THE INFLUENCE OF GLOBALIZATION ON THE EXISTENCE OF REGIONAL CULTURE

Rahma Maulana[1], Putri Rahmatullaili[2]
[1,2]Elementary School Teacher Education, Universitas Muhammadiyah Sumatera Utara
Email: [1] Rahmamaulana720@gmail.com, [2] putrirahmatullaili@gmail.com

Abstract

Globalization as a door guide to step into the outside world. Interact with the outside world, but the entry of globalization does not only have a positive impact but also has a negative impact. Globalization shifts the values of nationalism and culture that already exist in Indonesia. Globalization causes various problems in the field of culture, for example: the loss of the original culture of a region or a country, the erosion of cultural values, a decrease in the sense of nationalism and patriotism, loss of kinship and mutual cooperation, loss of self-confidence, a lifestyle that is not in accordance with our customs . Therefore it is necessary for us to limit the scope of globalization which must be applied and which must be rejected. It is necessary that the role of the government through policies is more directed to cultural or cultural considerations rather than solely the economy which is detrimental to a cultural development in the policies formulated. So the government needs to restore its function as a protector and protector of traditional arts without having to interfere in the aesthetic process.

Keywords : Globalization, Regional Culture

Introduction

Globalization is a term that has a relationship with the increasing interrelationships and dependencies between nations and between people throughout the world through trade, investment, travel, popular culture, and other forms of interaction, so that the boundaries of a country are becoming increasingly narrow. In many ways, globalization has many characteristics in common with international, so these two terms are often used interchangeably. globalization has greatly influenced the lives and mindsets of the younger generation to become more modern, this thought has made some of them think that something traditional like traditional art is something old-fashioned so that their interest and interest in traditional art begins to wane and they begin to forget traditional art.(Nurhasanah et al., 2021).

The Indonesian nation, as we all know, has a diverse culture with different uniqueness and characteristics when compared to the cultures of other countries. The regional culture which is very diverse, should be used as something to be proud of as well as a challenge for us to be able to maintain and pass it on to the next generation. However, along with the increasingly swift flow of foreign culture entering Indonesia, inevitably these personalities will be affected, or perhaps one might say "polluted", by foreign cultural patterns that are more concerned with individualism, formality, official work contracts, and so on. According to(Ismail, 2022)Culture is the basic guideline for people in everyday life to act which includes knowledge, beliefs, morals, customs and habits acquired by humans as members of society. It can be concluded that Indonesia has a great deal of ethnic and linguistic diversity, but over time, many young people have been eroded by western culture and Indonesian culture has gradually disappeared. The role of youth today is very important to preserve Indonesian culture.

In this condition Pancasila as the basis of the state and the nation's way of life plays an important role in being able to become a filter for new values, so as to be able to maintain the existence of Indonesian regional culture. Pancasila to conform to Pancasila values. The new values that develop later will remain in the personality of the Indonesian nation. Apart from that, to overcome the impact of globalization, Pancasila should also be firmly adhered to by the people of Indonesia as a way of life that must remain a foothold in attitude. Every country in the

world really needs a view of life in order to be able to stand firm and know clearly the direction and goals to be achieved.

The problem of nationalism and patriotism in the global era is actually not only a problem experienced by Indonesia. The United States of America, which is a superpower with unparalleled political, economic, cultural and defense powers, must make every effort as hard as possible in building a spirit of nationalism and patriotism among its citizens. Likewise with other countries. Even Malaysia, for example, has recently been busy with discussions and programs on the development of nationalism and patriotism in the country.(Husinaffan & Maksum, 2016) In a multicultural society, the existence of various cultures is something that must be maintained and respected so that divisions do not occur. Unity and oneness is one of the efforts to minimize the occurrence of the division. The motto Bhineka Tunggal Ika, which means "different but still one", is our basis for maintaining this diversity. Unity and oneness also embodies the ideals of Indonesia in the third precept of Pancasila.(Putri, 2018).

Research Methodology

The method used in this study is a descriptive method with the type of document study method. This method is carried out by collecting documents that are relevant to the research and the reason the researcher chose the descriptive research method is due to the discussion in the understanding research journal obtained from documents.

Result & Discussion

Globalization is a symptom of the spread of certain values and cultures throughout the world so that it becomes a world culture or world culture that has been seen for a long time. The forerunner of the spread of this world culture can be traced from the journeys of Western European explorers to various places in the world. However, the intensive development of cultural globalization occurred at the beginning of the 20th century with the development of technology and communication. Contact through the media replaces physical contact as the main means of communication between nations. These changes make communication between nations easier to do. This is what causes the rapid development of cultural globalization.

Indonesia as an archipelagic country stretching from Sabang to Merauke has a diversity of tribes and cultural traditions as a characteristic of each region. Not only that, Indonesia also has a variety of regional languages, customs, and religions. That's why Indonesia is called the Archipelago. The country has a variety of cultures as a characteristic of each region but is still part of Indonesia. The positive impact is with globalization where technology is increasingly advanced and developing, educators are becoming more creative because they have utilized technology, namely the internet and computers. Unlike in the past, which still used chalk and blackboards as materials for teaching, now there is technology that allows us to make a variety of teaching materials, one of which is using PowerPoint. Nowadays, with the existence of technology, it is possible for us to make writing, film, sound, music, pictures, which can be combined into one for the learning process. The negative impact is that globalization brings various changes, one of which is the development of information and communication technology. What is worrying is that students will be carried away by global currents. and become misbehaving which in the end will cause various problems, one of which is juvenile delinquency. So indirectly this globalization is one of the factors that influence the character of students and the quality of education in Indonesia.(Listiana, 2021).

In its development, 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, westernized lifestyle western. The existence of globalization raises various problems for the existence of regional culture, one of which is the decline in love for culture which is the identity of a nation, the erosion of cultural values, the occurrence of cultural acculturation which then develops into mass culture.(Arifin, 2015)

In essence, communication technology and globalization have brought cultural nuances and values that influence people's tastes and lifestyles. Through media that are increasingly open and affordable, people receive various information about new civilizations that have come from all corners of the world. The community realizes that not all citizens are able to assess the extent to which society is a civilized nation. For example, the flood of new information and culture brought by the media, both print and electronic media, is often very foreign from the attitude of life and norms that apply in Indonesia. The development of technology and globalization is a special phenomenon in human civilization that moves continuously in global society and is part of the global human process itself. The presence of information technology and communication technology has accelerated the acceleration of this globalization process. 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. The factors that threaten the existence of regional culture due to the entry of foreign cultures include:

a. Lack of public awareness. Public awareness to maintain regional culture is currently minimal. People prefer foreign cultures that are more practical and in accordance with the times.

b. Lack of cultural communication. The ability to communicate is very important so that there are no misunderstandings about culture. The lack of cultural communication often causes disputes between tribes which will result in a decrease in the nation's cultural resilience.

c. Lack of cultural learning. Learning about culture must be instilled from an early age. But now many don't consider it important to learn local culture.
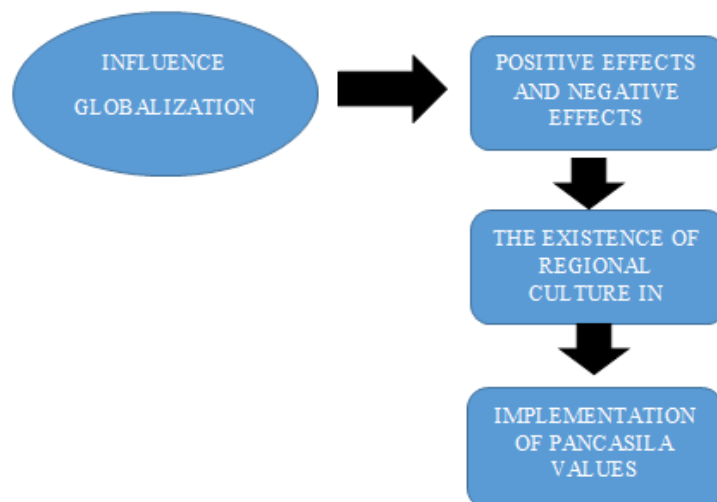
According to(Nurhasanah et al., 2021)In its development, globalization raises various problems in the field of culture. For example:

1. The loss of the original culture of a region or a country
2. There is an erosion of cultural values
3. Decreased sense of nationalism and patriotism
4. Loss of kinship and mutual cooperation
5. Loss of confidence
6. Westernized lifestyle.

In big cities, pubs, nightclubs, discotheques and karaoke have grown which are in demand. Restaurants serving Chinese and European food. HE was stunned, is this really my country, Indonesia? Does this phenomenon show that Indonesian culture which is refined and has high cultural values has been contaminated by such a secular Western culture? Therefore, it is an obligation for every level of society to maintain the culture that has been owned for a long time and has been passed down from generation to generation. The role of the younger generation is highly expected to continue to try to learn and be able to inherit it. Therefore, in this paper the author aims to describe: 1) Definition of Culture, 2) Development of culture in Indonesia 3) Learning about Local Culture 4) Efforts in Preserving Indonesian Culture.(Nahak, 2019).

The great tradition of Islam is the permanent original Islamic doctrines or at least an interpretation that adheres strictly to the basic teachings. In a smaller space this doctrine is included in the conception of faith and sharia or Islamic law which inspires the mindset and behavior of Muslims. These traditions are often referred to as centers which are contrasted with ferries or peripheries.(Bauto, 2016) Therefore, the challenges of the globalization era that can threaten the existence of the culture and personality of the Indonesian nation as it is today must be countered through the implementation of the values contained in Pancasila, which is the philosophy of life for the Indonesian nation.

THE MINDSET
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Nowadays, every day we can watch movies on TV from developed countries such as the United States, Japan, Korea, etc. through television stations in Indonesia. Not to mention international TV broadcasts that can be captured via satellite dish, which are now owned by more and more Indonesian people. Meanwhile, other popular arts presented through cassettes, VCDs and DVDs originating from foreign countries are also increasingly present in our midst. This seems clear as evidence of how the countries that rule technology have succeeded in controlling cultural globalization, especially in third countries.(Surahman, 2013). Culture has many definitions, one of which according to Lowie (1937) culture is everything that is obtained by an individual from society, including customs, prevailing norms, beliefs, and skills that are obtained not from the results of their own creativity but are a legacy of the past that obtained through both formal education and informal education.(Zuriatina, 2020)

So the real challenge faced by the Indonesian people in this era of globalization is to carefully prepare the next generation of young people with a high spirit of nationalism in maintaining the existence of regional culture.The efforts that can be made to maintain the existence of regional culture can be done in various ways including efforts to study traditional culture by each individual, examine the values contained in traditional culture, add insight by studying other regional cultures, instill values in the younger generation so that proud of the traditional culture of the archipelago.

Conclusion

Based on this explanation, a conclusion can be drawn that globalization is not the reason for the destruction of the noble cultural values of the Indonesian people contained in Pancasila. On the contrary, if in the era of globalization our nation is able to harmonize cultural influences that come from outside while still basing it on the noble values of Pancasila, then this will be able to strengthen the identity of the Indonesian nation in this modern era. Globalization is not merely swallowing western culture raw. But on the contrary, globalization which means the loss of boundaries between countries can be used as an arena for the promotion of the noble culture that belongs to the Indonesian nation.

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