 years	89	48%
	26–30 years	34	18%
Education Level	Senior High School	71	38%
	Diploma	22	12%
	Bachelor's Degree	82	45%
	Postgraduate Degree	10	5%
Daily Digital Media Usage	Less than 2 hours	18	10%
	2–5 hours	67	36%
	6–8 hours	71	38%
	More than 8 hours	29	16%

Table 1 shows that female respondents represented the majority of participants, accounting for 57.8%, while male respondents accounted for 42%. Regarding age distribution, most respondents were between 21–25 years old (48%), indicating that the sample predominantly consisted of young adults who are highly engaged with digital technologies. In terms of education level, respondents with a bachelor's degree represented the largest group (45%). Furthermore, digital media usage patterns indicate that most respondents accessed digital platforms between 6–8 hours per day (38%), followed by those using digital media for 2–5 hours daily (36%). This finding confirms that respondents represent an appropriate group for examining the influence of digital media exposure on cultural identity transformation.

4.2 Descriptive Statistics of Research Variables

Descriptive statistical analysis was conducted to examine respondents' perceptions regarding digital media exposure and cultural identity transformation. The analysis included the minimum value, maximum value, mean, and standard deviation for each variable.

Table 2. Descriptive Statistics of Research Variables

Variable	N	Min	Max	Mean	Standard Deviation
Digital Media Exposure (X)	185	2.20	5.00	4.12	0.56
Cultural Identity Transformation (Y)	185	2.40	5.00	3.98	0.61

The results in Table 2 indicate that respondents had a high level of digital media exposure, with a mean score of 4.12 and a standard deviation of 0.56, showing that Indonesian youth frequently use digital platforms and consume diverse digital content. Cultural identity transformation recorded a mean score of 3.98, suggesting noticeable changes in cultural perspectives, lifestyle preferences, and adaptation patterns. The relatively moderate standard deviations indicate consistent responses, confirming that digital media has become an important environment for cultural interaction and identity negotiation among Indonesian youth.

4.3 Validity Test Results

The validity test was conducted using Pearson Product Moment correlation analysis. An instrument item was considered valid if the correlation coefficient (r-value) exceeded the critical value of 0.144 for 185 respondents at a significance level of 5%.

Table 3. Validity Test Results

Variable	Item	Correlation Coefficient (r)	Sig.	Result
Digital Media Exposure	DME1	0.721	0.000	Valid
	DME2	0.764	0.000	Valid
	DME3	0.795	0.000	Valid
	DME4	0.738	0.000	Valid
	DME5	0.812	0.000	Valid
Cultural Identity Transformation	CIT1	0.754	0.000	Valid
	CIT2	0.783	0.000	Valid
	CIT3	0.826	0.000	Valid
	CIT4	0.771	0.000	Valid
	CIT5	0.804	0.000	Valid

The results in Table 3 indicate that all questionnaire items for digital media exposure and cultural identity transformation were valid. The correlation coefficients ranged from 0.721 to 0.812 for digital media exposure and from 0.754 to 0.826 for cultural identity transformation, with all significance values recorded at 0.000 or below 0.05. Therefore, all

items demonstrated significant correlations with their respective total construct scores and were suitable for further statistical analysis.

4.4 Reliability Test Results

Reliability testing was conducted using Cronbach's Alpha analysis to evaluate the internal consistency of the measurement instruments.

Table 4. Reliability Test Results

Variable	Items	Cronbach's Alpha	Reliability Status
Digital Media Exposure	5	0.862	Reliable
Cultural Identity Transformation	5	0.884	Reliable

The results in Table 4 show that both research variables demonstrated strong internal consistency, with Cronbach's Alpha values of 0.862 for digital media exposure and 0.884 for cultural identity transformation. Since both values exceed the minimum reliability threshold of 0.70, all questionnaire items were considered reliable and consistent for measuring their respective constructs, making the research instrument suitable for further statistical analysis.

4.5 Classical Assumption Test

Before conducting regression analysis, classical assumption tests were performed to ensure the appropriateness of the regression model.

Table 5. Classical Assumption Test Results

Test	Indicator	Result	Interpretation
Normality Test	Kolmogorov-Smirnov Sig.	0.200	Normal distribution
Multicollinearity Test	Tolerance	1.000	No multicollinearity
	VIF	1.000	No multicollinearity
Heteroscedasticity Test	Sig. value	0.317	No heteroscedasticity

The results in Table 5 indicate that the regression model satisfied all classical assumptions. The Kolmogorov-Smirnov significance value of 0.200, which exceeded 0.05, confirmed that the data were normally distributed. The tolerance and VIF values of 1.000 indicated no multicollinearity, while the heteroscedasticity significance value of 0.317 showed that no heteroscedasticity was present. Therefore, the data were appropriate for further simple linear regression analysis.

4.6 Simple Linear Regression Analysis

Simple linear regression analysis was conducted to examine the effect of digital media exposure on cultural identity transformation.

Table 6. Regression Analysis Results

Variable	β	t-value	Sig.
Constant	1.245	4.326	0.000
Digital Media Exposure → Cultural Identity Transformation	0.664	10.247	0.000

The regression equation, $Y = 1.245 + 0.664X + e$, indicates that digital media exposure has a positive and significant effect on cultural identity transformation. The regression coefficient of 0.664 means that every one-unit increase in digital media exposure increases cultural identity transformation by 0.664 units. The t-value of 10.247 and significance value of 0.000, which is below 0.05, confirm that the effect is statistically significant. Therefore, H1, stating that digital media exposure has a significant positive impact on cultural identity transformation among Indonesian youth, is supported.

4.7 Coefficient of Determination

The coefficient of determination was analyzed to determine the contribution of digital media exposure in explaining cultural identity transformation.

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.604	0.365	0.361	0.489

Table 7 shows that the correlation coefficient (R) between digital media exposure and cultural identity transformation is 0.604, indicating a moderate positive relationship. The R Square value of 0.365 indicates that digital media exposure explains approximately 36.5% of the variation in cultural identity transformation among Indonesian youth. The remaining 63.5% is influenced by other factors outside this research model, such as family background, educational environment, peer interaction, socioeconomic conditions, and local cultural experiences.

4.8 Discussion

The results provide empirical evidence that digital media exposure has a positive and significant influence on cultural identity transformation among Indonesian youth, as indicated by the regression coefficient of $\beta = 0.664$ and a significance value of $p < 0.001$. This finding means that greater engagement with social media, streaming services, video-sharing applications, and online communities is associated with stronger changes in cultural perceptions, lifestyles, communication patterns, and cultural adaptation. The result is consistent with cultivation theory, which explains that repeated exposure to media representations can gradually shape individuals' perceptions of social reality and cultural norms (Gerbner et al., 1986). Continuous interaction with digital content may therefore influence how Indonesian youth interpret, evaluate, and express their cultural identities. This finding also supports research showing that digital media consumption contributes to changes in the values, beliefs, and cultural preferences of young people within globalized media environments (Cevher & Özer, 2025; İNCİ & KÖSE, 2023).

The descriptive results show that Indonesian youth demonstrated a relatively high level of digital media exposure, with a mean score of 4.12, indicating that digital platforms have become an integral part of their everyday cultural experiences. Through platforms such as Instagram and TikTok, young people encounter diverse lifestyles, cultural symbols, languages, entertainment forms, and social norms that can promote inclusivity and cultural openness (Ubaidullah, 2025). According to uses and gratifications theory, individuals actively select and interpret media content based on their needs, motivations, and interests rather than passively receiving media influence (Katz, Blumler, & Gurevitch, 1974). Accordingly, Indonesian youth may accept, reject, modify, or combine cultural elements encountered online depending on their critical awareness, social environment, and cultural background (Bala, 2025). Digital media therefore creates a new space for cultural negotiation rather than simply replacing traditional cultural practices.

The significant influence of digital media also suggests that Indonesian youth increasingly develop hybrid cultural identities by integrating local traditions with global cultural trends. Digital platforms enable young people to combine Indonesian cultural symbols, values, and practices with international influences in fashion, language, entertainment, and communication, resulting in more fluid and adaptive forms of identity (Fatikh, 2025; Pamungkas, 2024). This finding is consistent with studies explaining that the interaction between global information flows and local cultural adaptation contributes to glocalization and hybrid identity formation (Djumat et al., 2025; Rifa'i et al., 2025). However, exposure to dominant global content may also create cultural homogenization and weaken attachment to local traditions (A. N. Putri et al., 2025; SULISTYA & HADIATY, 2024). At the same time, digital media can support cultural preservation by facilitating the

documentation, revitalization, and promotion of traditional arts, cultural events, local products, and cultural narratives (A. F. H. Putri & Nabila, 2022; Rayhan et al., 2025; Zahrani et al., 2025).

The coefficient of determination of $R^2 = 0.365$ indicates that digital media exposure explains 36.5% of the variation in cultural identity transformation, while the remaining 63.5% may be influenced by factors such as family values, education, ethnicity, religion, community participation, regional background, and peer relationships. This confirms that cultural identity is not fixed but continuously reconstructed through historical conditions, social interactions, representation, and changing environments (Hall, 1990). Social identity theory also emphasizes that individuals construct their identities through membership in social groups and interactions with their surrounding social environment (Tajfel & Turner, 1986). Overall, digital media functions as a powerful but not exclusive agent of cultural transformation, creating opportunities for cultural learning and preservation while also introducing risks of cultural erosion and homogenization. Therefore, strengthening digital literacy and cultural awareness is essential so that Indonesian youth can critically engage with global digital content while maintaining meaningful connections with their local cultural heritage.

5. CONCLUSION

This study concludes that digital media exposure plays an important role in transforming the cultural identity of Indonesian youth by shaping their cultural perceptions, lifestyles, communication patterns, and forms of self-expression. Digital platforms function not only as channels for accessing global cultural influences but also as spaces for promoting and preserving local traditions. Therefore, cultural identity transformation should be understood as a dynamic process in which young people adapt, integrate, and reconstruct cultural meanings rather than simply abandon their cultural heritage. Strengthening digital literacy and cultural awareness is essential to help Indonesian youth engage critically with global digital culture while maintaining meaningful connections to local values and traditions.

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