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The Synergy of Artificial Intelligence and Pancasila Values in Realizing the Golden Indonesia 2045

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Abstract

The development of artificial intelligence has significantly influenced the mindset, behavior, and social interactions of the younger generation, particularly generation Z, while posing challenges to the preservation of Pancasila values. The widespread use of digital platforms driven by artificial intelligence tends to promote sensational and individualistic content, contributing to a decline in the understanding and practice of collective values such as cooperation, unity, and social justice. This study aims to examine the impact of artificial intelligence on the practice of Pancasila values, identify factors contributing to value shifts, and formulate relevant digital-based educational strategies. Employing an interpretive qualitative approach, the research involves student participants and utilizes in-depth interviews, group discussions, and digital observations, with thematic analysis applied to ensure comprehensive and nuanced findings.

Keywords : Artificial Intelligence, Pancasila Value, Z Generation

Introduction

The development of artificial intelligence (AI) technology has transformed various aspects of human life, including lifestyles, ways of thinking, and social interactions. Generation Z, born between the mid-1990s and early 2010s, is the group most exposed to this digital transformation, as they have grown up alongside advanced technology and widespread access to information. AI, through social media platforms, algorithm-based applications, and other digital services, offers convenience, efficiency, and unprecedented accessibility. However, beyond these benefits, intensive exposure to AI technology also presents serious challenges, particularly in preserving the noble values of Pancasila, which serve as the foundation of Indonesia's national character. According to a 2023 survey by the Indonesian Internet Service Providers Association (APJII), the majority of internet users in Indonesia are young people, with Generation Z dominating the use of digital platforms such as social media, AI-based applications, and streaming services.

This high level of internet penetration accelerates changes in social behavior, where digital interactions tend to promote individualism and a consumptive lifestyle. Studies indicate that many urban teenagers increasingly prioritize personal achievement over collective values such as mutual cooperation (*gotong royong*). In addition, recent reports show a decline in young people's understanding of core Pancasila values, including unity, social justice, and deliberation. This situation is further exacerbated by AI algorithms that tend to prioritize sensational and individualistic content to increase user engagement, thereby limiting exposure to content that promotes humanitarian and communal values.

As a result, the intense yet insufficiently guided interaction of young people with AI technology risks weakening the practice of Pancasila values. Mutual cooperation, one of the core principles of Pancasila, is increasingly challenged by individualistic tendencies shaped by digital culture. Similarly, the values of social justice and unity are threatened by polarization caused by filter bubbles and echo chambers on digital platforms. This condition is particularly concerning because Generation Z represents the future generation expected to uphold and practice Pancasila values as part of

Indonesia's national identity. Without proper intervention, AI technology may shift from being a tool of progress to a factor that weakens national character.

Therefore, this research is essential to examine how AI technology can be aligned with the reinforcement of Pancasila values among Generation Z. By understanding the impact of AI on their mindset and behavior, this study aims to identify the factors contributing to the erosion of these values and to develop effective digital-based educational strategies for their internalization. Ultimately, this research is expected to contribute to preserving Pancasila as a national identity in the digital era and to ensure that AI technology supports, rather than undermines, the development of a strong national character.

Theoretical Framework

Artificial Intelligence and Digital Transformation

The theoretical framework of this study is grounded in established theories, relevant conceptual foundations, and recent empirical findings related to the influence of Artificial Intelligence (AI) on the values and behavior of Generation Z. The rapid development of AI as an integral part of digital platforms has significantly reshaped social interactions, cognitive patterns, and value orientations. This phenomenon can be understood through Marshall McLuhan's perspective, which views technology as an extension of human faculties, suggesting that digital tools, including AI, actively shape human behavior and perception in everyday life.

Algorithmic Influence; Filter Bubble and Echo Chamber

In the contemporary digital environment, algorithm-driven platforms play a central role in structuring the flow of information, thereby influencing how young people perceive social realities and make decisions. The concept of the filter bubble, introduced by Pariser, provides an important analytical lens for understanding how AI algorithms curate personalized digital environments. Recent empirical studies indicate that algorithmic filtering tends to amplify sensational, entertaining, and individualistic content. Zuboff, (2019) explains that digital platforms are designed to maximize user engagement through data-driven personalization, while Aral (2020) finds that social media algorithms significantly influence the spread of information and user interaction

patterns, often prioritizing emotionally engaging content. These conditions may limit exposure to collective and civic values, including those embedded in Pancasila. Furthermore, echo chambers reinforce such tendencies by repeatedly presenting similar types of content, thereby reducing opportunities for deliberation, balanced perspectives, and social empathy (Sunstein, 2018).

Value Education and Pancasila Internalization

From an educational perspective, Value Education Theory emphasizes the importance of internalizing moral and national values through cognitive, emotional, and behavioral engagement (Lickona, 1991). In the context of the digital era, recent studies highlight the need to integrate character education—particularly Pancasila values—into digital learning environments to maintain national identity and social cohesion (Kemendikbudristek, 2023). This approach is essential to ensure that technological advancement does not weaken the moral foundation of society.

Digital Literacy in the AI Era

In addition, digital literacy theory explains how individuals' critical awareness of digital content influences their ability to evaluate bias, misinformation, and algorithmic manipulation. Empirical studies conducted between 2020 and 2024 indicate that individuals with higher levels of digital literacy are better able to resist negative digital influences, maintain social cohesion, and preserve national identity (Ng, 2021; UNESCO, 2022). Therefore, strengthening digital literacy, alongside value-based education, becomes a crucial strategy in ensuring that the development of AI supports, rather than undermines, the preservation of Pancasila values among Generation Z.

Method

This study employs a quantitative research approach designed to analyze the influence of artificial intelligence exposure, digital algorithms, digital-based educational strategies, and critical digital literacy on the practice of Pancasila values among Generation Z. Data were collected through a structured online questionnaire distributed to respondents who belong to the Generation Z demographic group and are active users of digital platforms.

The population of this study consists of individuals born between the mid-1990s and early 2010s, while the sample was selected using a purposive sampling technique to ensure that participants meet the criteria related to digital engagement and familiarity with AI-based technologies. The size of the sample was determined based on the minimum requirement for quantitative analysis to ensure statistical validity. The operational definitions of the variables were developed based on established theoretical constructs and recent empirical literature. AI exposure was measured using indicators related to frequency, intensity, and dependence on AI-based applications. Digital algorithms—including filter bubbles and echo chambers—were assessed through perceived effects of personalized content and information segmentation. Digital-based educational strategies were measured through participants' experiences with online learning platforms and digital character-building materials.

Critical digital literacy was evaluated through the ability to analyze, evaluate, and responsibly respond to digital information. The practice of Pancasila values was measured through behavioral indicators reflecting the embodiment of Pancasila principles in daily digital and social interactions. The data were analyzed using statistical tools appropriate for hypothesis testing, beginning with descriptive statistics to summarize respondent characteristics and continuing with inferential analysis to examine the relationships among variables. Analytical techniques such as validity and reliability tests, correlation analysis, and regression modeling were applied to determine the extent to which each independent variable influences the practice of Pancasila values among Generation Z.

Discussion

The research, conducted over four months with thirty students from SMK Negeri 3 Komodo Labuan Bajo, reveals how artificial intelligence (AI) shapes the practice of Pancasila values among Generation Z. Data collected through interviews, focus group discussions, and observations of digital behavior indicate that AI offers meaningful benefits, including easier access to information, broader global perspectives, and enhanced creativity. Several participants reported using AI tools for learning and collaboration, reflecting the strengthening of cooperative behavior in line with the spirit of *gotong royong*.

Despite these positive contributions, the findings also reveal emerging challenges. Continuous exposure to algorithm-driven content tends to foster individualistic thinking, reduce social sensitivity, and limit face-to-face interaction. The

dominance of sensational and entertainment-oriented content shifts attention away from collective values, resulting in weaker practices of unity, social justice, and deliberation. The study further identifies key contributing factors to the disruption of Pancasila values, including the prevalence of instant digital content and the limited availability of engaging, value-based learning materials. These conditions create a digital environment in which collective values are increasingly overshadowed by individualistic tendencies.

To address these challenges, the study highlights several effective digital strategies that support the internalization of Pancasila values. Gamified learning approaches can increase student engagement, while creative social media content enables the expression of values in formats that are relevant to Generation Z. In addition, critical digital literacy training enhances students' awareness of algorithmic influence, and online collaborative learning promotes cooperation and shared decision-making in virtual environments.

Overall, the findings underscore the importance of aligning AI with value-based education to ensure that technological advancement strengthens, rather than weakens, the practice of Pancasila values among Generation Z. This alignment requires a deliberate and collaborative effort from educators, policymakers, and technology developers to integrate ethical, cultural, and national values into digital learning environments. AI should not only be utilized as a tool for improving academic performance and efficiency but also as a medium for character development that reinforces principles such as mutual cooperation, social justice, unity, and deliberation. Furthermore, the integration of Pancasila values into AI-supported educational platforms can help create a more balanced digital ecosystem, where technological innovation goes hand in hand with moral and social responsibility. Strengthening digital literacy is also essential, as it equips young people with the critical skills needed to navigate algorithm-driven content, identify biases, and make informed decisions. By fostering awareness and responsibility in digital engagement, Generation Z can become not only technologically proficient but also socially conscious individuals. Ultimately, ensuring that AI development is guided by value-based principles will contribute to the

formation of a resilient national character and support the sustainability of Pancasila as the foundation of Indonesia's identity in the digital era.

Conclusion

The findings of this study demonstrate that artificial intelligence (AI) has a dual impact on the practice of Pancasila values among Generation Z. On the one hand, AI contributes positively by enhancing access to information, expanding global perspectives, and fostering creativity and collaborative learning, which aligns with the value of *gotong royong*. On the other hand, excessive exposure to algorithm-driven content tends to promote individualistic behavior, reduce social sensitivity, and weaken the practice of core Pancasila values such as unity, social justice, and deliberation. The study also identifies key contributing factors, including the dominance of instant digital content and the limited availability of engaging value-based materials. Overall, the results highlight the importance of aligning technological development with value-based education to ensure that AI supports, rather than undermines, national character formation.

Recommendations

Based on these findings, it is recommended that educators integrate Pancasila values into digital learning through innovative approaches such as gamification, interactive media, and AI-assisted learning platforms. Policymakers are encouraged to develop regulations and educational policies that promote ethical and value-oriented use of AI, particularly among young people. In addition, technology developers should consider embedding cultural and ethical dimensions into AI systems to support positive behavioral outcomes. Strengthening digital literacy programs is also essential to equip Generation Z with critical thinking skills that enable them to navigate digital content responsibly and resist negative influences.

Research Limitations

This study has several limitations that should be considered when interpreting the results. First, the research was conducted within a limited scope, involving only a small number of participants from a single educational institution, which may affect the

generalizability of the findings. Second, the study primarily relies on qualitative data, which may be subject to participant bias and interpretation. Third, the relatively short duration of the study may not fully capture long-term behavioral changes related to AI exposure and the internalization of Pancasila values.

Suggestions for Future Research

Future studies are recommended to involve a larger and more diverse sample across different regions and educational levels to enhance the generalizability of the findings. Researchers may also consider using mixed methods or longitudinal approaches to better capture the long-term impact of AI on value formation and behavior. In addition, further research could explore the effectiveness of specific digital-based interventions, such as AI-integrated learning models or digital character education programs, in strengthening Pancasila values among Generation Z.

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