

The Impact Of Globalization On Local Culture

Nisa Taptiani, Anjar Mahadi, Ibn Fajar Romadhon, Arvi Muhammad Pratama, Rafli Muhammad, Eko Purwanto, Dian Nurvita Sari, Fitri Susiswani Isbandi

Communication Science Study Program, Faculty of Social and Political Sciences

University of Muhammadiyah Tangerang

nisa.taptiani27@gmail.com

anjar.mahadi8@gmail.com

ibnufajarromadhon78@gmail.com

arvimuhamadpratama@gmail.com

raflimuhamad5486@gmail.com

eko.purwanto@umt.ac.id

dian.nurvita@umt.ac.id

fit.fikomumt@gmail.com



Abstract – Globalization affects local cultural traditions in various ways in different societies. The case of Jalawastu in West Java, Indonesia, exemplifies the harmonious interaction between Islam and indigenous customs, demonstrating the delicate balance between the two. Globalization can have a positive influence on local cultural customs by encouraging the conservation and modification of traditional principles amidst world influences. Behind the positive influence of globalization, globalization has adversely affected local cultural traditions through its challenges to the preservation of traditional values and customs. Globalization has indeed brought about a significant transformation in local cultural traditions. The involvement of the younger generation is very important in maintaining local cultural traditions amid the phenomenon of globalization. The historical development of globalization can be traced back to ancient times, where traders engaged in transnational trade, advancing through various stages from the colonial period to the digital age. Initially, globalization was primarily driven by long-distance trade, but gained momentum during the industrial revolution with advances in transportation and communication. Globalization has accelerated the spread of global culture through mass media, communication technologies, and human mobility. This has led to cultures from different parts of the world becoming more accessible and adopted by local people. Globalization brings a number of positive impacts to local cultures, including wider access to global information and knowledge, opportunities for enriching cultural exchange, and new economic opportunities through cultural tourism. Despite the positive impacts, globalization also has a significant negative impact on local culture. The loss of local languages and traditions, the commercialization of culture, and the domination of foreign cultures are some of them. Despite challenges from globalization, many local communities show strong resilience and adaptation. They seek to preserve and revive their traditions and values through cultural education, cultural festivals, and legal protection of cultural heritage.

Keywords – Globalization, Media, Digital.

I. INTRODUCTION

Globalization affects local cultural traditions in various ways in different societies. The case of Jalawastu in West Java, Indonesia, exemplifies the harmonious interaction between Islam and indigenous customs, demonstrating the delicate balance between the two (Asrawijaya, 2022). Similarly, in Kajang, South Sulawesi, traditional values have persisted despite the forces of globalization, demonstrating strong cultural conservation and fortitude to contemporary influences (Nursalam, 2016). The transformation of cultural syndromes due to globalization underscores positive progress in health and negative impacts,

especially among disadvantaged socioeconomic groups (*Cultural Syndromes in the Era of Globalization*, n.d.). In East Asia, adaptations of cultural artifacts such as Japanese animated series show a combination of loyalty and change that reflects common values and cultural differences affected by globalization (*Three Adaptations of the Japanese Comic Book Boys Over Flowers in the Asian Cultural Community: Analyzing Fidelity and Modification from the Perspective of Globalization and Glocalization*, n.d.). In general, the impact of globalization on local cultural traditions is diverse, with certain communities showing resilience while others experience changes in cultural dynamics.

Globalization can have a positive influence on local cultural customs by encouraging the conservation and modification of traditional principles amidst world influences. Investigations conducted on communities such as Kajang in Indonesia (Nursalam, 2016) and the Central Valley in Mexico (Soleri et al., 2008) describes how indigenous cultures uphold their distinctiveness through indigenous rituals and gastronomic practices. Next, an examination on the joint organizational structure in Turkey (Çakmaklı et al., 2017) and the impact of economic globalization in Leixlip, Ireland (Van der Bly, 2007) shows that globalization can trigger the revival of local identities and the reclamation of indigenous traditions. This implies that globalization does not necessarily homogenize cultures but can instead result in diversity and adjustment of local customs within a global framework.

Behind the positive influence there is also the negative influence of globalization, globalization has adversely affected local cultural traditions through its challenges to the preservation of traditional values and customs (Molina Liétor & Cuevas Iñiguez, 2022). The interaction between global and local influences has led to uncertain consequences for biological and cultural diversity (Nursalam, 2016). The risks posed by globalization to traditional foods, which play an important role in cultural identity, have implications for sustainable dietary practices and biodiversity (Soleri et al., 2008). In addition, the spread of knowledge on a global scale, including traditional medicine from China, has driven demand for medicinal resources, posing a threat to cultural heritage and local ecosystems (Trichopoulou, 2012). These examples serve to emphasize how globalization can reduce cultural diversity and harm disparate practices, emphasizing the need to preserve local traditions amid pressures of global assimilation.

Local communities respond to the impact of globalization on their cultural practices through a variety of strategies. They undergo shifts in socio-cultural progress, which in turn affect the evolution of their cultures and social interactions (Damodaran, 2023). This process of adjustment requires efforts to uphold traditional values while simultaneously accepting modernization, leading to modifications in religious beliefs and principles (Shmakov, 2023). In addition, power dynamics between local communities and global entities play an important role in determining how initiatives adapt to external pressures, underscoring the importance of researching political structures and power dynamics at local and international scales (Mibtadin et al., 2022). In addition, the transformation of musical habits illustrates the effect of globalization on the shift from a local to a global economic framework, resulting in changes in musical heritage and commercial management of cultural products (Heffernan, 2023). In essence, local communities negotiate this transformation by striking a balance between tradition and modernity, as well as engaging in cultural resilience to protect their cultural identity.

Globalization has indeed brought about a significant transformation in local cultural traditions. In the Inga community in Colombia, there has been an important shift in old dietary habits, transitioning from a traditional corn-based diet to a rice-centered diet, thus impacting children's nutritional safety (Amaya-Castellanos et al., 2022). Similarly, the Batakese community has witnessed a process of desacralization of traditions due to the advancement of modernity, which resulted in the commercialization of elements of their culture (Feldman & Wunderlich, 2023). These changes emphasize the influence of globalization on indigenous cultures, underscoring the importance of maintaining and upholding indigenous practices. Research on food culture models further suggests that the traditional culinary landscape is being shaped by contemporary factors such as environmental changes, while consumers continue to place value on the authenticity of traditional foods (Stihl, 2024).

The involvement of the younger generation is very important in maintaining local cultural traditions amid the phenomenon of globalization. It is essential to engage older and younger members of society in intergenerational conversations to facilitate knowledge transfer and ensure the preservation of cultural identity (D'Andrea & D'Ulizia, 2023). Various digital communication platforms, such as the Malayu Rentak Broadcasting Program, serve as tools to introduce and foster local culture, promote appreciation of traditional values among youth, and safeguard indigenous wisdom (Queen Mutialela Caropeboka et al., 2022). Research conducted in India shows that adolescents show an understanding of the cultural shifts caused by globalization. This awareness leads them to take part in a fusion of conventional and minority societal customs and rituals, commonly known

as an "identity remix." (Rao et al., 2013). Efforts made by young designers to integrate local cultural principles into contemporary visual contexts signal a transition towards re-evaluation and conservation of regional cultural heritage for future generations (Zhelondievskaja & Barysheva, 2021). Examining young people's perspectives on the preservation of spiritual and ethical principles in regional societies contributes to improving spiritual and moral education in various social institutions (Gavrilova et al., 2023).

Governments and cultural institutions are also of great importance in the preservation of indigenous cultural practices amid the widespread influence of globalization. The presence of strong national institutions significantly shapes the potential for persistence or eradication of harmful habits such as female genital mutilation (FGM) in various African countries (Poyker, 2023). The phenomenon of globalization often requires modifications in governance frameworks as societies grapple with its impacts, exemplified by the conflict between global integration and local conservation efforts during Wal-Mart's venture to Colchester, Connecticut (Gilmore et al., 2019). In addition, local belief systems and informal institutions, including social taboos and sacred landscapes, play an important role in safeguarding endangered species and ecosystems, highlighting the efficacy and constraints of local cultural protection efforts (LAVALLEE & BOYER, 2006). In addition, efforts such as the Inter-City Intangible Cultural Cooperation Network (ICCN) empower local governing bodies and communities to protect and advocate for their intangible cultural heritage, thereby driving a positive impact on local progress and international collaboration (Baker et al., 2018).

The important role played by mass media and information technology in the transformation and conservation of local cultural traditions cannot be overstated. The utilization of platforms such as Malay broadcasting programs in South Sumatra has effectively introduced and protected local culture, thus fostering a sense of appreciation among youth (Queen Mutialela Caropeboka et al., 2022). The impact of technological progress on socio-cultural dynamics is profound, as it gradually erodes traditional norms and customs, consequently bringing about real changes in the culture of society (Tasruddin et al., 2022). In addition, the digital age has empowered cultural communities, exemplified by Komunitas Buja Bali, to innovate and safeguard indigenous knowledge through online community media, thus enabling the display of creative prowess and the incorporation of contemporary media tools (Prasetyo Jati, 2022). To address the barriers faced in the conservation of arts and culture, a framework centered on integrated interaction utilizing information technology has been proposed, underlining the importance of professionalism and autonomy within the arts and culture sector (Nindito et al., 2022).

Local communities have used various approaches to maintain their customs in the context of globalization. This approach includes utilizing digital media and technology to rejuvenate culinary practices and improve local food systems (Susan, 2023), leveraging community-based cultural tourism to showcase tangible and intangible aspects of their culture while involving traditional companies, tourism-oriented groups, and private entities in overseeing tourism efforts (II et al., 2022). In addition, certain communities resist the adverse effects of globalization through local movements aimed at organizing global forces to improve communal welfare and improve their position in international trade discussions (Trolio et al., 2016). In addition, the role of society in fostering and advancing local culture, knowledge, and customs is paramount amid the diminishing influence brought by globalization (Damodaran, 2023). This collaborative effort assists local communities in preserving their traditions and heritage in the contemporary global era.

Successful examples of preserving indigenous cultural practices for educational purposes can be identified in numerous research studies. One illustration includes the adoption of blended participatory methods that integrate design thinking and experiential learning, proven effective in knowledge transfer and engaging youth in upholding local culinary customs (D'Andrea & D'Ulizia, 2023). Furthermore, the establishment and digital archiving of regional traditional arts in cultural communities through information and communication technologies has emerged as a blueprint for cultural preservation and long-term survival (Kasi et al., 2024). In contrast, diminishing traditional wisdom and customs underscore the importance of hands-on learning with senior community members in ancestral territories to transmit traditions and knowledge to future generations, underscoring the need for sustained efforts and community participation in conservation efforts (Hiswara et al., 2023). These examples demonstrate the successful and difficult aspects of preserving local cultural traditions, providing valuable insights for educational purposes and improving cultural preservation strategies.

II. RESEARCH METHODS

This research is a literature study with qualitative research type, which aims to identify the impact of globalization on local

traditions, find out how local cultural traditions adapt to the influence of globalization, and formulate strategies for preserving local cultural traditions in the midst of globalization.

III. DISCUSSION AND ANALYSIS

3.1. History and development of globalization

The historical development of globalization can be traced back to ancient times, where traders engaged in transnational trade, advancing through various stages from the colonial period to the digital age. Initially, globalization was primarily driven by long-distance trade, but gained momentum during the industrial revolution with advances in transportation and communication (Yang & Chen, 2022). During the colonial period, there was an increase in the establishment of special economic zones to stimulate export-driven activities, resembling today's tax havens (Tello, 2023). In recent years, the digital age has significantly accelerated the pace of globalization with the integration of technologies such as Big Data and artificial intelligence, leading to a restructuring of global power dynamics (Watts, 2023). Jeffrey Sachs has drawn attention to the historical developments of technological and institutional transformation that have impacted globalization, underscoring the importance of international collaboration in addressing contemporary issues (Konareva, 2023). In essence, globalization has undergone continuous evolution over centuries, blending economic, political, social, and technological elements to form an interconnected global landscape full of opportunities and challenges.

Several important epochs in the history of globalization have had a major influence on culture. The conclusions of the colonial era and the Second World War point out a pivotal point, triggering transformations such as the erosion of expanded family ties, the nuclearization of the family framework, the westernization of artistic expression and musical composition, and the spread of language on a global scale (Katumo et al., 2023). Furthermore, contemporary globalization has presented barriers such as dilution of local cultural identities, increasing cultural heterogeneity, and incorporation of diverse cultural heritage, which includes the proliferation of Western social norms and the emergence of new cultural standards (Gogineni et al., 2018). This era has restructured family interactions, individual mental processes, and communal settings, shifting from conventional principles to a more Western and globally interconnected ethos, fundamentally nurturing the evolution of emerging cultural paradigms (Khoirunisa Wahida et al., 2023).

3.2. Factors driving globalization

The acceleration of globalization is mainly driven by various important factors. These factors include decreasing trade barriers and transportation costs, advances in information and communication technology, globalization of production and distribution by multinational corporations, and deregulation of financial markets (Naz & Ahmad, 2018). In addition, the increasing interdependence of national economies through trade, production, and financial interaction, in conjunction with the rapid spread of technology and the continuous expansion of market boundaries, plays an important role in advancing globalization (Hosen, 2020). In addition, factors such as socioeconomic, political, cultural, technological, and military dimensions are closely related to the process of globalization, thus further accelerating its progress. Collectively, these interrelated components have formed an intricate web of influences that have driven the persistent trend of globalization witnessed in recent decades.

3.3. Definition of cultural globalization

Cultural globalization involves the intricate process of connecting peoples around the world through the exchange of ideas, values, practices, and cultural artifacts, transcending national borders (Peng, 2023). This includes the spread of Western cultural values, lifestyles, and market economies, which are often enforced by the imposition of cultural norms on other societies. This event resulted in the development of mixed cultural expressions and the decline of indigenous cultural identities and mores, while also fostering opportunities for intercultural interaction and the formation of diverse cultural mergers. Cultural globalization is a multi-dimensional and complex process involving population interaction and integration, with the goal of acknowledging linguistic and cultural differences while addressing the complexity of a global environment in which dominant cultures have the potential to impact and potentially mask local traditions.

The role of mass media in the dissemination and formation of global culture is very important, as it facilitates cultural interaction, dissemination of information, and convergence of popular trends in different countries (Ivashchenko, 2022). In the realm of a global society, trends in mass media can significantly influence collective behavior, especially when influenced by the largest minority groups under certain circumstances (Cosenza et al., 2020). The ongoing globalization of the media and

entertainment industry has resulted in the formation of vast international media conglomerates, which drive cross-border commercial markets and potentially foster global cultural uniformity (Matos, 2012). With the transition of mainstream media systems into global entities, their reach transcends national boundaries, fostering cultural interconnectedness on a global scale. The importance of mass media in advancing globalization is evident through international news broadcasting, television programs, and global television commercialization, all of which facilitate the exchange of information and visuals between countries.

3.4. Cultural Homogenization and Hybridization

Cultural homogenization, driven by forces such as globalization and centralized dissemination of knowledge, exerts an important influence on local traditions through the erosion of place-specific biocultural diversity, as exemplified in the investigation of the Seto and Võro communities (Sõukand et al., 2022). This phenomenon poses challenges to indigenous cultures and customs, presenting confusion over the choice between embracing global standards or maintaining cultural isolation (Nayak, 2020). The fusion of urban and rural culture as a consequence of contemporary homogenization manifests a substantial impact on socio-cultural actuality, leading to a blurring of delineation between conventional and contemporary principles (Petković, 2007). The process of economic globalization is progressively shaping local cultural practices, underscoring the need for a more comprehensive view beyond economic aspects to protect national cultures and promote social equality (Anwar, 2008). The escalation of globalization also underscores the importance of diligently preserving local cultural norms to counteract the marginalization of transcendent values and ethical distortions in society (Suradi, 2018).

Cultural hybridization shows the incorporation of diverse cultural components, giving rise to new interconnected yet distinct configurations, a phenomenon widespread in the contemporary global era (Zhao et al., 2022). This merger occurs when different cultures engage with each other, resulting in the emergence of hybrid identities and cultural manifestations that combine elements from multiple sources. The phenomenon of cultural hybridity is shaped by a variety of factors including migration, globalization, and the interaction between conventional and digital nature, leading to the development of distinctive cultural landscapes that challenge established concepts of identity and heritage (Dr. Waheed Ahmad Khan et al., 2020). Renowned scholars such as Homi K. Bhabha underline the fluid and dynamic nature of hybrid identities, underlining how individuals navigate between their origins and new influences, culminating in a state of perpetual fluctuation and adjustment in the cultural environment.

The mixing of local and global cultures contributes to the emergence of new cultural manifestations, giving rise to hybrid identities that reflect the harmonious coexistence of global demands and local self-awareness (Katumo et al., 2023). This blend can be observed in various cultural products such as punklung, Jamaican reggae, MacDonald rice porridge, TikTok, and Vaseline hand body lotion, which maintains its popularity through the incorporation of local-global and global-local components, thus maintaining transnational appeal while respecting local heritage (Bafanova et al., 2022). The study focusing on global youth culture and visual arts produced by adolescents in different countries underscores the balance between local and global impact, illustrating how local factors serve as a counterweight to the global scope, integrating diverse artistic genres and lifestyles from different regions (Hamlet, 2022). The dynamic interaction between local and global cultures not only results in fresh cultural expressions but also increases the diversity and complexity of the global cultural panorama.

3.5. The influence of globalization on local cultural traditions

Globalization has had a positive impact on local cultures by increasing the incorporation of regional cultures through the use of common languages, encouraging cultural diversity, promoting cultural hybridization, and facilitating the exchange of ideas and practices (Katumo et al., 2023)1, 2, 3. The global availability of information has enhanced local culture by exposing individuals to various civilizations, broadening the spectrum of musical genres and culinary options, and encouraging the creation of a mix of indigenous and innovative cultures (Khoirunisa Wahida et al., 2023)4. In addition, the spread of Western culture has resulted in the emergence of new social norms and dialogues, influenced preferences in music, and posed challenges to traditional belief systems, thus contributing to the transformation of local cultures in reaction to globalization (Richter et al., 2022). In addition, the decline of local culture in younger populations underscores the importance of instilling cultural values through education to preserve and commemorate the diversity of cultural heritage for future generations.

Cultural exchange through tourism provides economic and cultural benefits to host communities, raising their standard of living and offering avenues for engagement (Katumo et al., 2023). Nevertheless, the process of globalization, despite its positive

aspects such as international trade and increased financial transactions (Katumo et al., 2023), also exerts a detrimental effect on the indigenous culture. Globalization gave rise to Westernization, posed challenges to traditional ideologies and principles, influenced musical preferences, and changed the framework of the family (Khoirunisa Wahida et al., 2023). In addition, it fosters cultural mixing, potentially resulting in the erosion of local cultural identities and the emergence of new cultures shaped by global influences. Therefore, efforts aimed at safeguarding local traditions amidst the barriers posed by globalization are essential for the preservation of cultural diversity and heritage.

3.6. The importance of preserving local culture

Local cultural traditions play an important role in acting as indicators of identity and emblems of social unity in society. These traditions, such as the practice of reading Barzanji books in the Muslim community (Zidniyatul Hidayah, 2022), the use of local culture in Banjar Regency that advocates the values of social unity (Andayani, 2020), and the preservation of cultural traditions in Gianyar City that contribute to urban planning and community identity (Mahira et al., 2023), all underscore how cultural practices shape and maintain a sense of identity. Moreover, the rise of traditional practices in China's reform period illustrates how societies are using these practices to foster resilience and overcome diverse challenges, underscoring the importance of cultural heritage in maintaining community unity and coherence (H.-C. Wu, 2014). In addition, the study of maudu lompoa culture in Cikoang society emphasizes how cultural principles enrich social unity and harmony in everyday life (Hendra et al., 2019). In general, local cultural traditions act as powerful symbols that strengthen social connections and maintain collective identity within the community.

Various strategies have been proposed in the academic literature to preserve local culture. This strategy includes actions such as instilling Minang environmental culture at a young age, revitalizing ceremonial customs, and preserving traditional dance and music forms (Bestari et al., 2023). In addition, the utilization of gamification has been advocated as a valuable approach to cultural conservation, especially in remote areas with limited resources, as it has the potential to foster sustainable cultural progress through immersive gaming experiences (C.-H. Wu et al., 2022). In addition, marketing tactics, including the establishment of cultural attraction brands, the preservation of native traditions, online promotional campaigns, and the cultivation of a favorable reputation for tourist attractions, have been recognized as effective ways to preserve local culture and attract tourists (Talib & Sunarti, 2021). In addition, the involvement of local communities in cultural tourism initiatives is essential to uphold the cultural heritage of groups such as the Sasak tribe, thus ensuring that the strategy is adequately supported and successfully implemented (Alhadika et al., 2020). The utilization of traditional methods and materials, as emphasized in vernacular architecture research, also plays an important role in the conservation of local culture by utilizing local resources and traditional construction techniques that have been passed down from generation to generation (Rodrigues, 2022).

3.7. Case in point the impact of globalization on local culture

Globalization has had a profound impact on local cultures around the world, resulting in various consequences and adjustments. For example, the global proliferation of English has facilitated the merging of regional cultures and cross-cultural unity, affecting local identities (Katumo et al., 2023). In addition, globalization has increased cultural diversity by exposing individuals to diverse civilizations, leading to a fusion of musical genres and culinary advancements, albeit with reservations regarding authenticity and health implications (Katumo et al., 2023). The phenomenon of cultural hybridization has emerged as a byproduct of globalization, giving rise to new cultural mixes and questioning conventional beliefs and customs, as evidenced in regions such as India and East Africa (Khoirunisa Wahida et al., 2023). In addition, the impact of Westernization, driven by the spread of Western culture, has shaped local customs and principles, sparking discussions about community standards and cultural heritage conservation. In response, local communities have adapted by promoting their cultural heritage, enhancing cultural learning, and maintaining traditional principles to uphold their identity amid the trials posed by globalization (Stevens et al., 2022).

3.8. Local Cultural Response and Adaptation

Local communities globally have shown examples of successful cultural preservation efforts in the face of globalization challenges. One illustration is Ossetian culture, which effectively countered the effects of globalization by maintaining its way of life, language, and national customs despite geopolitical barriers (Kochieva & Biryukov, 2023). Similarly, in Aceh, Acehnese have restructured their customary knowledge, such as peusijek, within educational and customary institutions, underscoring the importance of local principles (Kasman et al., 2022). In addition, rural communities neighboring historic sites

in Quanzhou, China, have brought together intangible cultural heritage with economic efforts to shape the knowledge economy, increase community resilience, and enhance social identification (Shen et al., 2022). Moreover, in Banská Bystrica, Slovakia, grassroots movements such as Not in Our Town have used cultural and heritage-oriented strategies to build resilient communities against extremism and radicalization, nurturing social harmony and inclusivity (Bitušíková, 2022). These examples illustrate how local communities around the world demonstrate cultural resilience by leveraging their heritage and customs to navigate the trials posed by globalization.

IV. CONCLUSION

Globalization is a complex and multifaceted phenomenon, which has brought significant changes in various aspects of people's lives around the world, including in the field of culture. From the literature review and analysis that has been carried out, several main conclusions can be drawn regarding the impact of globalization on local culture:

Globalization has accelerated the spread of global culture through mass media, communication technologies, and human mobility. This has led to cultures from different parts of the world becoming more accessible and adopted by local people. For example, music, movies, food, and fashion from Western countries have become part of everyday life in many other countries

One of the significant impacts of globalization is cultural homogenization, where local cultures tend to become more uniform with global cultures. This often results in the erosion of local cultural identity and the decline of cultural diversity. Popular culture driven by countries with strong economic and media power often dominates, replacing local traditions and values.

Globalization brings a number of positive impacts to local cultures, including wider access to global information and knowledge, opportunities for enriching cultural exchange, and new economic opportunities through cultural tourism. These cultural exchanges can enhance intercultural understanding and strengthen international relations.

Despite the positive impacts, globalization also has a significant negative impact on local culture. The loss of local languages and traditions, the commercialization of culture, and the domination of foreign cultures are some of them. This process often erodes local cultural identity and heritage, resulting in younger generations losing connection to their cultural roots.

Despite challenges from globalization, many local communities show strong resilience and adaptation. They seek to preserve and revive their traditions and values through cultural education, cultural festivals, and legal protection of cultural heritage. These strategies are important to maintain the sustainability of local culture amid strong globalization currents.

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