



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

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Abstract

The original culture of the Indonesian nation is slowly experiencing a shift in values due to the influx of globalization which opens up opportunities for a country without boundaries. The research method uses a descriptive qualitative approach. Collecting data using literature study. Globalization has changed the old cultural order and included foreign culture as a substitute for the benefits of the fast flow of information, culture is a national asset that must be maintained and must be preserved, several efforts to preserve culture include culture experience and culture knowledge, and efforts must be made through Government-supported education.

Keywords : Existence, Culture, Globalization, Information

Introduction

Indonesia is a country known as the 'land of heaven' because it was blessed with thousands of riches in it. As an archipelago that stretches from Sabang to Merauke, geographically Indonesia has more or less 17,508 large and small islands. Condition Such geographical features make Indonesia a pluralistic country which is even known to the world as a land of a thousand cultures. The cultural diversity possessed by various ethnic groups living in 34 provinces in Indonesia has its own differences and uniqueness both from terms of language, customs, habits, and other communities that are considered to have moral-social values in people's lives. And this is what is then called the culture of the archipelago. Today, we are aware that in several regions in Indonesia which have gone through phases of social change in terms of regional development and progress, there is a significant shift in local cultural values. The cultural values of 'local wisdom' in the area where they live have become mere slogans and their existence has almost disappeared intangible. This is what is found in several conditions of community activity and life.

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". The quote from the statement refers to the understanding of unity which is getting stronger, so that it feels more 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 occur due to social factors that really want change and cultural changes occur very quickly, namely because of the entry of elements of globalization into Indonesian culture. The original culture of the Indonesian nation is slowly experiencing a shift in values due to the influx of globalization which opens up opportunities for a country without borders. Meanwhile, on the other hand, the independence of a nation cannot be separated from its ability to maintain values (Suparno, Geri.A, et al. 2018). Some cultural values that were firmly held by the previous generation, such as respect for older people and fellow generations, made the previous generation more advanced in thinking and able to behave more maturely because of the habit of respecting others, the previous generations were able to think more maturely. .

However, there have been significant changes in the current generation, including not caring about their surroundings. People who are addicted to the internet are too preoccupied with their own world (the world they create) so they don't care about other people and the environment around them. Someone who has been addicted to

the internet often experiences this. Not caring about the surroundings, his world turned into a world cyberspace, and also lack of socialization with the environment. This is the impact of playing the internet too often. This is quite worrying for the development of the child's social life. Those who should learn to socialize with the environment actually spend more time in cyberspace with internet friends who on average discuss something that is not important. According to the origin of the word, the word "globalization" is taken from the word global which means universal. Globalization is a process of making something (object or behavior) the characteristic of every individual in this world without being limited by region. There are those who see it as a social process, or a historical process, or a natural process that will bring all nations and countries in the world increasingly bound to one another, creating a new order of life or co-existence by getting rid of geographical, economic and cultural boundaries.

Public on the other hand, there are those who see globalization as a project carried out by superpower countries, so that people can have a negative or suspicious view of it. From this point of view, globalization is nothing but capitalism in its newest form. Countries the strong and the rich will practically dominate the world economy and the smaller countries will be increasingly powerless because they are unable to compete. This is because globalization tends to have a major impact on the world economy, even influencing other fields such as culture and religion. There are several opinions regarding the language of globalization as "Internationalization, liberalization, universalization, Westernization, Transplanetary relations and supraterritoriality". Globalization was born from a modern ideology or commonly known as 'modernism'. Globalization has a multidimensional nature. Therefore, globalization is a form of unification of countries in the dimensions of life, both economic, social, cultural, political, technological and so on (Supriyanto Mohi. 2021). In preserving culture, values and customs, both national and regional, are always changing. The course of the development of culture and society in its history has never been closed from contact with other cultures. Through the development of global communication, as if between cultures are now without boundaries. Consequently, the orientation of the mores follows the single line of the original culture, but has undergone a process of division into sub-variations.

Culture is no longer nuanced closed, but open. There are already new cultural variations. This happens not only in national culture, but also in regional culture. Community loyalty to traditional and moral values only focuses on indigenous culture, but makes it multidimensional. Culture becomes varied and complex (Sumjati, 2001: 7-8). Various new values can emerge, both intrinsic and extrinsic influences, which are in accordance with the aspirations of an increasingly modern and open society. In addition, the meaning of cultural heritage values is more transparent, that is, it is adjusted to the demands of the times and changes in new values that are more functional. This interpretation is more oriented towards a critical, logical, objective, open attitude, upholding truth and universal devotion. Indonesia as a country with diverse cultures and traditions, almost every ethnic group has different cultures and traditions according to their respective characteristics, where the manifestation of the existence of each community can be seen in every sacred event or daily activities of the people. Each tribe of society certainly has characteristics, however Today, in the midst of globalization, the nation's culture begins to fade and disappear. so that in this case the author will examine how efforts to preserve the nation's culture in the midst of globalization.

Research Methodology

In this research, using library research data collection techniques by collecting references from various journals, books and previous research articles and sorting them according to research needs. This research uses a qualitative descriptive approach.

Result & Discussion

National identity is the identity of the people that has been instilled through the values of local wisdom from an early age until it is passed down from generation to generation to the milestones of the younger generation now. In efforts to strengthen regional identity, there are things that can be done through instilling cultural values in society. Therefore, it is necessary to revitalize regional culture and strengthen regional culture. As a follow-up to the development of national identity through regional cultural revitalization, an understanding of local cultural philosophy must be carried out. all classes and all ages are sustainable by using local languages and containing local distinctive values strengthening national culture. In addition, it is important to issue regulations in the regions that can regulate cultural preservation that must be carried out by every community so that people also care about cultural preservation in each region. Utilizing access to advances in information and communication technology can influence the preservation and development of local cultural values. Local culture can be marketed worldwide through communication and information media to increase the attractiveness and role of local culture

in the world.

Efforts to Preserve Local Culture

In maintaining and preserving the culture of the Indonesian nation, it can be done in various ways. As a community of indigenous descent, especially the younger generation, efforts have been made to preserve and maintain local culture (Sendjaja, 1994: 286), namely:

1. Culture Experience, namely cultural preservation that 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. festival. Thus the local culture can always be preserved.
2. Culture Knowledge, namely cultural preservation is done 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

Besides this way, is with Education. Education is a conscious and systematic effort to develop potential. Education is also an effort of society and the nation in preparing their young generation for a better and more sustainable life in society and as a nation in the future. Sustainability is marked by the inheritance of culture and character that has been owned by the community and nation. Therefore, education is the process of inheriting national culture and character to the younger generation as well as the process of developing national culture and character to improve the quality of life of society and the nation in the future. In the process of national culture and character education, students actively develop their potential, do the internalization process, and live up to the values to become his personality in socializing in society, building a more prosperous society, and developing a dignified national life.

In addition, the government also plays an important role in efforts to preserve local culture in Indonesia, namely by implementing policies related to efforts to preserve local culture, such as holding cultural performances at certain events. All of this is done as an effort to introduce local culture to the younger generation, that the culture displayed is inherited from their ancestors, not from neighboring countries, as well as efforts through formal education (Ranjabar: 2006: 34). Communities must understand and recognize the various kinds of culture they have. The government can also focus more on education on local content of regional culture. According to Yunus (2014) there are other ways to preserve culture, namely:

- a. Improving the quality of human resources in advancing local culture.
- b. Encouraging the community to maximize the potential of local culture along with its empowerment and preservation.
- c. Trying to revive the spirit of tolerance, kinship, hospitality and high solidarity.
- d. Always keep Indonesian culture from becoming extinct.
- e. Ensuring the community is able to manage local cultural diversity.

Conclusion

Indonesia as a country with diverse cultures and traditions, almost every ethnic group has different cultures and traditions according to their respective characteristics, where the manifestation of the existence of each community can be seen in every sacred event or daily activities of the people. Every ethnic group has its own characteristics. Globalization has changed the old cultural order and included foreign culture as a substitute for the benefits of the fast flow of information, culture is a national asset that must be maintained and must be preserved, several efforts to preserve culture include culture experience and culture knowledge, and efforts must be made through Government-supported education.

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