

Preserving Local Culture in the Era of Globalization: Balancing Modernity and Cultural Identity

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Abstract. The advancement of globalisation has brought about unprecedented levels of convenience, facilitating swift and efficient completion of tasks. Accompanying technological progress has ushered in an era inundated with information. Consequently, societies worldwide have become interconnected in a global framework. However, this global unity has precipitated a clash between the forces of modernisation and entrenched local cultures, compelling individuals to navigate between embracing modernity and preserving traditional cultural identities. Human nature's perpetual pursuit of perfection perpetuates a propensity for change. Ultimately, the allure of convenience offered by globalisation has overshadowed local cultures, resulting in their marginalisation. Hence, this paper explores avenues for the coexistence of local cultures and modernity, preserving the essence of cultural identity. Employing qualitative methodology, including a literature review and in-depth content analysis, this research seeks to elucidate strategies for the endurance of local cultures amidst globalisation and modernisation.

Keywords: Culture; Globalisation; Modernisation.

INTRODUCTION

Globalisation, a global phenomenon connecting the entire world in various aspects of life, such as economic, social, cultural, and political, has been a significant driver for modernisation. By facilitating the exchange of information, technology, and ideas between nations, globalisation has accelerated the change process toward a more modern and sophisticated lifestyle [1]. The impact is felt in various sectors, ranging from advances in information technology to changes in people's mindsets and values. Along with the increasingly rapid flow of globalisation, many local cultures are affected and even threatened by their existence because more dominant global cultures displace them. Therefore, the role and efforts to preserve local culture are becoming increasingly crucial in facing the modernisation challenges brought by globalisation [2].

Globalisation involves the exchange of information and interaction between countries and cultures worldwide. In Indonesia, the diversity of tribes, cultures, languages, and traditions creates a unique landscape. However, the impact of globalisation has brought significant changes to this diversity, especially because Indonesia is currently experiencing an era of demographic bonuses that support the creativity and innovation of Human Resources (HR). This shows that globalisation affects economic and technological aspects and brings significant social and cultural impacts at the local level [3].

Globalisation, driven by information and communication technology advances, broadly impacts various aspects of life, including culture [4]. Although it brings significant benefits, globalisation also poses challenges to cultural sustainability, such as the loss of existing cultures, cultural replacement, or transformation towards moder-

nity that can eliminate its original values. Although the phenomenon of globalisation is inevitable in the development of human civilisation, this term has only emerged in the last two decades and has become increasingly popular in the previous five years, widely accepted by various circles, including economists, political experts, and traders in the local market [5].

Globalisation affects modernity, the human attempt to improve social conditions through structured change. This process often involves social planning. However, globalisation usually leads to conflicts between modernisation and the preservation of local culture. The drive towards modernity forces people to adopt modern aspects, threatening the existence of local culture in the current widespread globalisation [6].

Given the significant impact that globalisation has generated, a deep understanding of globalisation and modernity becomes particularly relevant. Losing various unique and exciting cultural aspects along with the times is the primary concern that drives the writing of this article. Therefore, this article aims to explore the impact of globalisation on local cultures, highlight the importance of government in protecting and preserving cultural heritage, and raise public awareness of glorifying cultural diversity.

Globalisation has brought the world into the era of Industrial Revolution 4.0, which significantly changed the pattern of human life in technology and other fields [7]. The term "globalisation" comes from the word "global," which means universal, but the definition of globalisation does not have mature agreement and is often interpreted differently [8].

A borderless world has become a reality due to globalisation, with all humanity united as one global community where cultures interact without barriers so that foreign cultures quickly enter unchecked. As a potential market, Indonesia is a place to spread more advanced foreign cultures [5]. Local culture often grows from spiritual values and natural and environmental conditions, and the development of these cultures supports the sustainability of cultural life and the integrity of the nation [9].

Modernisation and globalisation are phenomena that cannot be separated from human life. Modernisation leads to social changes towards more modern life patterns in various aspects of life [10]. However, the impact of the times and tech-

nology has caused cultural elements to begin to fade in society. Globalisation, primarily through the rapid development of information and communication, has led to cultural exchange with foreign cultures, acculturation, and Westernization, threatening national identity [11]. This is triggered by the ease of technology and the inevitable pace of globalisation.

The Western adoption of fast food from the West reflects the influence of globalisation and modernisation on people's eating habits. Despite convenience and practicality, fast food impacts unhealthy dietary changes, increasing the risk of health problems such as obesity and reducing local culinary diversity. In addition, adopting fast food also brings foreign cultural influences that can threaten the sustainability of traditional culinary heritage and hurt the environment through excessive plastic use and production carbon footprint.

Cultural change over time is natural, but keeping the authenticity of cultural characters intact is essential for society [12]. Although the culture changes, its original characteristics must be preserved. However, the local culture faces significant challenges mainly due to the influence of modern technology that pushes the society towards modernisation and abandoning existing traditions. This suggests that the resistance of local cultures to globalisation flows tends to be weak, requiring more significant efforts to preserve them [13]. Globalisation, by bringing modernity, has changed the preferences of people, who prefer practical things and leave local cultures that are considered outdated and impractical. The lack of interest of the next generation in preserving local culture is a significant factor that causes a decrease in attention to traditional culture.

For example, in some regions in Indonesia, such as in rural areas, the tradition of going royong, which was once strong and an integral part of local culture, is now starting to decline due to the lack of interest of the younger generation to continue this tradition. They are more likely to fixate on more modern and practical activities, such as online payment services, rather than directly participating in mutual aid activities in their neighbourhood. This shows how modernisation and the influence of globalisation have changed people's preferences and behaviour toward local cultural traditions.

The effect of this change is the loss of mutual aid practices that affect togetherness and a sense of solidarity in society. Losing this tradition can also build stronger communities, and more mutual support is needed among community members in addressing common problems. In addition, neglect of local culture can also threaten the sustainability of cultural heritage and the regional identity of a region.

Globalisation brings positive impacts such as changes in people's values to be more rational, increased access to knowledge, and ease of activity, ultimately improving quality of life. However, its negative impacts include increased individualism, social isolation, materialism, and consumption. This rapid change can also cause culture shock in society, where people feel unprepared for changes that occur so quickly, resulting in imbalances in their lives.

The development of the times in the era of globalisation does not have to mean the loss or destruction of existing cultural values. Culture can develop along with modernity while still maintaining its authenticity. In the face of globalisation, it is essential to harmonise the incoming culture and filter the adopted culture to encourage rapid cultural development.

For example, the development of South Korea's entertainment industry, especially the Korean pop music (K-pop) industry, has become a global phenomenon reflecting how a culture can evolve along with modernity. Although K-pop has adopted elements of Western culture in its music and visual style, it still retains Korea's unique identity in lyrics, traditional dances, and other cultural elements. Thus, K-pop has achieved global success without losing its cultural roots, showing how culture can evolve with globalisation while maintaining its authenticity [14, 15, 16].

The development of South Korea's entertainment industry, especially K-pop, has significantly impacted cultural globalisation. One positive impact is improving South Korea's image and recognition in the international arena. K-pop has become a powerful soft power tool for the country, attracting interest from various circles worldwide and expanding its cultural influence.

However, the development of K-pop has also caused some negative impacts. Sometimes, the popularity of K-pop can lead to Korean cultural hegemony and shift local cultural identity in other countries. In addition, the high pressure on K-pop artists, both physical and mental, has be-

come a severe concern in the entertainment industry. Some artists even experience excessive pressure and health problems due to the harsh demands of the industry.

Thus, although the development of K-pop has brought benefits in introducing South Korean culture to the world, it is also necessary to be aware of its negative impact on the local cultural identity and the well-being of its artists.

Globalisation and cultural diversity have a complex relationship. Globalisation can expand intercultural exchanges, enrich cultural diversity worldwide, and enable a better understanding of cultural differences. However, globalisation can also threaten cultural diversity by generating cultural dominance in certain countries or groups. It is essential to balance globalisation and the protection of cultural diversity, encourage mutually beneficial cultural exchanges, and value cultural diversity as an invaluable source of wealth [17].

Maintaining local culture remains an obligation, with steps such as building national identity, reviving cultural philosophy, and utilising information technology. Efforts to preserve local culture can be made through direct experience in culture (culture experience) and cultural knowledge (culture knowledge) with the support of cultural information centres. It is also essential to increase awareness of the importance of culture, participation in preserving and maintaining culture, and socialising with others [20, 21].

Maintaining local cultural knowledge is crucial to transforming information through technological developments [22, 23]. However, more than individual efforts are needed, the state's role is vital in maintaining local culture as an asset and identity of the nation through various measures, such as establishing cultural preservation institutions and media regulation. National awareness initiated by the state in filtering incoming cultures and ensuring the preservation of local cultures is vital in safeguarding this unique and diverse heritage as an asset of the nation.

CONCLUSIONS

Globalisation and modernisation, driven by technological and information advancements, have rapidly developed various aspects of life. However, local culture is often eroded and threatened in the process due to the younger generation's lack of awareness and desire to preserve it. Local culture has rich and unique values that should be maintained and preserved. To overcome this

challenge, young people need to understand and love local culture and play an active role in preserving it. Local culture must also keep up with the times and modernity while maintaining its original values. In addition, intensive support

from the government and the community is also needed to preserve local culture. Thus, Indonesia's local culture can continue to develop and be appreciated worldwide.

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