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THE INFLUENCE OF GLOBALIZATION ON INDONESIAN CULTURE

Nurul Hafizah

^{1,2}Elementary School Teacher Education, Universitas Muhammadiyah Sumatera Utara

Email: nurulhafizah21828@gmail.com

Abstract

Globalization has a considerable influence on aspects of human life, not only with positive but also negative impacts. Lots of young generations of the Indonesian nation are affected by the impact of globalization, one of which is following a westernized culture which can result in cultural degradation. Therefore, it is important to filter every influence that results from globalization so that it does not fall into negative things. The existence of globalization has an impact on humans. The impact obtained from the influence of globalization is that it makes it easier for humans to access information that exists throughout the world and makes it easier to communicate through technological advances obtained with globalization. However, the influence of globalization can have a negative impact, namely that young generations are still not able to filter the effects of globalization so that it is eroded by the times where young generations tend to follow westernized culture.

Keywords : Globalization, Impact, Culture

Introduction

The world is currently facing the era of globalization where the development of science and technology is increasing. Each individual is required to be able to follow this progress. Globalization is a global societal order that knows no boundaries and globalization is essentially a process of ideas that are raised and then offered to be followed by other nations that eventually reach a point of mutual agreement for nations all over the world.(Amini et al, 2020). The existence of globalization has an impact on humans. The impact obtained from the influence of globalization is that it makes it easier for humans to access information that exists throughout the world and makes it easier to communicate through technological advances obtained with globalization. However, the influence of globalization can have a negative impact, namely that young generations are still not able to filter the effects of globalization so that it is eroded by the times where young generations tend to follow westernized culture. Due to the increasing sophistication of technological advances caused by globalization will result in various kinds of challenges that can change cultural values. The problems that arise are: loss of the original culture of an area, erosion of cultural values, decreased sense of nationalism and patriotism, loss of kinship and mutual cooperation, and lifestyles that are not in accordance with local customs(Adrian & Officialni, 2018). Therefore, it is important to know how the effects of globalization are given as a reference in improving and utilizing it in accordance with our cultural values.

Research Methodology

The research method can be interpreted as a way to obtain data with the aim of finding, developing, and demonstrating in solving a problem(Sugiyono, 2015: 6). In writing this research using Literature Review or literature review. Literature Review is a method used by collecting and analyzing related research articles(Talib, 2021). The Literature Review used in this study uses 6 research journals. Writing this research also focuses on research results that are relevant to the topic of writing this research. The data base used is Google Scholar using the keywords Globalization and Culture to increase the relevance and specificity of published research citations. The journals reviewed are journals published in 2018-2022 using the Indonesian language.

Result & Discussion

Globalization is something that can change every aspect of life rapidly. The progress of globalization can be felt through an increase in science and technology. The influence of globalization already exists in all corners of the world, one of which is Indonesia. This is unavoidable and forces people to start getting used to the progress caused by the influence of globalization.

The Influence of Globalization on Cultural Values

Globalization is also very influential on the cultural values of the Indonesian nation, which can affect the existing culture as seen from the increasing number of buildings that are starting to apply modern buildings, causing aesthetic values and aesthetic values to begin to fade because there is no longer any cultural authenticity in the house. which is inherited from the ancestors(Adrian & Officialni, 2018). Globalization brings a lot of foreign cultural influences which are not a bit contrary to the nation's culture and also the values of Pancasila. This can result in the degradation of customs and culture. As a result, many generations tend to prefer westernized culture so that it is not in accordance with the culture of the Indonesian people(Hibatullah, 2022). In Nikmah's view, the younger generation at this time is more likely to know foreign cultures than their own culture. This is due to the existence of globalization which processes as a homogenization of foreign cultural products resulting in the fading of the existence of local culture(Ramdhani, 2021).

The Influence of Globalization on the Character of Love for the Motherland

The influence of globalization on today's young generation is very strong, many young people today are starting to lose their identity as Indonesians. The flow of globalization is very fast entering into Indonesian society, especially today's young people(August, 2021). Not only that, the consequences of these technological advances also have an impact on the character of the next generation of young people. Technology is the progress of globalization which greatly impacts young generations in influencing the character of the nation. As a result of this progress, attitudes that reflect the identity of a nation begin to fade. Young generations become influenced by foreign cultures so that new attitudes and characters are created. These attitudes include the rise of hedonism, consumerism, individualism and many more. This attitude is not in accordance with the culture in our country(Amelia & Dewi, 2021).

Anticipating the Negative Effects of Globalization

As for the steps according toYudhanegara (2015)that can be applied in anticipating the negative impacts of globalization, namely:

1. Instill and practice Pancasila values.
2. Instill and carry out religious teachings.
3. Selective to the influence of globalization.

Benefits of Globalization

Besides that, of course, there are positive impacts that can be taken from the progress caused by globalization. Such as increased science and technology that can encourage people to think more advanced, can expand and improve the economic field in the trade sector so that they can compete in the international arena, and much more.

Conclusion

Globalization can have such a big impact on the culture of the Indonesian nation. The effects of globalization cannot be avoided and force people to start getting used to the progress caused by the influence of globalization. Many things can be gained from this influence, namely not only positive but also negative impacts. For this reason, it is hoped that we can sort out the resulting impacts so as not to fall into the negative impacts of the influence of globalization.

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