



## THE EXISTENCE OF NATION'S CULTURE IN THE ERA OF GLOBALIZATION

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### Abstract

Culture is the result of thoughts or ideas that are born from human habits in an environment or area that forces them to be able to develop and survive in that area. Culture can also be called habits that are carried out repeatedly and continuously. the fading of the existence of the nation's culture which is very clearly visible is the value of mutual cooperation, and local culture is marginalized compared to foreign culture. The research method uses a descriptive qualitative approach. Foreign cultures are considered to have practicality in their use, such as clothes that only wear shirts, shirts, pants and skirts. On the other hand, local culture is considered too complicated.

**Keywords :** Existence, Culture, Globalization, Information

### Introduction

Culture plays a very important role in human life. As we know that human civilization on earth is the result of culture. It is noted that the country of Indonesia is one of the countries that has the richest local culture in the world (Suparno, et al. 2018). There is so much diversity in Indonesian culture that stretches from Sabang to Meruke. The diversity of Indonesian culture is no less than 470 ethnic groups and 19 customary law areas, which have no more than 300 languages used by community groups in each region. Indonesian culture is the entire local culture that exists in every region in Indonesia. National culture in the view of Ki Hajar Dewantara is "the pinnacle of regional culture". This quote refers to the understanding that unity is increasingly strengthened, so that more is felt than diversity. Its form is in the form of a unitary state, national economy, national law, and national language. Indonesian culture has always experienced changes from time to time, these changes occurred due to the factor of the people who really wanted change and cultural changes occurred very quickly, namely because of the inclusion of elements of globalization into Indonesian culture. The culture that exists today is created from several very complex components, including religious and political systems, systems of customs, language, work tools or tools, clothing, buildings, and works of art. So it can be said that this culture existed when humans existed. Culture is the result of thoughts or ideas that are born from human habits in an environment or area that forces them to be able to develop and survive in that area. Culture can also be called habits that are carried out repeatedly and continuously. Local culture that lives in the community is usually born from the spiritual encouragement of the community and local rites which are spiritually and materially very important for the social life of a village community environment. Local culture has a very close relationship with the people in an environment with all the natural conditions in that environment. It is shown in various traditional ceremonies of a village, cleaning the village, for example, it is done to honor the spirits of the ancestors as guardians of the village. The purpose of the ceremony is so that the village is blessed with welfare by the caretaker. Apart from this belief, the ceremony which is carried out by cleaning the village produces a good environmental impact. If the village is clean of any waste, the flow that functions to flow through the rice fields will run smoothly. Globalization creates new challenges and

problems that must be answered and solved in an effort to take advantage of globalization for the benefit of life. One of the challenges in facing globalization is the loss of the nation's cultural existence due to eroded cultural information from other countries. According to Suneki (2012) there are several characteristics that globalization has developed in all parts of the world.

1. Changes in Constantine time and space. The development of goods such as mobile phones, satellite television, and the internet shows that global communication occurs so quickly, while mass movements such as tourism allow us to experience many things from different cultures.
2. Markets and economic production in different countries have become interdependent as a result of the growth of international trade, the increasing influence of multinational corporations, and the dominance of organizations such as the World Trade Organization (WTO).
3. Increased cultural interaction through the development of mass media (especially television, film, music, and transmission of international news and sports). today, we can consume and experience new ideas and experiences on matters that cut across different cultures, for example in the fields of fashion, literature, and food.
4. Increased common problems, for example in the environmental sector, crises

What is inevitable as a result of globalization is the fading of the existence of national cultures exposed to information from foreign cultures. So that in this study, will examine how the existence of national culture in the midst of globalization.

### Research Methodology

The method used in the preparation of this article is a qualitative descriptive research method. This research method aims to provide relevant data on situations, attitudes, and views regarding a phenomenon that occurs in society. Data collection is carried out through literature studies, both from books, journals, or other references that can support research.

### Result & Discussion

#### *The Fading of the Nation's Cultural Existence*

The era of globalization and modernization is something that cannot be avoided by countries in the world in various aspects of life. Rejecting and avoiding modernization and globalization means alienating oneself from the international world. This condition will certainly be a challenge for the state in establishing relations with other countries. The inclusion of these two things certainly brings positive and negative impacts for the Indonesian state itself. In the midst of this current of globalization, westernized culture (westernization) is one of the causes of the fading of national culture. Due to the many western cultural values that enter into the nation's cultural values. (Siregar & Nadiroh, 2016). In this era, information becomes a powerful force influencing the human mindset. Western culture is currently identified with modernity (modernization), and eastern culture is identified with traditional or conventional.

People not only adopt western science and technology as part of their culture but also imitate all western styles, so that in the west it is considered a bad culture but after being blindly adopted in the east. Someone who, after living in Australia for a long time and then returning to Indonesia, is amazed at how fast culture has gone in Indonesia. At that time he even felt he was in America. There are several TV channels showing a lot of American movies full of violence and sex. During the few weeks he was in his homeland, he saw no traditional art. Information and communication technology is one of the main supporting factors of globalization. Such is the rapid development of technology that all information in various forms and interests can spread throughout the world. Because of that, globalization cannot be avoided

Advances in information and communication technology have become a cultural bomb against an ethnic group, including the Gorontalo tribe. The younger generation as the baton for preserving Gorontalo's local culture and wisdom is the main target for inconsistencies in the values of modernity (Supriyanto Mohi. 2021). Globalization shifts the values of nationalism and culture that already exist in Indonesia. Globalization creates various problems in the field of culture, for example: loss of the original culture of a region or a country, erosion of cultural values, decreased sense of nationalism and patriotism, loss of kinship and mutual cooperation, loss of self-confidence, lifestyles that are not in accordance with custom (Sri Suneki. 2012). The indicator that the existence of the nation's culture is starting to fade is where the culture is not fully applied at this time. This is because a lot of food, foreign culture worldwide. Foreign cultures are considered to have practicality in their use, such as clothes that only wear shirts, shirts, pants and skirts. On the other hand, local culture is considered too complicated. In the original Javanese culture, people are encouraged to wear beskap or closed jackets and kebaya which take a long

time to wear (Suryanti 2007). It can be seen that the wedding ceremony at this time has begun to leave the original culture of the area and switch to using western wedding styles.

Fethe phenomenon of the loss of the existence of national culture which is very easy for us to see in the current generation is knowing more about foreign cultures such as Korean or Japanese culture compared to the culture of their area of origin. This event of degradation of the existence of local culture is caused by globalization which makes the spread of foreign culture through film, music and language very easy to transmit to other countries. Aside from that, there is no dissemination of information about local culture which is very minimal so that it is overwritten and eroded by information from foreign cultures. In the era of globalization, culture will easily fade because of the ease with which information can be obtained so that other nations' cultures can enter and have an impact on the next generation of the nation who do not understand the philosophical aspects of their regional culture, this is a challenge for the Indonesian people in the era of globalization which is very easy to keep track of developments through technology. Along with that, now ondel-ondel has experienced a degradation of values, functions and philosophy as inherited from their ancestors (Herdin Muhtarom, et al. 2021).

### *Efforts to preserve the Nation's Culture*

As a generation that holds the baton to continue the nation's culture, it should have an obligation to protect and preserve its own national culture. The nation's culture is a very valuable asset because it is a distinctive feature and characteristic that forms the pulse of this country's formation. Maintaining and preserving Indonesian culture can be done in various ways. As a society, especially the younger generation, there are efforts made to preserve and maintain local culture (Sendjaja, 1994:286) namely:

1. Culture Experience, namely cultural preservation which is carried out by going directly into a cultural experience or activity. For example dance, the community is encouraged to learn and practice in mastering the dance and it can be performed every year in certain events or holding festivals. Thus the local culture can always be preserved.
2. Culture Knowledge, namely cultural preservation which is carried out by creating an information center about culture that can be functionalized in many forms. The aim is for education or for the benefit of developing the culture itself and regional tourism potential.

### **Conclusion**

Pain the era of globalization, information has become a powerful force influencing the human mindset. Western culture is currently identified with modernity (modernization), and eastern culture is identified with traditional or conventional. The history of the degradation of the existence of local culture is caused by globalization which has made the spread of foreign culture through film, music and language very easy to transmit to other countries. Aside from that, there is no dissemination of information about local culture which is very minimal so that it is overwritten and eroded by information from foreign cultures. The history of the degradation of the existence of local culture is caused by globalization which has made the spread of foreign culture through film, music and language very easy to transmit to other countries. Aside from that, there is no dissemination of information about local culture which is very minimal so that it is overwritten and eroded by information from foreign cultures. Foreign culture is considered to have practicality in its use, such as clothes that only wear shirts, shirts, pants and skirts. On the other hand, local culture is considered too complicated. Set here are at least two efforts that can be made to maintain and preserve the nation's culture, these are culture knowledge and culture experience.

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