THE PEDAGOGIC ROLE IN FACING CULTURAL SHIFTS IN THE DIGITAL ERA

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INTRODUCTION

This article focuses on the role of pedagogy in dealing with cultural shifts that are currently a problem in society. Given the lack of information about this, this article is important to be known by various parties, ranging from people who are engaged in the field of education, parents, and even students who are the main objects of this research, This aims to make all parties able to know the urgency of pedagogy in maintaining culture, and be able to actively maintain culture in themselves and their environment. In exploring the focus of the study in this article, the author uses the Pupuh Faturrahman framework, namely by describing the problem, determining the research procedure, and collecting and analyzing data. These three things will then be based on discussions related to how local cultural shifts occur due to foreign cultural interventions, how to determine research procedures in examining them, and how the relationship between the role of pedagogy and efforts to prevent cultural shifts in order to find solutions that are the main objectives in the implementation of this research.

LITERATURE REVIEW

Education is basically a process to develop a person's views, attitudes and skills in living life. Cultured humans can be formed through education, and this culture will allow humans to live according to existing rules. Culture is a way of life that is most suitable for human beings in their environment which is inherited from generation to generation through various learning processes.

In this era of globalization, education around the world has undergone negative changes. Reflecting on this incident, if this condition is left unchecked, what will happen includes: *First,* an increase in violence in the community. *Second,* the emergence of an increase in self-destructive behavior, such as drug abuse, drinking alcohol, and having free sex. *Third,* the blurring of the line that distinguishes between good and bad morals, manners, and ethics.

Pedagogic itself includes the process, goals, and benefits of education which is an effort to develop all dimensions in human life in order to become human beings who have existence and are multidimensional (have a relationship with God, humans, nature, and themselves) through the educational process with the aim of maturing the human being in multiple aspects. RI Law No. 20 of 2003 explains that national education is education based on Pancasila and the 1945 Constitution of the Republic of Indonesia which is based on local religious and cultural values and cares about the demands of globalization. Culture is an important aspect in educational curriculum planning and culture is the driving force for the content of each curriculum.

METHOD

The research method used in this study is literature review or literature study sourced from books, documentation, and journals. Literature study is a method which activities are related to collecting library data, reading, recording, and processing the information obtained.

The focus of the writing results using this method will be related to the research topic that has been determined.

The literature study research method is used to inform the reader about what is and is not yet known, the rational angle of the research, and ideas for future research.

FINDING AND DISCUSSION

The era of globalization has influenced and changed various aspects of the nation's culture.

Over time, local culture will be displaced and eroded, so that it will disappear confined by the power of modern Western culture. This is due to the fading of the boundaries of cultural values and national identity.

Globalization has also given rise to the power of superindustry in all fields that make society increasingly differentiated, which then has an impact on the disruption of socio-cultural life.

Globalization has also increased variety in various aspects of life. By utilizing technology, humans are able to easily find out information about all dimensions of life from all over the world.

Globalization has entered and affected local culture in Indonesia strongly and massively, so the Indonesian people must choose whether to accept the influence of globalization simply or firmly maintain the existing local culture.

FINDING AND DISCUSSION

In the 21st century, Indonesian people are increasingly carried away by the current of globalization and the development of technological advances that are accelerating. There are negative impacts that follows, such as:

The ease of internet access → children seeing inappropriate things which then results in many cases of immorality and other negative actions.

The glorifying foreign culture → the attitude that he is more proud of foreign cultures than his own nation's culture, loves foreign products more than his own nation's products, living a life of Hedonism and consumptive for things that do not necessarily have usefulness, and a reduced sense of nationalism.

Education has a function as a forum for developing potential and shaping the character of students who will later become independent individuals in society.

However, instilling character values is not only the responsibility of teachers, but also the responsibility of parents. Parents who give birth and raise a child will be the first figure for the child, therefore an old man must be able to provide educational assistance at home, for example by controlling the use of children's gadgets. In addition, parents are also responsible for including their children in formal and non-formal education that suits their children's needs, so that the child is able to develop himself optimally.

CONCLUSION

The unpreparedness of the community (nation) to face the industrial revolution 4.0 will cause a cultural shock that brings the community in an economic situation, namely the destruction of old values and culture, while new values and culture have not yet been formed. Then to handle it, several keys are needed, one of the keys is to strengthen the local culture which is the nation's own culture. The way that can be used in the digital era and the onslaught of various applications and social media is to understand the existing local wisdom, because if people no longer care about culture, then they will be easily influenced and carried away by foreign cultural currents. If not by ourselves, then by whom will eastern culture be upheld?

In this case, pedagogy or education has an important role in dealing with shifts in cultural values. More specifically, teachers as education practitioners and parents who have an important role in preserving the nation's culture through learning and teaching. In addition, the state, especially the government, is obliged to carry out a 'correct' cultural awareness activity that is carried out massively in the community, especially in the world of education.

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