



The Potential of Social Media in Increasing Young Generation's Legal Education

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Abstract

This research examines the role of social media in increasing legal awareness among the younger generation in Indonesia. As of January 2023, Indonesia had approximately 167 million social media users out of a total population of 276.4 million, highlighting a significant opportunity to enhance legal education. Despite this potential, the use of social media for raising legal awareness is minimal, reflected in high crime rates and low legal compliance. This study explores the urgency of legal education for the younger generation and the role social media can play in this effort. Using a literature review method, the research references relevant and reliable sources such as laws, books, journal articles, and official data. The meta-synthesis technique is applied to synthesize data from previous studies and draw conclusions. The findings indicate that legal education is crucial for improving legal awareness and compliance among the younger generation. Social media can significantly contribute by making legal information more engaging and accessible. The study recommends that the government utilize social media's potential in legal education by collaborating with private digital sectors and influencers to disseminate positive legal messages and raise awareness effectively.

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INTRODUCTION

Today's human life is very closely related to technology which also includes information dissemination facilities and ease of communication. The existence of technology, which initially existed as a tool to facilitate human life, has now developed with more massive use value for buying and selling transactions, educational facilities, entertainment, and can also be used as a means of self-actualization. The development of this

technology can have many impacts because one of them is supported by the presence of social media.

Through social media communication patterns don't only take place in real-time between two parties like using a cell phone. Social media can be interpreted as electronic services that can be used by users to create content on the internet and then share it with the general public on these social media features (Prakash Yadav & Rai, 2017).

Social media has developed significantly since the beginning of the 21st century, this has also been supported by the rapid development of computers and the internet. However, previously the development of social media began in the 1970s with long-distance communication via telephone lines. Then continued with the development of websites, and then the first social media was born, namely sixdegree.com and classmate.com in 1997 to 1999. Finally, this was followed by the development of other social media which became popular such as Friendster, Facebook, Twitter (Rafiq, 2020).

The development of social media in people's lives has had various impacts, the most concrete of which is the impact of erasing boundaries in the socialization process. The impact of social media is now starting to have a big impact on social change in society, especially providing the role of society at large to be able to contribute as guardians of values for deviant actions by violators of values and norms (Cahyono, 2016).

The sensitivity of some communities in responding to violations of existing values and norms in social life can trigger a growing awareness in other communities. If it continues to develop, it is possible that the influence of social media can become a means of developing knowledge for all citizens to understand the latest issues that are occurring. The essence of this overall impact is that it can trigger legal education through social media which is supported by knowledge and concrete efforts from social media users in responding to violations of values and norms.

Social media provides an opportunity for internet users to interact *en masse* through the places provided by social media makers, such as the comments column on Instagram, Twitter, or Facebook. Social media is an internet-based tool that allows users to self-actualize and interact selectively, both asynchronously and synchronously directly with other users in general and specifically (Carr & Hayes, 2015).

The social media makes the public not only consumers of information, but also every individual can become an information producer (Hermawan & Budi Abiyudo, 2022). Nowadays, the use of social media is not only accessed by private individuals, but also started to be widely used by organizations, businesspeople, companies, communities, as well as by the government.

This is of course based on the magnitude of the benefits of using social media to give a lot of influence by users to society at large. For example, social media is used by companies to increase sales figures, social community organizations use social media to increase community participation in the social movements they carry out, and the government uses social media as a means of conveying information, policies, and dissemination of actions taken by the government for the community.

Social media for the government is of course a tool that provides a lot of benefits, especially in the delivery of information regarding public policies which can be directly received by the public who also use social media synchronously or asynchronously, even

further, the public can also provide input and criticism through the comment column.

Social media has a significant impact on the implementation of government performance, the government can reach the wider community through the features found on social media so that its presence is felt by the community and then gives this good feeling to the public (Khasawneh & Abu-Shanab, 2013).

The massive use of social media by the public can also provide benefits in the implementation of government, one of which is by involving the community in participating in carrying out public policies that have been made by the government or also conveying aspirations directly through social media owned by the government.

Based on released data from datareportal.com, social media users in Indonesia, as of January 2023, there were around 167 million users out of 276.4 million total Indonesian population (Datareportal.com, 2023). These social media users can be broken down into 119.9 million Facebook users, 139 million Youtube users, 89.15 million Instagram users, and 109.9 million Tiktok users.

According to wearesocial.com, the majority of social media users in Indonesia are users aged 18 to 44 years (Wearesocial.com, 2023a). Interestingly, in the figures reported by wearesocial.com, around 42.6% of users use social media for reasons of reading news. But on the other hand, most social media users in Indonesia still use social media to follow accounts they know and are recreational in nature. When referring

to this data, Indonesia has great potential in terms of participation rates in the use of social media in everyday life.

On the other hand, this potential is unfortunately still not widely utilized by the government, even though there have been many accounts created by the government but there is still little public interest in interacting or following government accounts. This is proven because there are still many social media users who more often follow and interact with artists' accounts compared to accounts belonging to the government or state officials.

The internet and all the media in it become a symbol of progress as well as the development of civilization, but of course this progress also contains positive and negative content according to its utilization (Amarini, 2018). The urgency in exploiting Indonesia's soft power potential contained in the digital space is because most users of social media are the younger generation, which will also become a potential for the Indonesian nation in creating progress in the economic, social, cultural, legal, as well as defense and security fields. Indonesia's young generation plays a very important role as a flexible and technologically literate resource. Therefore, social media can be a means of developing the capacity of the younger generation, one of which is legal awareness. The young generation referred to is young citizens aged sixteen (16) to thirty (30) years, this is based on Law Number 40 of 2009 concerning Youth.

Legal awareness is important for every community to have, to create justice,

peace, comfort, and security in social life. Dzhangir Kerimov said that legal awareness is related to legal culture which includes knowledge of the law, recognition of authority and respect for the law, as well as a critical assessment of the government and the legal order that applies in society (Laptey & Fedin, 2020).

Indonesia as a rule of law country certainly makes law as one of the regulatory tools that control people's lives so that it is carried out peacefully, therefore Indonesian citizens need to understand the rules that have been determined in the law. Of course, every citizen must have legal awareness, because through this legal awareness they can fully understand their rights and obligations (Mirzayevich, 2022).

Certainly, this does not mean that people who do not have legal awareness cannot get guaranteed rights and obligations, but through legal awareness citizens can be involved in creating a better atmosphere for the life of the nation.

Social media as a means of information and as a means of public communication which is massively used by Indonesian people can be a means that is easily accessible by means of light content presented, so through this facility it will make it easier for the public to learn and understand knowledge about law.

Submission of information regarding policies issued by the government in the form of legal regulations that are contained in interesting content that is easy for the public to understand can be a source of legal knowledge and education for the community. Legal education can provide

benefits for the creation of public legal awareness, so that in the future the community can implement these rules for the sake of upholding justice (Suntara, 2022b).

Social media currently plays a very important role in disseminating electronic information. Users as legal subjects sometimes do not realize that words, memes, or images which are electronic information can have a detrimental impact on someone's good name. Even though disseminating information is a human right that every human being has, everyone is obliged to respect the rights of other citizens so that forms of punishment can be avoided (Asmadi, 2021).

In previous research, Yuni Fitriani wrote about the Analysis of the Utilization of Various Social Media as a Means of Information Dissemination for the Community (Fitriani, 2017). The article discusses the use of social media in the fields of education, business, tourism, health, religion, and politics.

Even though it explains the relationship between communication and information through social media and the Electronic Information and Transaction Law (UU ITE), the article does not explain the use of social media in the legal field.

Therefore, through this research, researchers are trying to reveal the potential of social media as a tool that can be utilized in the field of law, especially in increasing legal awareness for the younger generation. Referring to the high use of social media by Indonesian citizens, it is alleged that this could become a positive potential for increasing legal awareness among the public, especially the younger

generation. So, researchers assess the need for a more in-depth academic study on this matter to be able to find answers to problems related to the potential of social media and legal awareness of the younger generation.

Based on the description of the previous problem, this article focuses on efforts to answer the following problems: (1) The urgency of raising legal education? and (2) What is the role of social media in raising legal education for the younger generation?

METHOD

This research is descriptive in nature by discussing the potential of social media in the current digital era in increasing legal awareness of the younger generation. This study uses the systematic literature review (SLR) method using literature in the form of legal materials, books, and scientific journals. Literature is used as data sources because they are factual and can be trusted. The reason for using this method is because it helps research process for formulate the problem, collect data, evaluate the suitability of the data, analyze, and interpret relevant data, organize and present the results.

Through this method, researchers found several articles related to the problem being discussed. From the large number of reference data that the researcher previously collected, several references were then separated that were closely related to the problem being discussed. Finally, there were 26 references that researchers used in this research as a dissection of the problem being studied.

There are 11 journal articles related to social media, 6 journal articles related to legal education, 3 journals related to the younger generation, 2 references from books who related to legal awareness, and 4 factual data officially published on the internet. In this method, 89% of literature data used comes from the latest data within the last 10 years. The reference data that has been selected is in accordance with the problems discussed, namely the urgency of improving legal education and the role of social media in improving legal education for the younger generation.

Data analysis in this research uses meta-synthesis techniques with the aim of producing in-depth new concepts from previously collected data. This is also in line with the aim of data analysis using meta-synthesis techniques, namely, to obtain conclusions from the large amount of information collected, to obtain good analysis results.

RESULT AND DISCUSSION

The Urgency of Legal Education for Raising Legal Awareness

Legal education is certainly something that is very necessary in the life of the nation, moreover Indonesia explicitly explains itself as a legal state as stated in the 1945 Constitution of the Republic of Indonesia Article 1 Paragraph (3) which reads, The State of Indonesia is state law. The implication of the contents of the paragraph is that all aspects of state life carried out in Indonesia must always be based on law (Satrio & Toni, 2022).

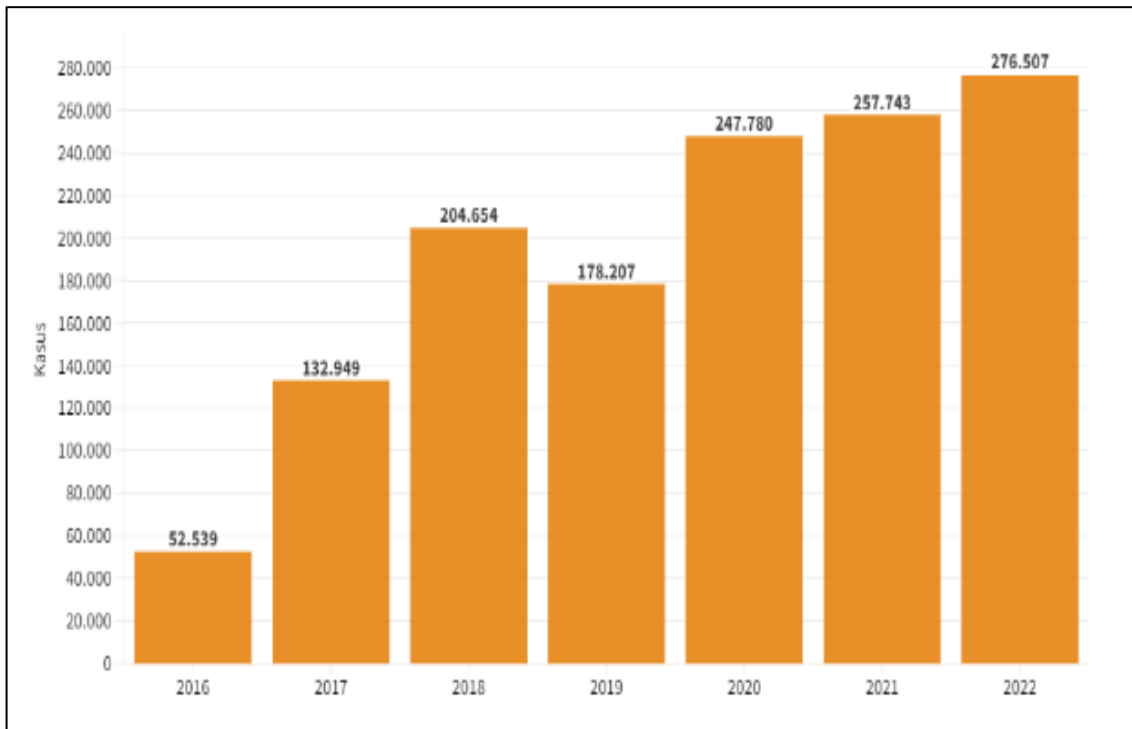
Legal education will have an impact on increasing legal awareness. Through legal education, which has an impact on understanding the law, people will also

tend to be obedient and aware of following legal rules, because they understand every prohibition and command in the law.

Legal awareness can be understood as self-awareness to comply with applicable laws. Legal awareness is actually an awareness or values contained

in humans regarding existing laws or about laws that are expected to exist, with an emphasis on values regarding the function of law and not legal judgments about concrete events in society (Soekanto, 1982).

Figure 1. Number of Crimes in Indonesia (2016-2022)



Source: National Police Criminal Investigation Center and 2022 End of Release

Based on these data, the number of crimes tends to increase from year to year. Throughout 2022 there is an increase of up to 7.3% (DataIndonesia.id, 2022). This figure is certainly not a small number, so there needs to be efforts for alleviation and prevention so that this number does not increase in the following years. Increasing legal awareness is an important part of implementing social life, because through the maturity of legal awareness in the community, it is possible that the crime rate will be minimized.

Legal awareness has a close relationship with legal compliance. The difference between the two is that legal compliance has consequences for sanctions so that it can create fear, while legal awareness does not have sanctions (Rosana, 2014). Referring to the data above, it can be concluded that the legal obedience of the Indonesian people is still very minimal, this of course also correlates with legal awareness that is still immature among social life.

The growth of legal awareness within society which is based on self-

motivation is very important to create order and justice without the need for more rules containing sanctions. But of course such conditions are quite difficult to create, there needs to be encouragement and stimulation to create legal awareness which then has implications for law enforcement (Rahayu et al., 2022). Therefore, to form mature legal awareness, a process such as the following is needed (Fuady, 2007).

1. Stage of legal knowledge
Relates to knowledge of certain behaviors governed by written law regarding what may and may not be done.
2. Legal understanding stage
Individual understanding of the contents of the rule of law, regarding the content, purpose, and benefits of the rule of law.
3. Legal attitude stage
The tendency of individuals to accept or reject the law because of awareness of the benefits of law or not for life.
4. Legal behavior pattern stage
Whether or not the law applies communally by the community is related to the understanding and compliance with the rule of law.

At this stage of the process of instilling legal awareness for the community, of course, a large contribution from all elements of society is needed. The government can be a facilitator or the main executor in efforts to instill legal awareness, the community of course acts as a subject in the process of instilling legal awareness, other parties, both private and public who have expertise in the field of law, can also support the process with

whatever efforts can support it. achieving increased legal awareness for the community. There are several efforts that can be made to increase public legal awareness, namely as follows (Hasibuan, 2016).

1. Repressive measures
Firmness in law enforcement can be a means of strengthening legal awareness because there are lessons for the community not to violate the rules.
2. Preventive measures
Attempts are made to prevent violations of the law by increasing legal threats against certain legal violations.
3. Persuasive action
Encouragement through inculcation or education for the community to understand the rule of law so that they can carry out every rule and avoid every prohibition.

Increasing public legal awareness is certainly expected to take place in a humane process, so that people can accept this form of legal awareness through things they are not afraid of. Therefore, efforts such as counseling, formal education in schools, to massive delivery through the media are ways that can be carried out simultaneously.

The Role of Social Media in Raising Legal Education for Younger Generation

The young generation is a group of citizens who are expected to become a generation of reformers in developing the life of the nation. If the morals of the younger generation are bad, then the national identity will also be bad. If the character and mindset of the younger

generation always move in a positive direction then it will be easier for Indonesia to advance the nation in the world arena (Suntara, 2023).

The younger generation is the most social media user, so there is no doubt that they are also referred to as digital natives whose life activities are in direct contact with digital facilities. This thing has positive and negative impacts on its users. Based on data from wearesocial.com, Indonesian people in the age range of 16-64 years use the internet for 7 hours 42 minutes a day and spend 3 hours 18 minutes to access social media (Wearesocial.com, 2023b).

The data shows that one third of people's daily activities are used to surf the internet. Certainly, this is a dynamic that should not lead to unproductive activities or in other words paying more attention to cyberspace for fear of being left behind by the latest information and trends so that you forget about activities in the real world which are just as important.

The bad characteristics of excessive internet use can be detected when the younger generation uses devices more in their daily activities, which even interferes with their main activities such as school, college, work, or when interacting with their friends. It doesn't really matter in accessing the internet or social media if it doesn't interfere with main activities and the use is also intended for positive things and is of value knowledge.

Social media actually offers a lot of facilities that can be utilized by its users, social media has several characteristics, including (Purnama, 2011):

1. Reach, it has a broad reach, can even reach on a global scale.
2. Accessibility, easily accessible to anyone anywhere.
3. Use, relatively easy to use because there is no need for special skills or training before using it,
4. Actuality, attract a general audience response quickly,
5. Constant, it has a long period of time in some of the features of its use.

The use of social media certainly does not belong to a group of people, nor does it belong to the government, nor does it belong to big companies. Social media can be accessed and used by everyone, through easy access and use, along with the wide reach of the network in exchange of information and communication can bring out various influences on everyone, one of which is used in increasing legal awareness. In the digital era 5.0 increasing legal awareness will certainly achieve success with community participation efforts (Sembiring et al., 2022).

Citizen participation is of course always an important thing in the development process of a country. The progress of a nation is also influenced by encouraging the self-maturity of its citizens mentally, morally and intellectually (Suntara, 2022a). Using social media with easy account ownership for everyone and for every group or organization that has a concern for making an impact on the wider community, increasing legal awareness can be done through continuous uploads. Submission of information regarding the rule of law, or matters relating to the law will be enough

to help increase knowledge for every individual who sees the content.

These uploads can be made via Facebook, Instagram, Twitter, Youtube, Tiktok, or other social media that are loved by the public, especially the younger generation. As is the case at the individual level, the positive and negative consequences of social media can also be felt communally at the community level. The rise of social media platforms also broadcasts vital issues regarding health, education, the economy, and other critical issues that are currently happening, this of course can trigger awareness and sensitivity of the wider community, especially youth as users with the most numbers of social media (Prakash Yadav & Rai, 2017).

The massive discussion of critical problems and issues raised through social media can certainly lead to changes in people's behavior, from not knowing to knowing, from not really caring to being interested in listening, and in the end, it can potentially become intense to study and understand the issues that are being discussed. happen.

Utilization of social media is also a good tool for the government to use, through existing features by disseminating information through promotional media and displaying advertisements that are tailored to the wishes of content creators to be addressed to everyone who is the target of promotion, of course it can facilitate socialization activities and information dissemination. Until now, the dissemination of information related to law through social media, especially on Instagram, has been quite a lot followed by

the Indonesian people, although this figure is still far away when compared to entertainment accounts and accounts belonging to artists.

The Ministry of Law and Human Rights of the Republic of Indonesia has around 487 thousand followers. Apart from the government, non-government accounts are no less popular, such as the @hukum_online account which is followed by 393 thousand people. Based on this, the use of social media in disseminating information and disseminating knowledge about law is quite a lot of enthusiasts, even though the percentage is still minimal when compared to the total number of social media users themselves. But at least through this social media has the potential to continue to grow, especially with its permanent and long-term advantages so that all forms of information delivery can be accessed continuously for a long period of time.

There are also other ways that can be done in disseminating law to increase legal education for develop younger generation's legal awareness through government initiatives, namely by holding collaborations with artists who can have a big influence on their followers. The benefit of the large number of followers that artists have can be a good means of cooperation in making a good impact on the younger generation, moreover today's younger generation finds it easier to get exposure to trends through things conveyed by figures they like.

CONCLUSION

Increasing people's understanding of the law through legal education is an important part of efforts to create a good,

safe, and orderly social life. This is based on the impact of legal education which can increase compliance with the law, increase a sense of responsibility, and ultimately advance justice. At this stage of the process of instilling legal understanding in society, of course, a big contribution from all elements of society is needed.

Collaboration between policy makers related to legal education is a necessity to be able to realize legal education for all Indonesian society. The partnership between ministries is an example of a part that can be implemented and has often been realized in several other programs before. Collaboration between the Ministry of Law and Human Rights, the Ministry of Education, Culture, Research and Technology, and the Ministry of Communication and Information is an example of collaboration that researchers believe has great potential in improving legal education for citizens by encouraging the role of social media.

The government can be a facilitator or the main implementer in efforts to instill legal awareness, the community of course acts as a subject in the process of instilling legal awareness, other parties, both private and public who have expertise in the legal field, can help support this process with any efforts that can support achieving increased legal awareness for the community. Submission of socialization and information can be done through uploads on social media.

To reap greater benefits in exploiting the potential of social media, the government can also work with influencers who have many followers to further expand the dissemination of efforts

to increase public legal education. Collaboration between policy makers such as ministries and influencers on social media is a realistic thing that researchers also recommend supporting legal education for citizens. This is based on the potential influence of influencers in conveying positive messages on their accounts on social media.

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