



IMPACT OF THE ENTRY OF FOREIGN CULTURE ON LOCAL CULTURE EXISTENCE

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Abstract

This study aims to determine the impact of the inclusion of foreign cultures on the existence of local culture within the scope of elementary school children. Is there a positive implied impact of foreign culture on elementary school students. The results of this study provide the following information: positive and negative impacts were found from the inclusion of foreign cultures on the existence of local culture, but the dominant negative impact was received by elementary school students due to the inability to filter all foreign cultures that entered Indonesia.

Keywords : Culture, Positive impact, Negative impact, Indonesia.

Introduction

Local wisdom is one of the constructive identities as well as a filter for various aspects of culture that must be maintained which are the characteristics of the people in an area. The influence of globalization which easily spreads from various information media and without being filtered either positive or negative which is unable to hinder us will hinder the nation's culture, especially eroding local culture. With the erosion of Indonesian local culture, the Indonesian nation lost its identity and Indonesian identity began to be crushed and lost. It can be seen that today's Indonesian people are rarely found who still instill local values, especially in the younger generation. Producing many young people who get out of line and are more proud to follow the lifestyle of Europeans than their own people. Culture is a human way to adapt to the environment which is a social heritage. And culture itself for humans is useful for managing relations between humans towards a better, humane and humane standard of living. Thus the existence of local culture needs to be questioned. Will it continue to be eroded because of a foreign culture that is impossible to prevent considering technological developments in the increasingly rapid era of globalization.

Research Methodology

This study uses research study of literature. The literature study method is a series of activities related to the method of collecting library data, reading and recording, and managing research materials (Zed, 2008:3) in (Kartiningrum, 2015). Literature research and literature research/literature research, although they can be said to be similar, are different. Literature study is another term for literature review, literature review, theoretical study, theoretical basis, literature review, and theoretical review. What is meant by library research is research that is carried out only on the basis of written works, including the results of both published and unpublished research (Embun, 2012) in (Melfianora, 2019). The instruments used to collect data do not need to go directly to the field. The data collection method in this research is literature study. The method that will be used for this assessment is a literature study. The data obtained is compiled, analyzed and concluded so as to get conclusions regarding the study of the literature.

Result & Discussion

Culture in language is Sanskrit, namely *Buddhi* which means single, with the plural *Buddhayah* which is defined as mind, thoughts, thoughts. Culture has a broad meaning, not only in the form of art. Structurally, culture is a continuation of human behavior. Culture is a habit that is structured functionally will form a pattern of interaction of a person with others in a particular group (Hadi Arahman & Pratikno, 2022). Culture is a way of life that develops and belongs to a group of people. Then passed on to the next generation. Culture is formed from several complex elements. Among them are customs, language, works of art, religious and political systems. Language is the same as culture, which is an inseparable part of humans. Meanwhile according to (Syahira Azima et al., 2021) Culture is a habit, way, or pattern of behavior in the life of every individual that is influenced by their environment. Culture is very important for a nation as the identity of the nation itself. Culture is a pattern of life as a whole. Culture is abstract, complex and broad in nature.

Culture and the spirit of nationalism are closely related, because where there is a group, there is a culture. At present, the Indonesian nation accepts many foreign cultures due to increasingly sophisticated technology in the era of globalization (Syahira Azima et al., 2021). The negative impact that occurs due to modernization and globalization is that it is easy for people to access cultures originating from abroad and without a strong filter from this nation so that cultures originating from outside are very easy to enter and poison this nation's generation. Global culture also ultimately universalizes issues of meaning and identity, values and beliefs, but also legitimizes identities and systems of meaning that are distinctive and specific. All values and beliefs according to fundamentalists will eventually be proclaimed as universalistic truths, as candidates for globalization with little or much resonance in the global community. (Alexander, et al. 2012, 551) in (Nasution, 2017).

Influence given by the flow of globalization is very important in the culture of our nation. Where there are now many western cultures that have entered the local culture of the Indonesian nation, many teenagers and even children who are under the age of word games are affected by this globalization. many of them prefer a lifestyle that is trending in cyberspace. And they began to forget the cultures of their own country. They are more respectful of new cultures that enter than their own culture. Even though there are still some young people who care about local culture, not as many as those who prefer the new culture they receive from globalization. (Wicaksana, 2016).

The influence of western culture on the Indonesian nation is that western culture can have a positive effect if Indonesians are able to choose good and correct associations from western culture, for example imitating discipline in everyday life, studying information technology properly and correctly as a medium of learning. The influence of western culture on the Indonesian nation is that western culture is negative because most western people behave in ways that violate the norms that apply in Indonesia, such as promiscuity both among teenagers and parents, drinking, drunkenness, wear piercings, and tattoos. The filtration process needs to be carried out so that western culture that enters Indonesia will not damage our nation's national cultural identity. All the positive and negative impacts of the entry of foreign cultures into Indonesia depend on how we select these foreign cultures. The importance of the role of society and government in maintaining Indonesian cultural values so that they are not influenced by negative foreign cultures (Husinaffan & Maksum, 2016).

The easy entry of foreign cultures through increasingly sophisticated technology and information media has made the Indonesian people absorb this culture without filtering it. The Indonesian people tend to love foreign cultures until their nationalism fades away. Accepting foreign culture is permissible, but make good things as a reference that is used as innovation for the progress of the Indonesian nation and leave things that may have an impact on the disappearance of Indonesian culture that has long existed and become the color of the Indonesian nation (Syahira Azima et al., 2021). The easy entry of foreign cultures through increasingly sophisticated technology and information media has made the Indonesian people absorb this culture without filtering it. The Indonesian people tend to love foreign cultures until their nationalism fades away. Accepting foreign culture is permissible, but make good things as a reference that is used as innovation for the progress of the Indonesian nation and leave things that may have an impact on the disappearance of Indonesian culture that has long existed and become the color of the Indonesian nation (Budi Setyaningrum, 2018).

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.

Local culture is now facing very serious global challenges, including in cities that have the title of Urban, Metropolitan and Cosmopolitan. If we understand that today the local wisdom values that belong to this nation have gradually faded due to existing technological advances caused by the impact of technology in today's global era. This can be seen/indicated by the increasing difficulty in finding traditional performing art forms which function as ritual means, however, the current forms of performance function more as a means of entertainment only. In other words, existing forms of performing arts have lost their cultural values or their value content has changed. The development of local culture is carried out by instilling awareness of the importance of local culture and wisdom for people's lives. With this awareness, it is hoped that the general public will feel ownership and pride in their culture. This will certainly be more effective if it is based on awareness to make culture part of identity, identity and expression as well as for regional cultural enrichment. Awareness that culture is a national character that contains noble values and encourages people to strive to develop their culture.

Local cultural diversity is faced with problems on the one hand and modernization on the other. For artists as spearheads of reform, there is no way but to look to the future, but this does not mean we just take local values for granted. We must develop from existing wealth. To respond to global challenges, it is very important to restore public awareness of how important it is to understand the culture of this nation (the Archipelago). The importance of empowering local wisdom can also create, harmonization of life is maintained, can guide people to always act and behave wisely towards the environment. Wisdom towards the environment can be seen from how people treat objects, plants, animals and whatever is around them. This treatment involves the use of reason so that from these treatments the result of the activity of the mind or local wisdom is illustrated.

What we can do so that this nation's culture does not fade is to build national identity, for example by instilling local wisdom values from an early age to the younger generation. We can also use technology to tell Asia to introduce our nation's culture. Efforts to build Indonesian national identity, including respect for cultural and linguistic values, values of social solidarity, kinship and a sense of love for the homeland are felt to be fading, therefore we must build our national identity to be strong and internalized. even deeper. Our nation's culture must not be left behind and then lost under the swift currents of globalization. Therefore we must instill in ourselves to love and preserve our culture(Wicaksana, 2016). The main key to the success of this filterization is how strong our local culture, norms or customs are and how strong this culture is embedded as our ideology in everyday life. If our culture, norms or customs are not firmly embedded as an ideology that we adhere to every day then it is very possible for our local culture to disappear and vice versa, if our culture is firmly embedded as an ideology that we adhere to every day then westernization will not be able to damage local culture so that what happens is the maturity of our local culture(Nasution, 2017).

Conclusion

Culture and the spirit of nationalism are closely related, because where there is a group, there is a culture. At present, the Indonesian nation accepts many foreign cultures due to increasingly sophisticated technology in the era of globalization. The filtration process needs to be carried out so that western culture that enters Indonesia will not damage our nation's national cultural identity. All the positive and negative impacts of the entry of foreign cultures into Indonesia depend on how we select these foreign cultures. The importance of the role of society and government in maintaining Indonesian cultural values so that they are not influenced by negative foreign cultures. Local culture is now facing very serious global challenges, including in cities that have the title of Urban, Metropolitan and Cosmopolitan. The development of local culture is carried out by instilling awareness of the importance of local culture and wisdom for people's lives. With this awareness, it is hoped that the general public will feel ownership and pride in their culture.

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