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Identity Crisis and Multicultural Challenges in the Dynamics of Indonesian New Media: An Intercultural Communication Perspective

Erwan Efendi[1], Nazil Mumtaz Al-Mujtahid[2], Muhammad Alif Alfaruqi[3], Nona Khairiah[4], Abdul Rahman Matondang[5]

[1] Universitas Islam Negeri Sumatera Utara, Indonesia, erwanefendi@uinsu.ac.id
[2] Universitas Islam Negeri Sumatera Utara, Indonesia, nazilmumtaz3005223017@uinsu.ac.id
[3] Universitas Islam Negeri Sumatera Utara, Indonesia, mhdalif3005223005@uinsu.ac.id
[4] Universitas Islam Negeri Sumatera Utara, Indonesia, nonakhairiah99@gmail.com
[5] Universitas Islam Negeri Sumatera Utara, Indonesia, arahman3005223001@uinsu.ac.id

Abstract	This article aims to analyze and explore the central role of new media in shaping and pioneering the dynamics of multiculturality in Indonesia. Data shows that the bullying and discrimination that exists in Indonesia indicates that the homo virtualis of the Indonesian nation are experiencing an identity crisis. The urgency of this research is how new media can catalyze a national identity crisis and pose a threat to cultural diversity, especially in Indonesia. This article uses qualitative research with a case study approach. The primary data source for this article is 9,996 tweets from Twitter netizens regarding the identity crisis. Secondary data in this research are articles, books and scientific reports relating to the theme. The data was then analyzed using content analysis techniques. The research results show that the dynamics of national identity in Indonesia have entered a crisis phase. The identity crisis in Indonesia is still dry of educational touches, so it never touches on substantial context. Then, the author found that the identity crisis that occurred in Indonesia occurred due to several factors, namely: 1) Globalization and modernization, 2) Regional disparities, 3) Ethnic and religious conflicts, 4) Lack of multicultural education, and 5) Influence of information and media. However, the author believes there are opportunities to alleviate this crisis through several constructive indicators: the Development of Intercultural Communication Literacy, the Use of Media as an Educational Means, Cross-Cultural Collaboration in Social Media, and anti-Apartheid Curriculum. The novelty of this research lies in a deeper understanding of the role of new media as agents of influence, sources of potential conflict, and opportunities to strengthen cultural diversity.
Keywords	Dynamics; New Media; Identity Crisis; Multiculturality

Corresponding Author
Erwan Efendi
Universitas Islam Negeri Sumatera Utara, Indonesia, erwanefendi@uinsu.ac.id

1. INTRODUCTION

The introduction should briefly place the study in a broad context and highlight its importance. It should define the purpose of the work and its significance. The current state of the research field should be reviewed carefully, and key publications cited. Please highlight controversial and diverging

hypotheses when necessary. Finally, briefly mention the main aim of the work and highlight the principal conclusions. As much as possible, please make the introduction comprehensible to scientists outside your particular field of research. References should be cited as (Kamba, 2018) or (Marchlewska et al., 2019) or (Cichocka, 2016; Hidayat & Khalika, 2019; Ikhwan, 2019; Madjid, 2002) or (Miller & Josephs, 2009, p. 12) or Rakhmat (1989). See the end of the document for further details on references. Technical terms should be defined. Symbols, abbreviations, and acronyms should be defined the first time they are used. All tables and figures should be cited in numerical order.

The identity crisis is a problem that has been around for a long time, but its existence has emerged on a massive scale, especially in the new media era. Compiled from Media Indonesia(2021), Microsoft released that Indonesia ranks 29th overall with high social media bullying and discrimination rates. This data indicates that Homo Virtualis, the Indonesian nation, is facing social problems that have given rise to an identity crisis, especially in the younger generation. Ironically, this identity crisis is not yet considered dangerous by society due to the lack of educational touch regarding this crisis. Several experts suggest that individuals can adapt and communicate effectively in cross-cultural contexts(Kim, 2012). Therefore, identity crises are prone to occur in the new media era due to massive adaptation. Then, identity is urgent in an increasingly connected global context(Jandt, 2007).

In the last decade, Indonesia has witnessed significant transformations in social and cultural dynamics due to the influence of new media. New media has not only served as a communication tool but also as a transformative agent capable of shaping national identity and altering patterns of intercultural interactions. In this context, the identity crisis experienced by many, particularly the younger generation, has emerged as a concerning phenomenon. For example, Indonesia ranks 29th in terms of social media bullying, indicating widespread social issues, including an identity crisis (Media Indonesia, 2021). The cultural transformation driven by globalization and modernization, coupled with ethnic and religious conflicts, has exacerbated this crisis. The opinions of the two experts above indicate that cultural transformation in the new media era impacts the identity crisis at the global level. In Indonesia itself, the identity crisis in the new media era is starting to change, so it is difficult to recognize. This type of crisis is dangerous because it is difficult to identify and anticipate in alleviating a cultural crisis.

As an illustration, the identity crisis in Indonesia covers urgent matters that touch the substance of multiculturality. For example, Indonesian culture is considered ancient and is starting to be abandoned. Then, ethnocentrism is too extreme, giving rise to cultural divisions. Furthermore, young people do not understand their meaning, so they mismanage their choices in life. All illustrations above are still difficult to identify in the new media era, so their developments are difficult to anticipate. Furthermore, several factors cause an identity crisis, including environmental changes(Bakken et al., 2023). Second, conflict between values and expectations(Pletzer et al., 2018). Third, life stage transition(Aksakal & Schmidt, 2021). Fourth, traumatic experience(Tyler et al., 2023). Fifth, complex self-development(Xie et al., 2023). Lastly, social and cultural pressure(Gómez, 2019). Young people are often confused about identifying their life goals, the benefits of life, etc. These factors also give rise to random discrimination, which can break the multicultural relay of the Indonesian nation.

The article has significant urgency amidst the dynamics of diverse Indonesian society. The process of globalization and advances in communication technology have had a major impact on patterns of intercultural interaction in Indonesia(Damrah et al., 2022; Filippini & Srinivasan, 2019; Syamsidah et al., 2021). The identity crisis faced by Indonesian society is the result of a complex interaction between traditional values, modernity and global cultural influences(Dhobi, 2023;

Hestdalen, 2022). In this context, research can reveal and analyze how multiculturality threatens national identity and how intercultural communication plays a role in responding to and managing this identity crisis.

Although this research theme covers crucial aspects of Indonesia's social dynamics, research gaps may arise in understanding communication strategies that can strengthen national identity amidst multiculturality. In addition, research can explore the role of mass media and digital platforms in shaping national identity narratives and their contribution to increasing intercultural understanding in society. By understanding the urgency and filling this gap, this research can provide a holistic view of the dynamics of identity and multiculturality in Indonesia and contribute to policies and communication strategies that strengthen national unity and diversity.

This article is a conceptual study at the social and cultural level, especially in the new media era. Furthermore, the discussion in this article emphasizes the problem of the identity crisis in Indonesia which has caused the breakdown of the multicultural relay. The author collects literature related to the theme and then compares it critically to create novelty in the research. A similar article that discusses the identity crisis is a conceptual study in Pakistani novels. This article clearly states that an identity crisis can have a psychosocial impact(Shaikh & Hussain, 2022). The difference between literature articles and this research is that the analysis in this research is an empirical study. Apart from that, this research approach emphasizes social and cultural approaches. Next, there is an article discussing the identity crisis in Iraq which led to the destruction of the nation. This research suggests that the identity crisis is a problem that is inherent in all countries, including developed countries(Edan, 2023). The difference between this article and the research that the author conducted is that this research occupies a discussion from a social and cultural perspective. Furthermore, this article is novel in that the problems in this research relate to digitalization.

The article discusses global Salafism, where the identity crisis is caused by globalization(Tohis, 2023). The difference between literature articles and this research is that the focus of literature articles is the identity crisis, which has transformed into identity politics. Meanwhile, this article broadly discusses the identity crisis, such as social and cultural. The next literature article discusses Chinese ethnic discrimination in Indonesia, which is adopted from Yusiana Basuki's novel Naga Kuning. This article emphasizes that ethnocentrism can cause an identity crisis, such as the label "descendant," which segregates Chinese and native ethnic groups.(Burhan et al., 2023). Then, literature articles regarding the cultural identity crisis in contemporary product design. This article argues that the cultural identity crisis is a new colonial phase that emphasizes mental attacks(Sukarwo, 2017). The difference between literature articles and this research is that the phases experienced differ. This research discusses the identity crisis on a national scale and its transparent nature in the new media era. All literature articles are important in contributing ideas to the author's research. All of the article studies above can outline a conceptual map so that this article can bring out newness and transformation in the identity crisis.

The importance of this research lies in its effort to understand the role of new media in accelerating the national identity crisis and its threat to cultural diversity. In the new media era, identity crises have become harder to recognize and anticipate due to the rapid cultural adaptation. This research aims to uncover how the identity crisis in Indonesia, often not taken seriously by society, significantly impacts social cohesion and the sustainability of cultural diversity.

This study explores and analyzes how new media acts as a catalyst in the national identity crisis. Additionally, it aims to identify the factors contributing to this crisis, such as regional development imbalances, ethnic and religious conflicts, and the lack of multicultural education. Through in-depth

analysis, this research hopes to provide new insights into intercultural communication strategies that can be employed to address this crisis.

Although previous studies have discussed identity crises in various contexts, this research offers a unique contribution by focusing on the role of new media in the identity crisis in Indonesia. The research gap this study addresses is the lack of understanding of how new media shapes national identity narratives and how digital platforms can enhance intercultural understanding in a increasingly polarized society.

2. METHODS

In this study, the qualitative method used combines a case study approach to analyze the dynamics of identity crises in the context of new media in Indonesia. The case study approach was chosen because it allows for an in-depth exploration of complex phenomena within a specific setting, namely the interaction between national identity and digital media. This approach was selected to delve deeper into how new media influences and shapes national identity, aligning with the research goal of understanding this phenomenon in its natural context and exploring various perspectives.

The data collection process was conducted using the Netlytic software, which was selected for its ability to process large volumes of text data and identify patterns in online communication. A seven-day data collection period was chosen to capture the dynamics and trends occurring in real time, ensuring the data obtained was relevant and up-to-date. In the data collection process, the parameters used included keywords related to identity crises and geographic filters to separate tweets relevant at the global and national levels. A more detailed explanation of how these parameters were set is essential to ensure transparency in the data collection process.

The collected tweets were classified into two main categories: global identity crises and national identity crises. The classification criteria were based on the content of the tweets, including the use of keywords, cultural context, and the issues raised. The research team conducted the coding process manually using a pre-established coding guide to ensure data consistency and validity. Two researchers analyzed Each tweet independently, and any differences in opinion were resolved through discussion to reach a consensus. The difference in the number of tweets between the global identity crisis (9,996) and the national identity crisis (1,045) was accounted for in the analysis using statistical adjustment methods to ensure that the data imbalance did not significantly affect the results. This process included data normalization and weighting to address potential biases that might arise from the large difference in the number of tweets.

The literature review used in this research was selected based on its relevance and connection to identity crises and new media themes. Databases such as Scopus, Google Scholar, and JSTOR were used to search for articles with inclusion criteria such as publications within the last five years and a focus on studies on identity and media. Exclusion criteria were applied to articles irrelevant to the Indonesian context or did not include empirical analysis.

The content analysis technique used in this research was applied to identify the main themes and communication patterns in the collected data. The analysis process was carried out in several stages, including identifying the unit of analysis, coding, and concluding. To maintain consistency and reliability in coding, the researchers were trained and used inter-rater reliability testing. Each analysis step was explained in detail to ensure transparency and validity.

Furthermore, this study also considers the methods' limitations, including potential biases in tweet selection and challenges in classifying ambiguous content. Data collection from social media is

also influenced by the variability of the algorithms used on the platforms. Ethical considerations in handling social media data, such as data anonymization and respect for user privacy, were also seriously considered to maintain the integrity of the research and minimize negative impacts on indirect participants.

3. FINDINGS AND DISCUSSION

Twitter Netizens' Criticism of National Identity

The author accumulated data through the netlytic.org software to collect a series of data regarding the identity crisis on a global and national scale. At this level, the author finds that the identity crisis to be identified according to the literature review is transparent nationally. In a global context, the identity crisis covers culture, gender, masculinity and social life. Meanwhile, at the national level, the identity crisis only covers
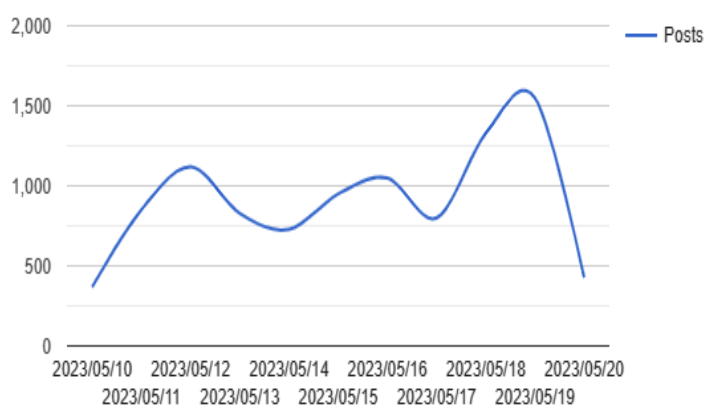

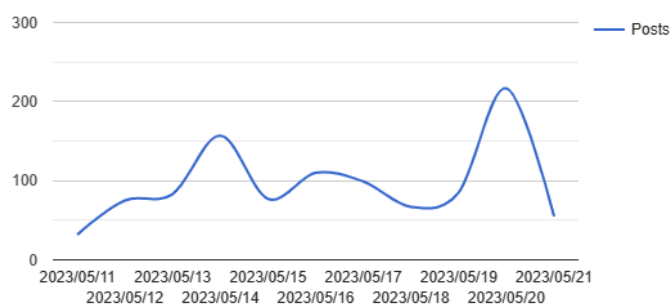*Figure 1. Identity crisis tweets on a global scale*

Figure 2. Identity crisis tweets on a national scale

From the post over time data set that the author presented above, it can be identified that the discussion of the identity crisis on a global scale is almost twice as high as discussions on a national scale. This indicates that on an international scale, the identity crisis is a very urgent problem to be discussed. In contrast, this problem cannot yet be discussed on a national scale.
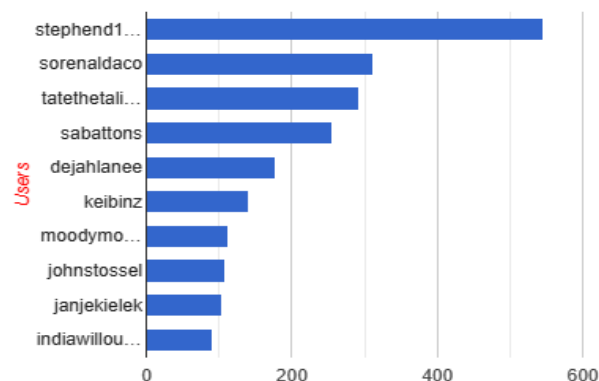
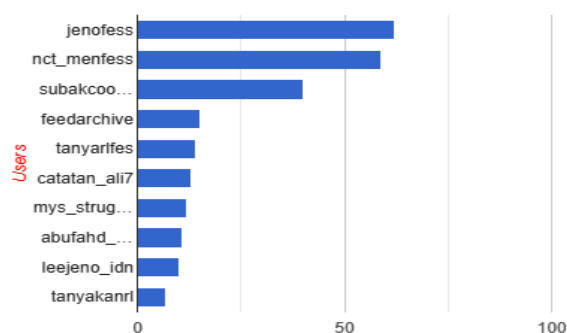*Figure 3. Actors in the discussion of the global scale identity crisis*

Figure 4. Actors in the substance of discussing the national scale identity crisis

On an international scale, the two top actors discuss the identity crisis substantively from a social, gender and cultural perspective. Meanwhile, the actors involved on a national scale are K-Popers accounts which discuss the identity crisis on a scale that is not substantive and tends to take an intermezzo nature. The two are contradictory in discussing the identity crisis, where global netizens consider the identity crisis to be a serious problem. In contrast, local netizens consider the identity crisis to be a behavior that is just a joke.
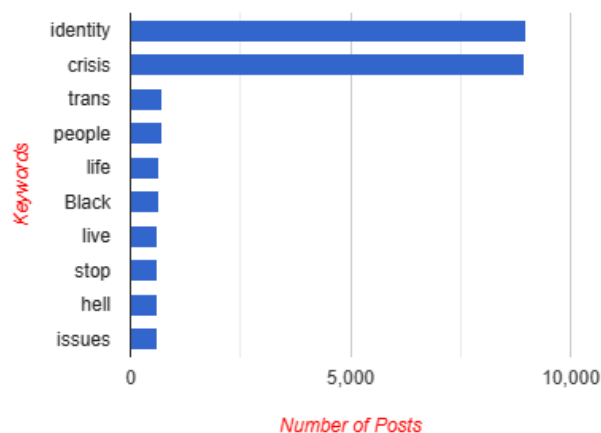
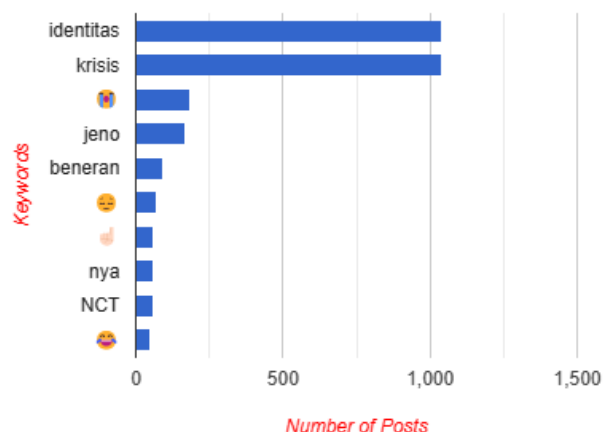*Figure 5. Frequency words at the international level*

Figure 6. Frequency words at the national level

The data above is the frequency of words that often appear in discussions of identity crisis. It can be seen that the identity crisis on an international scale discusses transgender, society, race and contemporary issues. Meanwhile, the frequency of words appearing nationally is only in the form of jokes, K-pop, and emoticons accompanying discussions about K-pop.

At this level, the author assumes that the facts regarding the identity crisis in Indonesia are still not in any educational touch, so they never touch on a substantial context. The words "identity crisis" are only used in an entertainment context. Therefore, the urgency of discussing the identity crisis on a national scale often becomes merely ceremonial due to the lack of knowledge and community participation in the discussion efforts.

On the other hand, some still call for an identity crisis in the right context, even though it is relatively minor. The data is as follows:

2023-05-11	JSuryoP1	Kerusakan yang diperbuat oleh kelompok Islamist seringkali tidak bisa diperbaiki lagi. Soalnya yang mereka serang pertama kali adlh masalah sosial dan **budaya** sampai menimbulkan krisis identitas yg mengarah ke politik dan ekonomi. Jangan sampai NKRI dikuasai kelompok Islamis. https://t.co/edyiph95sl
2023-05-12	amerizkano	@tanyarlfes Living as Chindo itu bnr2 struggling bgt. Udah krisis identitas, krisis **budaya**, jd bahan rasis, dll. Bayangin aja, mukamu bnr2 China tp kelakuanmu Jawa asli. Apa ga krisis tuh?! Blm lg kehidupan sosial kyk gmn tuh 🤪
2023-05-12	HandakaPrasety2	Kerusakan yang diperbuat oleh kelompok Islamist seringkali tidak bisa diperbaiki lagi. Soalnya yang mereka serang pertama kali adlh masalah sosial dan **budaya** sampai menimbulkan krisis identitas yg mengarah ke politik dan ekonomi. Jangan sampai NKRI dikuasai kelompok Islamis. https://t.co/edyiph95sl
2023-05-17	masnyaarifin	krisis identitas... kehidupan sosial ala bar bar rang asia jd pemicu #asianhate yg padahal akar sosial **budaya** tradisional rang asia pernah berjaya dimasanya...
2023-05-17	masnyaarifin	bukankah hal itu yg tengah dipertunjukkan... krisis identitas rang asia sebagai orang timur... mengadopsi nilai kehidupan sosial **budaya** barat... lupa sejarahnya #asianhate
2023-05-17	masnyaarifin	dan bahkan yg di indonesiaɪᴅ pelbagai gaya hidup ala peradaban barat menjadi aktivitas keseharian tak asing... krisis identitas sosial **budaya** #asianhate
2023-05-19	AbuFahd_Ega	Krisis identitas menjadi wabah dimana-mana, FOMO sampai mabuk dgn culture luar tanpa batas. Mengorbankan agama, harga diri, dan **budaya** baik bangsa sendiri.

Figure 7. Arguments for identity crisis on a substantive national scale.

From the picture above, it can be seen that the @masnyaarifin account criticizes the transformation of the lifestyle of Indonesian people from Eastern to Western culture. This criticism is based on the substance of Asian Hate, where Eastern culture is considered ancient and has begun to break the multicultural relay of the Indonesian nation.

Apart from that, there is a deeper argument put forward by the account @AbuFahd_Ega which states that the identity crisis is an epidemic that has mushroomed. The confusion of young people in determining their identity has resulted in an overdose of western culture consumption, thereby injuring the social values, self-esteem and culture of the Indonesian nation.

The analysis of discussions regarding the identity crisis on Twitter reveals significant differences in how this issue is addressed globally and nationally. Using Netlytic.org software, the collected data reveals how the identity crisis is perceived by Twitter users worldwide, including in Indonesia. On a global scale, discussions encompass various important aspects such as culture, gender, masculinity, and social life, indicating the seriousness of this issue. In contrast, at the national level, particularly in Indonesia, discussions about the identity crisis tend to focus more on superficial and entertainment-related topics, such as K-Pop culture, highlighting a difference in how this issue is approached.

On a global scale, the identity crisis is a crucial issue that demands serious attention and discussion. This is evident from the involvement of actors who contribute substantively to discussions on various social, gender, and cultural perspectives. These discussions reflect the complexity of the identity crisis and how it impacts various aspects of society. However, at the national level, discussions tend to be lighter and less in-depth, which may reflect a lack of awareness or education about the importance of this issue in the Indonesian context.

This difference is also evident in the types of actors involved in the discussions at both scales. On the international scale, discussions are led by actors engaged in serious debates about social and cultural issues, bringing gravitas to the discourse on the identity crisis. In contrast, at the national level,

discussions are driven by actors such as K-Pop fans, who tend to address the issue in a more light-hearted or entertainment context, rather than as a serious issue requiring in-depth analysis.

The frequency of words appearing in these discussions also indicates a difference in focus between the global and national scales. On the global stage, terms like "transgender," "society," and "race" frequently appear, indicating that these themes are central to the identity crisis discourse. These terms reflect the complexity of identity issues and how various factors shape an understanding of identity. At the national level, discussions are dominated by non-substantive references, suggesting that the discourse on the identity crisis in Indonesia has not yet touched on the essence of this issue.

From this analysis, it can be concluded that the facts regarding the identity crisis in Indonesia are still far from being taken seriously and have not received adequate educational attention. Terms like "identity crisis" in Indonesia are often used in entertainment, reducing the urgency of addressing it seriously. As a result, discussions about the identity crisis on a national scale often end up as mere ceremonial discourse without any real effort to increase knowledge and public participation in this issue. Nevertheless, some individuals still raise the importance of the identity crisis in a more serious context, even though their numbers are relatively small, indicating some awareness of the importance of this issue among certain segments of society.

National Identity Crisis in an Intercultural Context in Indonesia

Amid Indonesia's rich culture and ethnic diversity, which are its strengths, a serious challenge has emerged as a national identity crisis. This country is faced with the complexity of globalization which is driving modernization, threatening the preservation of traditional values. This shift creates a gap between local identities and global trends, especially among the younger generation, more exposed to foreign cultures. The identity crisis is also reflected in regional inequality, where economic and development disparities between regions can trigger feelings of dissatisfaction and disagreement with national identities that are considered uneven.

The national identity crisis in Indonesia faces several complex problems. Some of these include:

No	Problematic	General description
1	Globalization and modernization	a. The cessation of local cultural continuity. b. Fading local cultural identity. c. Massive popular culture in Indonesia. d. Lack of awareness from the younger generation.
2	Regional disparities	a. Educational and economic inequality. b. Lack of recognition and understanding of identity in areas with a low development index.
3	Ethnic and religious conflicts	a. Ethnocentrism. b. Claim truth. c. Ethnic and religious issues are often distorted.
4	Lack of multicultural education	a. Barriers to intercultural understanding. b. Understanding of heterogeneity with minimal contribution. c. Inability to overcome differences.

5	Influence of information and media	a. Sensational perceptions built by the media.
		b. Polarization by the media.
		c. National sensitivity built by the media.

Table 1. Problems and general description of the national identity crisis in Indonesia.

1. Globalization and Modernization: Globalization and modernization can threaten the sustainability of local cultural traditions and values(Galmarini et al., 2022). Younger generations may be more exposed to foreign cultures and have difficulty aligning local identities with global trends(Abdul Aziz et al., 2020).

2. Regional Gaps: Indonesia has great cultural diversity from Sabang to Merauke. However, economic and development disparities between regions can trigger inequalities in recognizing and understanding national identity(Cader et al., 2022; Oh et al., 2023).

3. Ethnic and Religious Conflicts: Ethnic and religious conflicts in some regions can influence shared understandings of national identity(Dasopang et al., 2023; Hartoyo et al., 2020). Sometimes, these differences can be magnified by parties with political or economic interests.

4. Lack of Multicultural Education: Education that does not include multicultural aspects can hinder a deep understanding of cultural diversity in Indonesia. This can contribute to an inability to resolve differences positively (Okagbue et al., 2022; Tilsen et al., 2021).

5. Social Media and Information: The rapid spread of information through social media can influence perceptions of national identity(Father Mayo, 2023). Sensitive issues or emphasizing differences can trigger societal polarization (van Elsas & Fiselier, 2023).

Amid the national identity crisis faced by Indonesia, several indicators can be implemented to alleviate it. Developing intercultural communication literacy is a crucial first step(Wang et al., 2021). Communities must be empowered with the knowledge and skills to understand and appreciate cultural differences. Media-based training and education programs can also be encouraged to strengthen intercultural communication literacy in the community(Pérez et al., 2022).

Media use as a means of education also has an important role in overcoming the identity crisis. The media has great power in shaping public opinion and perception

According to several existing literature, the identity crisis is an inherent problem in all countries. Degraded self-identity tends to be controlled; in Nevaluz, this crisis will only undermine peace rhetoric (Nevaluz, 2023). Then, ethnocentrism can lead to an identity crisis, such as the label "descendant" forming stereotypes(Anindya, 2018). This certainly damages the heterogeneous life that is evident, especially in Indonesia.

The crisis of multiculturality in the context of new media is also reflected in the polarization of public opinion. Social media algorithms that reinforce existing views can create filter bubbles, where people are only exposed to viewpoints that align with their beliefs(Matondang et al., 2024). This can be detrimental to building understanding and tolerance between cultures, because society becomes polarized and lacks diverse viewpoints. Therefore, critical handling of the dynamics of new media and strengthening digital literacy are essential in maintaining multiculturality as a strength and not as a threat to the Indonesian nation.

As a country with more than 300 ethnic groups and 700 languages, maintaining multiculturality is valuable social capital. Not only as a mirror of diversity, but also as a source of inspiration, innovation and shared strength. A deep understanding and acceptance of cultural diversity is a solid foundation

for realizing Indonesia's inclusive and harmonious society. As a luxury, multiculturality sets the stage for the fusion of local values with global aspirations, creating a solid foundation for the nation's sustainability and progress. Soon, the luxury of multiculturalism has become a reflection of modernity(Kusumaningrum, 2019)

Through this research, the author develops a critical view of the role of new media in shaping the dynamics of multiculturality in Indonesia. This title is a new window that reveals the complexity of the challenges faced in the digital era. New media are not just shapers of opinion, but also architects of the landscape of national identity. The emerging crises and threats require in-depth analysis of how new media can weave or tear the threads of multiculturality within the framework of intercultural communication. In this context, novelty lies in a deeper understanding of the role of new media as agents of influence, sources of potential conflict, and opportunities to strengthen cultural diversity.

In discussing the national identity crisis in Indonesia, it is important to deepen the analysis of the interaction between globalization, modernization, and local cultural identity. While globalization and modernization are often viewed as threats to local culture, this perspective needs to be broadened by considering how these global elements can also provide opportunities for local culture to evolve and adapt. For instance, global technology has enabled the expansion and preservation of local cultures through digital platforms. Therefore, this analysis should be more balanced by exploring the potential positive dynamics that may arise in response to global influences, which can ultimately enrich cultural identity in Indonesia.

Moreover, the discussion regarding regional disparities and their impact on national identity needs further development. Economic and developmental disparities between regions significantly affect how national identity is understood and articulated in different areas. Differences in access to education, public services, and economic resources often create variations in the understanding of national identity, leading to fragmentation. Using case studies from regions with stark disparities will enrich this analysis, providing concrete examples of how regional differences contribute to the national identity crisis.

The discussion of ethnic and religious conflicts also needs to be clarified and contextualized more deeply. These conflicts are not only the result of social tensions but are also rooted in complex historical and political factors. To provide a more complete understanding, it is important to include specific examples of conflicts in Indonesia, such as in Maluku or Poso, and explain how these conflicts impact the formation and understanding of national identity. By linking these conflicts to broader social and political contexts, this paper will be able to offer a more comprehensive analysis of how the identity crisis in Indonesia is formed and persists.

4. CONCLUSION

Based on the above analysis, the role of new media in shaping national identity in Indonesia is highly complex and multifaceted. New media is not just a powerful communication tool but also a transformative agent with the potential to strengthen and challenge Indonesia's cultural diversity. On one hand, new media can pose a serious threat to multiculturalism by reinforcing polarization and spreading narratives that may incite conflicts among different cultural groups. This reality underscores the need for a deeper analysis of media dynamics, including how these platforms can contribute to societal enlightenment or exacerbate social tensions.

However, behind these challenges lies a significant opportunity. New media platforms have the potential to be powerful tools for building unity, facilitating intercultural dialogue, and promoting

mutual understanding among Indonesia's diverse population. H harnessing new media to strengthen social cohesion and foster a stronger sense of national identity to maximize this potential is crucial.

Addressing the dual role of new media requires a more careful and strategic approach. This includes enhancing digital literacy across all levels of society to encourage critical and wise media consumption and developing specific strategies to engage all sectors of society in actively promoting and safeguarding multiculturalism. Such engagement is vital to ensuring that multiculturalism remains a key pillar in Indonesia's sustainable development and social harmony. By adopting these principles and strategies, new media can be used responsibly to strengthen national unity and build resilience against divisive forces.

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