

ZILENIAL TEENAGERS' PERCEPTION OF LOCAL CULTURAL VALUES 4S IN TAMANSARI BOGOR SUBDISTRICT

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Abstract. This study aims to analyze the perception of generation Z adolescents towards the local cultural values of 4S (*Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi*) in Tamansari District, Bogor. The 4S local cultural value is a concept that represents the principles of local wisdom in terms of honing each other's knowledge and skills, loving and respecting each other, educating and guiding each other, and disseminating fragrance or kindness. This study used a qualitative approach with data collection methods through in-depth interviews and participatory observations. The study participants consisted of generation Z teenagers living in Tamansari District, Bogor. The collected data were analyzed using thematic analysis techniques to identify patterns of perceptions and views of adolescents towards local 4S cultural values. The results showed that the perception of generation Z adolescents towards the value of local 4S culture tends to vary. Some adolescents consider these values as important cultural heritage to maintain and practice in daily life, while others may lack understanding or interest in them. Factors such as modernization, globalization, and the influence of social media also influence adolescents' perceptions of local 4S cultural values. This research provides a deeper understanding of the perception of generation Z adolescents towards the value of local 4S culture in Tamansari District, Bogor. These findings can be used as a basis for efforts to preserve and develop local culture, particularly in the context of adolescents and the younger generation. In addition, this research also contributes to our understanding of the role of local cultural values in dealing with social changes occurring in today's society.

Keywords: perceptions of zilenial adolescents; local cultural values; generation Z

I. INTRODUCTION

The background of the title "Zilenial Adolescents' Perception of Local Cultural Values 4S *Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi* in Tamansari Bogor District" is to analyze the views and understanding of generation Z or "Zilenial" adolescents towards local cultural values known as "4S" in everyday life in Tamansari District, Bogor. The local cultural values that are the focus of this research are *Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi*. This concept describes the local wisdom adopted by the community in Tamansari District, Bogor. *Silih Asah* is related to the value of education and knowledge, *Silih Asih* is related to the value of compassion and empathy, *Silih Asuh* is related to the value of child care and education, and *Silih Wangi* is related to the value of cleanliness and beauty of the environment. Zilenial youth, consisting of individuals born between 1997 and 2012, face different cultural challenges and influences in the digital age and globalization. Therefore, it is important to understand how Zilenial teenagers perceive and understand the local cultural values of 4S in Tamansari Bogor District. Research on the perception of Zilenial adolescents towards local cultural values 4S has several objectives, including: (1) Analyzing factors that influence the perception of Zilenial adolescents towards local cultural values. (2) Knowing the extent to which Zilenial adolescents apply local 4S cultural values in their daily lives. (3) Provide input for the strengthening and preservation of local

4S cultural values in Tamansari Bogor District, especially in the context of generation Z adolescents.

This research can be conducted through qualitative or quantitative approaches, using methods such as interviews, questionnaires, observations, or literature studies. The results of this study are expected to provide a better understanding of how Zilenial adolescents perceive and apply local 4S cultural values in their daily lives in Tamansari Bogor District. In addition, this study is also expected to provide recommendations to strengthen the understanding and practice of local cultural values among generation Z adolescents.

In research on the perception of Zilenial adolescents towards local cultural values 4S (*Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi*) in Tamansari Bogor District, using the Social Construction Theory of Identity is a view that posits that the identity of individuals and groups is not determined by innate or natural factors, but is influenced by social interactions, norms, and cultural values internalized by individuals. In the context of this theory, cultural identity is not something inherent or fixed, but is the result of complex social processes. According to this theory, cultural identity is constructed through social interaction and learning processes during which individuals grow and develop in a particular cultural environment. Individuals observe, imitate, and interact with members of their cultural group, as well as accept and reinforce the values, norms, language, traditions, and symbols prevailing within the group. Some of the key concepts of the

Social Construction Theory of Identity include: (1) Social Processes: Cultural identity is the result of social processes that involve interaction with members of a group and the social environment. During these interactions, individuals gradually form perceptions of themselves as part of a particular cultural group. (2) Learning and Internalization: Individuals learn about cultural identity through a process of internalization, where they adopt cultural norms and values through example, direction, and encouragement from members of their cultural group. (3) Construction and Reconstruction: Cultural identity can undergo construction and reconstruction over time. When individuals are exposed to new cultural experiences or interact with other cultural groups, they can adopt or change parts of their identity. (4) Identity Plurality: Individuals can have more than one cultural identity and reside in various overlapping cultural groups. Identity plurality recognizes the complexity and diversity of individuals within a broad social context. (5) The Role of Language and Communication: Language and communication have a central role in shaping cultural identity. Through language, individuals articulate and reinforce their identity as members of a particular cultural group (Berger and Luckmann 2022)

II. RESEARCH METHODS

This research can use a qualitative approach, Qualitative research is a scientific research method used to understand and explore the meaning and interpretation of social phenomena or problems through a descriptive and in-depth approach (Adlini et al 2022). Qualitative research focuses on an in-depth understanding of the social context, viewpoints, and experiences of a particular individual or group. Data collection was conducted by in-depth interviews

III. RESULTS AND DISCUSSION

Understanding 4S Local Cultural Values: Zilenial adolescents in Tamansari Bogor District have varying levels of understanding regarding 4S local cultural values. Some teens have a deep knowledge of 4S and relate it to their daily lives, while others have a more limited understanding. Local cultural values 4S (Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi) is a concept that reflects how people preserve and appreciate local cultural values in everyday life. This local cultural value is very important to be maintained, especially in the zilenial adolescent era in Tamansari District, Bogor, so that the ancestral cultural heritage remains alive and preserved. Here is a brief explanation of each of the 4S local cultural values:

Silih Asah: This value reflects the spirit to teach and learn from each other among community members (Rinjani 2017). In zilenial adolescents in Tamansari sub-district, this can be reflected in the importance of a culture of sharing knowledge and skills with previous generations and fellow peers. They can use technology and social media to share information,

experience, or knowledge that is useful for mutual progress and growth.

Silih Asih: This value refers to empathy, compassion, and concern for others (Nugraha and Movitaria 2022). In the context of zilenial adolescents, this can be reflected in the way they respond to and embrace differences, as well as provide support and care to their friends in need. A positive attitude and mutual respect will strengthen the sense of brotherhood and togetherness in the community.

Silih Asuh: This value focuses on the role of parents and families in educating and guiding their children (Madjid et al 2016). However, at the broader level of society, this value also includes the role of the community in providing education and coaching to the younger generation. In the midst of global culture and technology, it is important for zilenial adolescents in Tamansari District to maintain social interaction with family and community, so that the value of Silih Asuh is maintained and developed.

Silih Wangi: This value reflects efforts to preserve local wisdom, customs, and cultural traditions (Saleh 2013). Zilenial teenagers in Tamansari sub-district need to realize the importance of caring for and promoting local cultural heritage so that it is not eroded by the current of globalization and modernization. They can participate in traditional cultural activities, such as dance, music, art, and other activities that involve communities and people who maintain local wisdom.

Perceptual Influence Factors: Findings suggest that Zilenial adolescents tend to gain an understanding of the local cultural values of 4S through the influence of family, school, and surrounding communities. Adolescents who grow up in an environment that actively promotes and implements local cultural values tend to have a more positive perception of 4S. The influence of perception on the understanding of local cultural values Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi in zilenial adolescents, as you mentioned, is influenced a lot by family influences. Here are some explanations of the factors that influence the perception and understanding of zilenial adolescents towards local cultural values.

Family Influence

Families have a central role in shaping their children's cultural values and identities. Zilenial youth often gain an understanding of local cultural values through interaction and education provided by parents, grandparents, or other family members. Family experiences and traditions in preserving local cultural values can influence how zilenial youth understand and appreciate aspects of that culture. Family influence has a very important role in shaping the perception and understanding of zilenial adolescents towards the local cultural values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. Here are some ways how family influence can influence adolescents' perceptions of local cultural values: According to Khalimah and Prasetyo (2022) the cultivation of values and traditions, families have a major role in teaching and instilling local cultural values to their children from an early age. In the family

environment, zilenial adolescents can learn about the importance of Silih Asah (teaching and learning from others), Silih Asih (mutual love and empathy), Silih Asuh (educating and guiding), and Silih Wangi (preserving local traditions and wisdom). These values are taught through stories, life experiences, and real-life examples shown by parents or other family members. According to Widayanti (2022) participation in local cultural activities, families can bring zilenial teenagers to participate in various local cultural activities, such as traditional ceremonies, festivals, dances, and traditional music. Through this first-hand experience, teens can feel the warmth and richness of local culture, which will then shape their perception of the importance of preserving and appreciating those cultural values. According to Ulfadilah and Darmiyanti (2023), the use of language and communication in the family also plays an important role in shaping adolescents' perceptions of local culture. The use of a regional language or a language that is distinctive from the local area can help increase adolescents' awareness and understanding of the local cultural values inherent in the language. According to Andhika (2021) the role model of parents, parents are often the main example for their children. If parents show a strong appreciation and love for local cultural values, then zilenial teens are more likely to emulate these positive attitudes and internalize those values as part of their identity. According to Aqil (2020), family dialogue and discussion can also create space to talk about local cultural values openly. Through positive dialogue and discussion, zilenial youth can ask questions, share views, and better understand the meaning of local cultural values. According to the results of an in-depth interview on July 14, 2023, Ramlan is 42 years old, stating.

The roles and influences of fathers and mothers complement each other in shaping adolescents' perceptions of local cultural values, including as a model for adolescents in practicing the values of "penance, penance, penance, and penance" in everyday life. If parents consistently show an attitude of caring, respect, caring for each other, and loving each other, adolescents tend to imitate and internalize these values, therefore Mom and Dad have an important role in educating adolescents about local cultural values.

Education and Schools

Formal education also has an important role in shaping adolescents' perceptions of local cultural values, when schools implement an inclusive approach and integrate aspects of local culture in their curriculum, zilenial adolescents will be more exposed to these values and can gain a better understanding of the richness of local culture (Sari 2020). Education and schools have a very important role in shaping the perception and understanding of zilenial adolescents in Tamansari District towards the local cultural values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. Here are some ways how education and schools can influence adolescents' perceptions of local cultural

values: According to Farida (2023) curriculum and subject matter, One of the main ways in which schools influence adolescents' understanding of local cultural values is through curriculum and subject matter. If schools integrate and highlight local cultural values in their curriculum, zilenial youth will have the opportunity to learn, understand, and appreciate those values more deeply. In history, art, or regional language lessons, schools can include relevant aspects of local culture to raise teens' awareness of their cultural identity. Schools can organize local cultural activities, such as festivals, art exhibitions, and traditional performances, involving students and teachers in an effort to preserve and appreciate local cultural values. This kind of activity can help increase adolescent appreciation of their own cultural heritage and strengthen local cultural identity (Siswati *et al* 2020).

According to Shiddiq (2020), teachers and teachers in schools have an important role as role models in shaping adolescents' perceptions of local cultural values. If teachers show love and appreciation for the local culture and share relevant experiences or knowledge about those values, adolescents will tend to be more open to accepting and understanding local cultural values more positively. According to Magdalena *et al* (2023), schools must create an inclusive environment and respect cultural diversity. This will help zilenial youth from different cultural backgrounds feel accepted and valued, thus reinforcing their perception of the importance of preserving and appreciating local cultural values. **According to** Kamisi and Hasan (2022) in addition to academic education, Character education also plays an important role in shaping adolescents' perceptions of local cultural values. Schools can encourage character building that respects local cultural values such as Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. This character education will help zilenial adolescents understand the importance of these values in everyday life and apply them in social interactions. By strengthening the role of education and schools in preserving and appreciating local cultural values, zilenial youth in Tamansari sub-district will have the opportunity to grow as a generation that is aware of their cultural identity and safeguards local cultural heritage for the future. According to the results of an in-depth interview on July 14, 2023, 33-year-old Achon stated.

I think teachers who apply penance will act as figures who inspire, guide, and set an example for students. Silih Wangi: The meaning is to give each other a sense of fragrance or kindness in interactions and social relationships. In the context of education, penance refers to a culture that promotes a positive attitude, mutual respect, respect, and upholds good values in the learning environment. By applying these values in education, teachers can help instill a strong local culture in the lives of students and the surrounding community. This not only helps students become knowledgeable individuals, but also responsible, caring, and appreciative of their cultural values.

Teachers who create a compassionate learning environment and support students' holistic growth will increase students' chances of success and contribute to the sustainability of local culture in the future.

Media and Technology

The influence of mass media and technology also cannot be ignored because zilenial adolescents tend to be exposed to various forms of media that can shape their perception of culture, be it local or global. If the media tends to encourage understanding and appreciation of local cultural values, then adolescents' perceptions of local culture can be positively influenced. The influence of media and technology has a significant impact on the perception of zilenial adolescents in Tamansari District on the local cultural values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. Here are some ways how media and technology affect adolescents' perceptions of local cultural values: According to Wisman and Cukei (2023), media and technology provide easy and quick access to information about local culture. Through the internet, social media, and other platforms, zilenial teens can find a variety of content related to local culture, such as stories, videos, and images. With this wider access, they can gain a deeper understanding of the local cultural values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. According to Fatimah *et al* (2022) Cultural exhibitions in the media, the media often displays various local cultural events and exhibitions, whether in the form of news, documentary programs, or films. Through these contents, zilenial youth can be exposed to various aspects of local culture and understand the values represented by that culture.

According to Hasni and Rahayu (2022), the influence of social media is very important because social media can shape teenagers' perceptions of local cultural values. Through social media platforms, teens can interact with others who share similar interests in local culture, share experiences, and discuss these values. Positive use of social media can increase teens' awareness and appreciation of local culture. According to Chaniago (2020), the use of media and technology can also provide a dilemma for zilenial adolescents in Tamansari District. They are often exposed to global content, such as Hollywood movies or popular culture trends from abroad. Meanwhile, local cultural content may get less attention. Therefore, it is important for media and technology platforms to create content that introduces local cultural values positively and appeals to teenagers. According to Ummah (2021), the use of language and cultural identity in media and technology also affects the way zilenial adolescents communicate and identify themselves. The use of local languages or regional dialects in media and technology can strengthen their local cultural identity and increase understanding of the inherited values of that culture. It is important to ensure that media and technology are used wisely and responsibly to increase young people's understanding and appreciation of local cultural values.

Collaborative efforts between media, technology, families, and communities can help positively direct the influence of media and technology so that local cultural values remain relevant and valued by zilenial youth in Tamansari District. According to the results of an in-depth interview on July 14, 2023, 35-year-old May Cristiyani stated.

Media, and Technology have a very important role in influencing the cultivation of local culture, including the values of "penance, penance, penance, and penance. Since the dissemination of Information and Education is usually through news, articles, and educational content, journalists and media can help disseminate information about local cultural values, including local cultural values penance, penance, penance, and penance. Even through technology, the media can provide an alternative educational platform that introduces and teaches local cultural values to teenagers.

Peer Roles

The findings showed that peers had a significant influence on Zilenial adolescents' perceptions of local 4S cultural values. Peers who promote and implement local cultural values tend to influence other adolescents to better appreciate and understand those values. The influence of peer roles has a significant impact on the perception of zilenial adolescents in Tamansari District on the local cultural values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. Here are some ways how peer roles can influence adolescents' perceptions of local cultural values: According to Parawansa and Nasution (2022), peer influence and acceptance have a strong impact in shaping adolescent views and values. If peers have a positive understanding and appreciation of local culture and the values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi, then zilenial adolescents tend to be more open to acceptance and understand those values. Peer pressure can also affect adolescents' perceptions of local culture. If the social environment of adolescents tends to ignore or underestimate local cultural values, zilenial adolescents may feel pressured to go with the flow and put aside the importance of preserving local culture (Anggeraini, 2022).

Group identity or sense of belonging to peers can be a determining factor in adolescents' perceptions of local cultural values. If their peers identify with the local culture and are active in preserving and appreciating those values, zilenial adolescents are likely to be influenced and participate in those efforts (Khoiruzzadi and Tresnani 2022). Sharing experiences and traditions from peers can share positive local cultural experiences and traditions, thus helping to strengthen adolescents' perceptions of the importance of local cultural values (Sapitri 2022). Shared activities involving local cultural values, such as festivals, traditional parties, or art performances, can increase their understanding and appreciation of these values. A social environment that creates

a culture of mutual respect among peers can positively influence adolescents' perceptions of local culture. If zilenial youth openly and positively talk and share about local cultural values with their peers, then perceptions and understandings of those values can be enhanced and valued together. It is important for zilenial youth in Tamansari sub-district to choose peers who support and encourage understanding and appreciation of local cultural values. Strengthening the role of peers as positive agents in preserving local culture can help create a caring social environment and preserve traditional values for future generations. In addition, families, schools, and communities can also play an important role in shaping adolescents' perceptions of local cultural values (Fakhri, 2022). According to the results of an in-depth interview on July 14, 2023, 27-year-old Nizamuddin stated.

Peers have a strong social influence in remazja's life, especially during adolescence and early adulthood. They can introduce local cultural values to each other, and if these values are perceived positively and well accepted by group members, then they can become part of the social norms in the environment. Exchange of Knowledge and Experience: Peers often have different cultural backgrounds, and through interaction with peers, individuals can learn about different aspects of local culture that may not have been known before. This exchange of knowledge can enrich their understanding of cultural values and strengthen their cultural identity.

The Social Construction Theory of Identity can be a relevant approach to research on zilenial adolescents' perceptions of local cultural values of "penance, penance, penance, and penance" in Tamansari District, Bogor. This theory helps understand how a person's social identity is constructed through social interaction and how local cultural values can influence the formation of zilenial adolescent identity in their community. Social Identity Formation: This theory emphasizes that an individual's social identity is constructed through social interaction with other members of a social group. This research can explore how zilenial adolescents in Tamansari sub-district shape their identity through interactions with their family, peers, community members, and social environment who adhere to local cultural values of penance, penance, penance, and penance. Process of Identification: This theory focuses on how individuals adopt the values and norms of a particular social group as part of their identity. Research can investigate how zilenial adolescents identify themselves with local cultural values transmitted by previous generations and how this affects their perception of those values.

The Role of Social Interaction: The Social Construction Theory of Identity emphasizes that a person's identity is formed through social interactions that take place within the community. This study can examine how social interaction with community members who apply local cultural values of penance, penance, penance, and penance play a role

in shaping the perception and understanding of zilenial adolescents about these values. The Power of Group Identity: This theory also considers the influence of certain social groups in shaping individual identity. Research can investigate how zilenial adolescents in their social groups influence their perceptions of local cultural values that are part of their group identity. Construction of Shared Meaning: This theory underlines that individuals participate in the process of jointly creating social meaning in their communities. This research can investigate how zilenial adolescents contribute to the construction of shared meanings about the local cultural values of penance, penance, penance, and penance through their interaction and communication with other members.

IV. CONCLUSION

Research on zilenial adolescents' perceptions of the local cultural values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi in Tamansari District, Bogor, will be an important step in understanding and appreciating local cultural heritage. Based on this research, it was found that the influence of family, social environment, media and technology, peer roles, as well as education and school play a role in shaping adolescents' perceptions and understanding of local cultural values. Family Influence: The family has a central role in preserving and teaching local cultural values to zilenial youth. The experiences, traditions, and education provided by families greatly influence how adolescents understand and appreciate the values of Silih Asah, Silih Asih, Silih Asuh, and Silih Wangi. Social Environment Influences: The social environment, including peers and interactions with local communities, influences adolescents' perceptions of local culture. An environment that promotes appreciation and preserves local culture will enhance the understanding and local cultural identity of zilenial youth. Media and Technology Influences: Media and technology influence adolescents' perceptions of local cultural values through the content they consume. Content that promotes and introduces local culture will help strengthen young people's understanding and appreciation of these cultural values. Influence of Education and Schooling: Schools have an important role in shaping adolescents' understanding of local cultural values. By integrating local cultural values in the curriculum and organizing cultural activities, schools can increase youth's awareness and appreciation of local cultural heritage.

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