Socialization of multicultural values among students at Knoxville College

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Abstract---This student service aims to socialize multicultural values to millennial students at Knoxville College. Multicultural values are an important element of the nation that must be shared with other nations because they have an adhesive force towards the unity and integrity of a nation and state. This service activity was carried out at Knoxville College. The method of implementation is to explain the multicultural values taught through socialization used by campus institutions, students and the local government. Data was collected through direct interviews with several millennial generations on campus. Based on the research results, it can be concluded that strengthening multicultural values for the millennial generation is largely determined by the role of students and the government in presenting moral values, traditions and culture through the means they prefer. The methods used by each institution are quite varied, whether in the form of direct or indirect approaches. The differences in roles are certainly influenced by the majority religion adhered to in each region.

Keywords---culture, habits, Knoxville College, millennial, student services.

Introduction

The rapid development of technology, information and communication has triggered the birth of new habits that are based on the values of effectiveness, creativity, efficiency and productivity in the economic, social, cultural, educational and political sectors (Allen et al., 2010: Yoo, 2021). The internet has become a historical milestone in human life where global access to information and communication can be realized through an internet network connected to all

corners of the world. The latest report from We Are Social and Hootsuite shows that the number of internet users worldwide has reached 5.16 billion people in January 2023. This number reaches 64.4 % of the global population, which totals 8.01 billion people.

The number of global internet users in January 2023 increased by 1.9 % compared to the same period last year (year-on-year/yoy), which was still 5.01 billion people.

According to the report, the main reason people use the internet is to search for information. "Almost 6 out of 10 internet users of working age still refer to online resources when looking for information," quoted in the report entitled Digital 2023: Global Overview Report, Thursday (26/1/2023).

Another reason people use the internet is because they want to stay in touch with friends and family. Apart from that, some use the internet to stay up to date with the latest news and events, watch videos, and play games.

According to the report, although the average time spent using the internet via mobile phones is increasing, computers still account for a significant share of internet users' share of connected time.

"Mobile phones have long been the dominant device for internet use in most developing countries, but PCs, laptops and tablets still account for more than half of people's connected time in 18 of the 46 countries where this data is available," We Are Social and Hootsuite said.

It is noted that computers still dominate online activities in the United States and Canada, as well as in most European countries.

Currently, there are 4.76 billion social media users worldwide. This figure is equivalent to less than 60% of the total global population.

However, according to the report, the growth of social media users has slowed over the last few months, with the addition this year of 137 million new users or the equivalent of an annual growth of 3%.

Its use has gone further, not only for communicating but also for buying goods, ordering transportation, and even doing business and creating art. At a young age, many Internet innovations cannot be separated from the daily lives of today's young people.

Attitude formation does not happen by itself or just like that. A person expresses his attitude due to external influences or circumstances. People are not born with complete attitudes, but these attitudes are produced and developed with the accumulation of experience. Thus, attitudes can develop, like other mental and emotional behavioural patterns, as a form of individual response to their environment, and religious attitudes, Multiculturalism is closely related to the existence of multicultural students (Anghel & Lupu, 2014; Priest et al., 2014). Multicultural students can be explained as a group of people who live and reside

permanently in a place that has its own culture and identity that differentiates one student from another. In the US, which is a multicultural country, positive forms of interaction between individuals within students will strengthen the existence and survival of the nation. Conversely, negative interactions will threaten the integrity and integration of the country. To predict this threat requires a deep understanding of life in multicultural students (Halualani et al., 2004; Hong et al., 2016). One step that the government can take directly is to implement multicultural education in schools.

Implementation Method

This service activity was carried out at Knoxville College. The implementation method is to explain the multicultural values taught. carry out outreach for use by religious institutions, students and local government. The method for implementing this socialization is carried out with a private class followed by questions and answers with students at Knoxville College. The final target of this activity is that every student understands multicultural values.

Discussion

Figure 1. The Value of Studying in a Multicultural Environment in Knoxville

The research results show that the religious attitudes of the millennial generation at Knoxville College are shaped by the family and student environment in two aspects, namely cultural and structural. The cultural aspect of the family environment is in the form of habits and values taught by parents from generation to generation.

Religious attitudes in the family include praying before carrying out activities, obeying and complying with religious and parental orders, dividing study and play time, and choosing a good social environment (Loyd & Gaither, 2018; Firdaus et al., & Yasin, 2020). The structural aspect is dominated by the role of students and the government in contributing to the religious attitudes of the millennial generation. These roles are visible in the school environment and where they live. The religious attitudes they learn include tolerance, non-violence and compassion.

In Tennessee, religious attitudes are taught through art and local wisdom. Music and traditional dances are a medium to attract their interest in learning and deepening religious values. Tradition and culture are very strong and embedded in the aspects of student life so religious attitudes are formed through religious activities such as playing music. The formation of attitudes in the millennial generation is also influenced by the role of the environment, students and the government, especially through the educational institutions they own. These attitudes include tolerance, non-violence, loving traditions and culture that do not conflict with one's beliefs, and practising the human values taught. Multicultural values are taught through the art of music (Iqbal, 2014). Art has implications for improving character which includes awareness of having a social spirit with fellow students both at home and on campus.

Its implementation is realized in harmony between students at Knoxville College. There is a cultural value of working together in the field of music which later became the life philosophy of local students. The meaning of this teaching is that all of God's creation must cherish and cherish each other which is manifested in harmony and support for the common good.

Millennial attitudes and their understanding of multicultural values have a close relationship in shaping their character. Students and the government have quite diverse socialization methods. Cultural institutions insert these values into art agendas such as art forums, holiday celebrations and other activities.

The local government utilizes its structural tools to socialize these values through educational institutions, student institutions and other institutions under its auspices. Students use cultural methods by getting used to and implementing neighbourly life with people who have different ethnicities, languages and religions.

Conclusion

Strengthening multicultural values for the millennial generation is largely determined by the role of students, government and social institutions in presenting the content of social, moral, traditional and cultural values through the means they prefer. The methods used by each social institution are quite varied, whether in the form of a direct or indirect approach. The differences in roles are certainly influenced by the ethnic majority adopted in each region. The social attitudes of the millennial generation are largely determined by the role of students, government and religious institutions in presenting religious, moral, traditional and cultural values through the means they prefer. The differences in roles are certainly influenced by the majority religion adhered to in each region. This can be seen from the results of research by Knoxville College. Preserving traditions and local wisdom to instil social attitudes in the millennial generation. The people of Knoxville utilize the arts of music and dance as a means of bringing them into contact with social values.

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