



SHIFT IN FAMILY VALUES: CHALLENGES AND ADAPTATIONS IN THE MODERN ERA

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ABSTRACT

The shift in family values has become a significant phenomenon in the social context of the modern era. This study examines the changes in values occurring within families, the challenges they face, and the adaptation strategies families use to remain harmonious and functional. In the context of modernization, globalization, and technological advancement, traditional values such as family unity, respect for parents, and clearly defined gender roles have undergone substantial transformation. This research employs a qualitative method using a case study approach involving several families in Indonesia. Data were collected through in-depth interviews and participant observation to obtain a comprehensive understanding of contemporary family value dynamics. The findings indicate that although many families experience dilemmas in maintaining traditional values, they also demonstrate a strong capacity for adaptation by integrating new values that are relevant to the modern context.

Keywords: Family values, Modernization, Family adaptation, Social challenges, Technology, Gender roles.

1. INTRODUCTION

In this modern era, the family as the smallest social unit has experienced significant changes in terms of the values it adheres to (Elsayed, 2024; Wallace et al., 2023). Modernization, globalization, and technological advances are some of the main factors that influence shifts in family values (Yeganeh, 2024). These changes not only have an impact on family structure and function, but also on the dynamics of relationships between family members (Dewitt et al., 2023; Siregar, 2022).

Modernization has brought many advances in various aspects of life, such as education, economics and technology (Saif et al., 2022; Sharma, 2024). However, on the other hand, modernization also brings new challenges that families must face. One of the biggest challenges is how families can maintain long-held traditional values, while adapting to new values that are relevant to the modern context. For example, values such as family cohesion, respect for parents, and clear gender roles have undergone significant transformation in this modern era (Özkaya, 2022; Tkachenko et al., 2023). Globalization also plays an important role in shifting family values. Through globalization, massive cultural exchange occurs which brings new values into society (Abas et al., 2022; Zalli, 2024). This can be seen from changes in lifestyle, parenting patterns, to changes in husband and wife relationships. The values brought by globalization often conflict with existing traditional values, giving rise to a dilemma for many families in determining which values to maintain and which to adapt.

Technological progress is another factor that cannot be ignored. The development of information and communication technology has changed the way we interact and communicate with each other (Bilan et al., 2023). In a family context, technology can be a tool that helps improve communication and connections between family members. However, on the other hand, technology can also be a source of conflict and division if not used wisely. For example, excessive use of gadgets can reduce quality time that should be spent with family (Masfufah & Darmawan, 2023).

Apart from that, gender roles in the family are also changing. In the past, gender roles in the family were usually clearly divided into men as breadwinners and women as housekeepers (Ginting et al., 2023). However, over time, gender roles in the family have become more flexible. Many women now also have careers and become breadwinners, while men also take part in taking care of the household and raising children. This change certainly brings new dynamics to husband and wife relationships and parenting (Williamson et al., 2023). In facing these various challenges, families are required to be able to adapt well. Family adaptation to changes in these values is very important so that the family remains harmonious and functional (Demirci, 2022). Some adaptation strategies that families can use include communicating their values, establishing closer relationships between family

members, and being open to change.

In this research, the research seeks to examine in more depth the shift in values within the family, the challenges faced, as well as the adaptation strategies carried out by the family to remain harmonious and functional. Through qualitative methods and case study approach on several families in Indonesia, this research is expected to provide a comprehensive understanding of the dynamics of family values in the modern era (Kussudyarsana et al., 2024). Modernization brings many changes in various aspects of life. In the family context, modernization influences the various values held by the family (Inkeles, 2022). Values such as family cohesion, respect for parents, and clear gender roles underwent significant transformation. Modernization not only affects family structure and function, but also the dynamics of relationships between family members. One of the impacts of modernization is changes in child rearing patterns. In the past, child rearing patterns were more centered on the extended family, where grandparents, uncles and aunts participated in child care. However, in this modern era, parenting patterns focus more on the nuclear family, which consists of father, mother and children. These changes certainly affect the way parents educate and raise their children (Dupont et al., 2022).

Globalization has also played an important role in the shift in family values. Through globalization, massive cultural exchange occurs which brings new values into society. This can be seen from changes in lifestyle, parenting patterns, to changes in husband and wife relationships. The values brought by globalization often conflict with existing traditional values, giving rise to many family doubts in determining which values should be maintained and which should be adapted (McKenzie & Jensen, 2024). Technological progress is another factor that cannot be ignored. The way we communicate with one another is influenced by technological developments. In a family context, technology can be a tool that helps improve communication and connections between family members. However, technology can also be a source of conflict and division if not used wisely. For example, excessive use of gadgets can reduce quality time that should be spent with family (Masfufah & Darmawan, 2023). Gender roles in the family are also changing. In the past, gender roles in the family were usually clearly divided: men were the main breadwinners and women were housekeepers. However, over time, gender roles

in the family have become more flexible. Many women now also have careers and become breadwinners, while men also take part in taking care of the household and raising children. This change certainly brings new dynamics to husband and wife relationships and child rearing (Becker, 2022). In facing these various challenges, families are required to be able to adapt well. Family adaptation to changes in these values is very important so that the family remains harmonious and functional. Some adaptation strategies that families can use include communicating their values, establishing closer relationships between family members, and being open to change (Nursetiawati et al., 2023).

This research aims to examine in more depth the shift in values within the family, the challenges faced, as well as the adaptation strategies carried out by the family to remain harmonious and functional. By using qualitative methods and a case study approach on several families in Indonesia, this research is expected to provide a comprehensive understanding of the dynamics of family values in the modern era (Indah et al., 2024).

2. RESEARCH METHODE

In this research, the author used a qualitative approach. According to Creswell, qualitative research can be used to explore and understand the meaning of a number of groups or individuals of social or humanitarian problems (Creswell, 2021). The research method chosen is a qualitative approach which is generally used in research including several techniques, such as in-depth interviews, participant observation, and content analysis of qualitative data. The main aim is to deeply understand family values, challenges and adaptation in the modern era through collecting descriptive and interpretative data from the perspective of the participants involved.

Bogdan and Taylor explained that qualitative research methodology is a research procedure that produces descriptive data in the form of written or spoken words from people and observable behavior. In qualitative research, a researcher speaks directly and observes several people, and interacts for several months to study the background, habits, behavior, physical and mental characteristics of the people

being studied. According to Bogdan and Biklen the characteristics of qualitative research are (SILVA et al., 2022):

- 1) natural;
- 2) data is descriptive, not numbers;
- 3) inductive data analysis, and;
- 4) meaning is very important in qualitative research.

To carry out this research, the author used Representation theory. The theory of representation according to Chris Barker written in the book "Cultural Studies: Theory and Practice" explains that representation is how the world is socially constructed and represented for and by us. In the context of shifting family values, representation theory helps understand how long-held cultural values become easily let go and how society adopts new, attractive values. The author uses this Representation theory to find factors in the shift in family values in the modern era which influence gender structures and roles in the family as well as the impact of globalization on religious and cultural values in families which are currently facing the challenges of contemporary developments.

Here researchers also use adaptation theory. John William Bennett explained that evolutionary understanding which sees humans always trying to adapt to their environmental conditions both biologically, socially and culturally comes from the basic assumption that adaptation originates from development. Iya also added that an evolutionary understanding which always sees humans always trying to adapt to their environment, both biologically or genetically as well as socially and culturally comes from the basic assumption that adaptation develops from. The author uses this theory to find out what adaptation strategies families can apply to be able to face socio-cultural challenges in the current modern era.

3. RESULT AND DISCUSSION

Based on in-depth interviews with various respondents, it was found that shifting family values is a phenomenon in the modern era caused by several factors such as globalization, technology and socio-cultural changes (Ullah & Ullah, 2024). Globalization brings the influx of different cultures and values. Families must face the clash between values that are considered the ideology of globalization (such as

individuality and consumerism) and values that may be held traditionally or religiously. These values in the family will influence the family's internal dynamics as well as their relationship with the wider community (Afita & Nuranasmita, 2023). Developments in information technology influence how families access, process and use information. Media and information literacy in families greatly influences how they understand accepted and practiced cultural values, and how this helps families monitor and direct the use of technology by family members, especially children. And families are expected to develop cultural norms that are consistent with moral and social values that are relevant in the modern context. In order to strengthen cultural values to their family members. Which includes values such as social responsibility, loyalty, or respect for the environment that are understood and practiced in everyday life.

Family values have experienced a significant shift where gender equality has increased. It illustrates how gender equality is reflected and adopted within families in response to wider social and cultural changes. Changes in the concept of gender roles in modern families, where there are no longer restrictions based on gender in taking roles in the household. For example, a working mother tends to feel a strong bond with her children, so she tries not to burden them with household work. In addition, he tries to compensate for the guilt of his lack of attention by protecting them and helping them overcome the difficulties they face. As a result, children tend to be spoiled and show lower abilities, have difficulty dealing with complex questions, and have difficulty adapting to situations, often diverting problems to less good things. In general, the role and function of the family has shifted in several Indonesian societies where parents work fully. This reflects the adaptation of more inclusive and flexible gender values within the family, in line with emerging modern values. the complexity of the phenomenon of shifting family values in the modern era in the context of challenges and adaptation. In this case, it reflects how family values are described and translated by individuals and groups in the face of changing times that affect family structure and dynamics. Overall, we understand how gender values and roles in the family are reflected, understood, and adapted in response to social, economic, and cultural changes in the modern era. This

image plays an important role in shaping family identity and in facing the complexity of challenges faced in the contemporary era.

The development of science and technology as well as various advances in the West need to be evaluated critically, especially in the context of religion. Because of differences in divine concepts, approaches to science also vary. Therefore, the spiritual aspect as a fundamental thing needs to be instilled from an early age in the family. This will form a protective attitude towards various problems and negative impacts that can be caused by globalization. Globalization can change local cultural preferences and practices due to increased exposure to global cultures that are considered more modern. This reflects how media depictions of global lifestyles can shift traditional values in families. Although religious values remain an important foundation, globalization can influence the way these values are practiced. The often secular or individualistic media can suppress or change traditional religious values in the family. The impact of globalization can also be seen in cultural changes within the family. Local culture maintained in the family can be threatened by the dominance of global culture presented through the media and global information flows. Globalization not only introduces new values, but also changes the way religious and cultural values are viewed and practiced in the family context. Modern technology, such as social media and digital communication devices, has changed the way families interact. Technology in the media provides ease and speed of communication, but also creates risks such as a lack of face-to-face interaction which can reduce emotional closeness between family members. Positive examples of technology include its ability to facilitate long-distance communication, allowing families to stay connected even though they are separated by distance. It is appropriate that technology brings benefits in maintaining close family relationships. Media images often reflect the negative impact of technology, especially on children who are vulnerable to addiction. This can isolate them from direct interactions with their family and surrounding environment, reducing social and emotional experiences that are important for their development.

Modern technology also describes a lifestyle that is considered modern and trendy, often followed without considering the impact of behavior that might damage

family relationships. Human lifestyles always change over time. Increasingly modern life brings humans to unique behavioral patterns, which differentiate one individual from another in terms of lifestyle. For some people, lifestyle is important because it is considered a form of self-expression. A pattern of life is a series of actions that differentiate one individual from another, which function in interaction in ways that may not be understood by those who do not live in modern society. In the era of globalization, technological progress is developing so quickly that sometimes humans do not have time to adapt to its progress. This can cause anomie in society due to a lack of clear guidance in life. Communities that are unable to master technology will experience cultural lag and their existence will be threatened.

Technological progress has two opposing sides. On the one hand, technology provides many positive benefits for humans in meeting their life needs more easily. However, on the other hand, technological advances also have complex negative effects, especially those related to human lifestyles in socio-cultural aspects (Amoiradis et al., 2024). Media influences perceptions of values and behavior in the context of everyday life. Modern technology is not only a communication and information tool, but also an agent that influences the way families interact, build identities, and maintain values in an ever-changing global context. Communicating openly and frequently between family members can help in building positive relationships and a better understanding of family values and identity. Avoiding excessive use of gadgets can help families focus more on direct interactions and strengthen their social bonds in the real world. Spending quality time without modern technology can improve interpersonal interactions between family members and strengthen family relationships that are centered on positive traditional and cultural values. Following and understanding a positive culture and enriching knowledge about previously unknown values can help families to adapt themselves positively in diverse social environments. Families can build strong and positive relationships in facing social and cultural challenges in this modern era.

In family dynamics, reminding and educating the family verbally can greatly influence how family values and norms are internalized by other family members. By

educating families about values such as honesty, hard work, and empathy, they indirectly play the role of agents who shape the family's representation. Education also has a significant influence, because the knowledge and values learned can bring positive changes in the way families face problems and challenges in the modern era. Parents as role models in implementing these values not only influence family dynamics but also help families to adapt to changing social and cultural environments. Thus, in educating and reminding the family verbally and the influence of the values of education can be connected in changing or strengthening the family's image of the values and norms that are upheld in the face of various problems and changing times. So, education and parental example play an important role in forming family values and norms. Education about values such as honesty, hard work and empathy can strengthen family identity in facing the challenges of ever-changing times (Achmadin et al., 2024). Thus, it is important to consider how family values can be internalized in the face of the complexities of this modern era.

4. CONCLUSION

The phenomenon of shifting family values in the modern era can be influenced by several factors such as globalization, technology, and socio-cultural change. Globalization and technology may alter local cultural preferences and practices due to increased exposure to global cultures that are often perceived as more modern. Technology can also change the way families communicate, interact, and spend time together. This reflects how media representations of global lifestyles can gradually displace traditional family values. By adopting and understanding positive cultural influences and expanding knowledge about previously unfamiliar values, families can adapt more constructively within diverse social environments. The family shapes an individual's character and, in turn, influences the surrounding environment. Therefore, the family plays a crucial role in forming character and normative values needed to face with various challenges in a constantly changing era.

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