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DEGRADATION OF NATION'S CULTURE AMIDST GLOBALIZATION FLOW

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Abstract

Culture is a real determinant of a nation's ability to prosper, because culture shapes individual mindsets about risks, rewards, and opportunities. The nation's culture is not just an asset as a tourist attraction, but culture is a form of maintaining the viability of life that develops, and is shared by a group of people, and is passed on to the next generations. The research method uses a qualitative approach with data collection using library research. The degradation of the nation's cultural values that are very clearly visible is the value of mutual cooperation, and local culture is marginalized compared to foreign culture.

Keywords : Degradation, Culture, Disturbance, Technology

Introduction

Globalization is a topic of conversation that is constantly being discussed by many people and has become the focus of many research studies in various parts of the world. This is because globalization is like a double-edged knife that has a good side and also a bad side that brings many disasters. Globalization has many interpretations from various viewpoints. Some people define globalization as the process of shrinking the world or making the world look like a small village. There are also those who say that globalization is an attempt to unite world society in terms of lifestyle, orientation, and culture. Globalization is where the flow of information transmitted through communication and information technology is spread without national boundaries, or even continents (state borderless). Another understanding of globalization as stated by Barker quoted in Suneki (2012) is that globalization is a global economic, social, cultural and political connection that is increasingly leading in various directions around the world and penetrating into our consciousness. Global production of local products and localization of global products. Globalization is considered as a process where various events, decisions and activities in one part of the world can have important consequences for various individuals and societies in other parts of the world.

Everyone at this time is free to access abundant information using only a smartphone stimulated by the internet and social media. A lot of information is spread from one place to another miles away in just a matter of seconds. This is very beneficial to human civilization. Every information that is spread makes the world more progressive and brings it on work efficiency, as well as human social life. But on the other hand, the speed of information that can be accessed by humans means that there are no boundaries between countries. So that cultural acculturation between countries occurs very quickly too. This cultural acculturation results in unpopular culture being degraded and disappearing overwritten by a culture that looks up to date and cool. As a result, there is a change in cultural orientation which sometimes has an impact on community values that are not in accordance with the noble cultural values of the nation of origin (Setyaningrum. 2018).

Even though on the one hand the nation's culture is not just an asset as a tourist attraction, but culture is a form of maintaining the viability of life that develops, and is shared by a group of people, and is passed on to the next generations (Yudi Kurniawan, 2019). It should be noted that culture is a real determining factor in the ability of a nation to prosper, because culture shapes individual mindsets about risks, rewards and opportunities (Rusli, 2001: 6). 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. Regardless of the belief, the ceremony is carried out in a different way 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. The village environment will be clean and healthy so that the harvest will be good. The noble values of the Indonesian people have been created through a hereditary process and are continuously inherited and preserved from ancestors who are said to be sailors and have reached the hands of the millennial generation today. These values are closely related to the pulse of life which has moral and decency above material values. This is a priceless heritage.

The obligation to bear the burden in the form of inheriting the nation's cultural values is currently starting to fade in the veins of the next generation. It is as if this obligation is just an echo and hope because it has been acculturated with a more interesting foreign culture as a result of the massive information brought by globalization. efforts to preserve Indonesian culture in the era of globalization, every human society during its life must experience changes. Which change could be an uninteresting change in meaning is less conspicuous. There are also changes the influence is limited and broad, there are also changes that are very slow, but there are also those that move quickly. Change is only a change that will occur can be discovered by someone who has the opportunity to read the structure and life of society at one time and compare it with the composition and society of the past. Someone who is unable to study the structure and life of rural communities in Indonesia, for example, believes that society is static, undeveloped and unchanging. Such a statement is based on a cursory view which certainly lacks depth and is inaccurate. Because no society stops at some point in time. The phenomenon of the fading of the nation's culture seems to be a focus of discussion that will never end. So the authors are very interested in examining the extent to which the degradation of national cultural values as a result of globalization flows.

Research Methodology

The method used is qualitative with the data collection technique is literature study, where the author examines several sources of literature as internal references this writing.

Result & Discussion

The fading of the value of Gotong Royang

The current era of globalization has had a major influence on the culture of gotong royong and has begun to disappear, fading along with the times. Indeed, it has not completely disappeared, but slowly the culture of gotong-royong has begun to recede. Indeed, in some areas you can still find people working together but their enthusiasm is not what it used to be (Dani Dasa Permana, et al. 2022). Gotong-royong is a hallmark of the Indonesian nation, but with the emergence of the era of globalization, modernization and also technological advances that have also entered the Indonesian nation, little by little, it has had a sizable impact on the Indonesian nation. With the progress of the times that are happening at this time, it is as if the Indonesian people have lost their identity as a nation that has many cultures in it. The era of globalization makes people's lives completely individualistic, because the era of globalization and technological advances can increasingly spoil people who use the progress of this era. With progress In this era, besides people becoming individualistic and selfish, people also gradually forget the sense of togetherness in the midst of society.

With current developments (globalization era) people tend to be individualistic and do not care about the people around them. With the development of an era that increasingly indulges humans, elements of the nature of kinship and the spirit of mutual cooperation that are owned and become the hallmark of the Indonesian nation are gradually being forgotten by society in general. With conditions like this, the sensitivity and also the sense of brotherhood/togetherness that everyone has will decrease or even disappear. With the reduced sense of togetherness in living the same destiny that has been ingrained since ancient times, today's people are increasingly indifferent to the lives of other people. If people no longer care about one another, it will have a big impact on the Unity of Indonesia, because with the current state of society that tends to be more individualistic and no longer thinks about the people around them, it can also lead to indifference from society towards society. The Unitary State of the Republic of Indonesia that is sustainable. What is the meaning of Indonesian Unity if we can't apply it

in real life. The sense of oneness and oneness that we have is lost from all our ego and individualism. With a society that has an individualistic and aloof nature, it will make Unity and Unity useless in our eyes. Under such conditions, people only think about themselves and no longer need the help of others, because what they need is already available along with the times which make our society increasingly complacent and increasingly spoiled by the era of globalization.

Local culture is marginalized by foreign culture

The current flow of globalization has had an influence on the development of Indonesian culture. The rapid flow of information and telecommunications has created a tendency towards the fading of local cultural values and replacing them with foreign cultures. The phenomenon that is very easy for us to see is how the current generation knows more about foreign cultures such as Korean or Japanese culture compared to the culture of their area of origin. This degradation of local cultural values is caused by globalization making 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.

Conclusion

Although in some differences there are those who claim that there is nothing to worry about excessively because of cultural globalization there is inherent ambiguity, on the one hand getting to know each other's culture between nations but to anticipate various other negative impacts that may arise, planned and clever efforts are needed in designing cultural movements for the present and the future. One alternative that can be taken is to build a culture relevant to the personality of the nation itself. For that culture of development must be a blend of local culture developed from old culture and foreign culture which cannot be avoided from its influence. With the concept of building a balanced cultural accumulation like this, it is hoped that the nation's culture will develop in a balanced way in the life order of Indonesian society which remains modern. The main values of the nation's culture need to be explored, studied and popularized again as an alternative to cultural development in the era of globalization. There is no other alternative than choosing to combine old culture or ethnic culture with modern culture, in order to maintain the original national identity, but still progress.

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