



## THE INFLUENCE OF THE ENTRY OF FOREIGN CULTURE ON INDONESIAN CULTURE

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### Abstract

Culture in general is part of an integrated pattern of human knowledge, beliefs and behavior. Culture also refers to things related to the mind and human reason. It can also include views, attitudes, values, morals, goals and customs. Culture can also be said as a pattern of behavior that exists in social groups. In the current era of globalization, the sophistication of technology is that there are a lot of foreign cultural influences that are increasingly controlling culture in Indonesia, thus weakening the cultural values of the Indonesian nation.

**Keywords :** Culture, Impact of Foreign Culture, Indonesia.

### Introduction

Indonesia is a nation rich in diversity and has its own uniqueness. One such diversity is culture. Culture is a way of life that develops and is shared by a group of people, and is passed down from generation to generation which is the norm and belief of the local community. Culture functions as a characteristic that indicates the characteristics of a society that occupies the area. Culture is made up of various elements, including religious and political systems, customs, languages, clothing, buildings and works of art. In each of these cultures there are high social and artistic values. Communities must be able to choose and select selectively so that access to information is in accordance with the needs of the community. However, in the current conditions, culture is being abandoned, and some Indonesian people are even ashamed of their culture as a nation's identity. One of the most prominent examples is the way of dress and contemporary fashion, especially among teenagers, which often triggers criminal acts.

This is very detrimental to the culture in Indonesia because teenagers are easily influenced by higher modernization and consider their clothing styles to be appropriate and trendy. In general, Indonesian teenagers just join in without being selective according to prevailing religious values, teenagers only feel ashamed and proud if they don't keep up with the times. Even though the culture in Indonesia is not inferior to foreign cultures, for example Reog Ponorogo, Saman Dance, Plate Dance and so on which are no less cool and beautiful when compared by foreign artists. Many teenagers today are more interested in foreign cultures. For example, many women in Indonesia have become pregnant out of wedlock, that is the impact and result of the wrong association of teenagers who easily access pornographic videos which have an increasingly wild and vulgar impact on teenagers and do not attach importance to the norms that apply. So now, Indonesian cultural values are beginning to erode because teenagers cannot filter foreign cultures against Indonesia. Then what efforts can we make to anticipate and reduce the negative influence of foreign culture among teenagers? Let's discuss it in the Results and Discussion section.

### Research Methodology

Research in this journal uses the literature study method or searches and collects literature relevant to "The Influence of the Entry of Foreign Cultures on Indonesian Culture" in general, literature study is to look for sources that have been written before or reference theories that are relevant to the problems found to solve the problem.

## Result & Discussion

Culture or culture comes from Sanskrit, namely buddhayah, which is the plural form of buddhi (mind or reason) which is defined as matters relating to the mind and human reason. In English, culture is called culture, which comes from the Latin word *colere*, which means processing or working. Can also be interpreted as cultivating land or farming. The word culture is also sometimes translated as 'culture' in Indonesian. According to Soekanto Soerjono in the book *Sociology an Introduction*, culture is a complex that includes knowledge, beliefs, arts, morals, laws, customs and habits carried out by a group of community members. According to Andreas Eppink, culture contains the whole notion of social values, social norms, religious and others as well as all intellectual and artistic statements that characterize a society. Edward Burnett Taylor defined culture as that complex whole which includes knowledge, belief, art, morals, law, customs and any other capabilities acquired by a person as a member of society.

From some of the above understanding, it can be concluded that culture is a habit that has been created and applied which contains values, norms, attitudes, morals, customs and others. The purpose of culture is as an adhesive tool for the nation, as an identity, as a form of attitude and behavior. Basically, humans create culture to fulfill their life needs, because of that humans are referred to as creators and users of culture, even realizing it or not, sometimes humans destroy the culture they have created. The function of culture in people's lives is often used to control behavior. When you have a culture, it is hoped that the behavior of the people will not come out of the customs that have been formed. When someone violates a culture, they will be punished by society. However, in this era of globalization, Indonesian culture has begun to erode with foreign (foreign) cultures, especially among teenagers who are very tempted by foreign culture, especially how to dress. Indonesian teenagers consider the fashion trends they imitate to be new fashions without thinking and filtering what the impact will be if they follow this way of dressing.

There are several cultural characteristics, among which are as written in the book *Effective Communication: A Cross-Cultural Approach* by Deddy Mulyana as follows: (a) Culture is not something that is brought, but learned (b) Culture can be passed from individual to individual, group to group and generation to generation. (c) Culture based on symbols (d) Culture is dynamic. This means that it can keep changing all the time (e) Culture is selective. In other words, culture represents a limited number of behavioral patterns of human experience (f) Ethnocentric (considering one's own culture as the best or the standard for judging other cultures) (g) From the above cultural characteristics, in this era of globalization there are many cultural deviations that have occurred, especially among teenagers to adults, foreign culture is very easy to develop rapidly in Indonesia through sophisticated mass media technology and seems to dominate and always be a trend-center of society. the negative impact of external (foreign) culture on Indonesian culture.

### *Positive impact*

#### *Emerging Cultural Progress*

Cultural exchanges can make local culture a new icon for foreigners and open up opportunities for local culture to be studied and known as an international culture that deserves a thumbs up. Tips and ways to respond to foreign cultures, both positive and negative for teenagers.

#### *Increasing Youth Creativity and Innovation*

Foreign cultures that enter Indonesia have a good impact on teenagers, one of which is being able to increase creativity and also innovation in various fields. Moreover, teenagers have the opportunity to practice and are given a platform as a medium for channeling innovative creative ideas, besides being useful they can also open up employment opportunities when they are old enough.

#### *Cultural Exchange Provides Opportunity for Youth to Advance*

The positive and negative impacts of foreign culture on other teenagers are useful for being able to provide advanced thoughts and attitudes that also develop for teenagers. Teenagers become wiser and also responsible, so they are not easily deceived by setbacks, stupidity and crime. Cultural progress also influences technological advances that bring youth to be more innovative. Recognize the influence of culture in the development of adolescents into their adulthood.

#### *Teens Are Getting Smarter and Thinking Critically*

Not only have a creative and innovative attitude, teenagers are also able to think critically due to the impact of incoming foreign culture. Anything they don't know or doesn't match their culture of origin, they will find out

about why, what, where, and so on. Teenagers know a lot and have new experiences about things they didn't know before.

#### *Negative impact*

##### *The Loss of Local Cultural Values in the Soul of Youth*

Loss of local cultural values such as examples of respecting parents, the habit of greeting parents and so on. Therefore, if it is not fortified with a high commitment attitude, a bad foreign culture will affect the soul of teenagers quickly and can be destructive.

##### *Reducing the Sense of Nationalism*

The bad habit of using another country's culture can erode a sense of pride in one's own nation's products. For example, teenagers who like products made in other countries compared to their own country's products, buy foreign branded food and don't want to try authentic Indonesian food, and many others. The following are the impacts and causes of mental health disorders from socio-cultural factors that must be watched out for.

##### *Social Disparities Arise Among Adolescents*

This will spur competition both in the fields of education, technology, lifestyle and so on. Examples of the use of mobile phones among teenagers, foreign language competition, competition in terms of dress and so forth. From the above impacts, the efforts that we can apply as a love of culture, especially for a teacher, are: Be thorough, critical in filtering and selecting foreign cultural value, Expanding Knowledge and maintaining and developing Indonesian culture so that it does not become extinct, Adjusting to Indonesian norms, Instill love for the country, Increase faith and taqwa, Prepare well, Instill and practice Pancasila values, Protecting Nationalism, Invite people to love culture together, Filtering foreign culture.

#### **Conclusion**

Culture is a developed way of life that contains reason, customs and forms of daily habits that have normative values. In this era of globalization, Indonesian culture has begun to erode with the presence of foreign cultures that are developing rapidly through technology. The influence of foreign culture has both positive and negative impacts on adolescent development, but currently the tendency of adolescent behavior is more dominant in a negative direction. Teenagers are very easy to imitate everything, be it those that are useful or those that are not. Because adolescence is indeed a time when the curiosity to try something new is very large. Therefore, teenagers are very vulnerable to things that are negative. The behavioral tendencies experienced by most adolescents are the tendency of fashion trends, be it open fashion as well as the cosplay fashion trend which requires a lot of money so that it teaches teenagers to live a hedonic lifestyle, then the tendency for deviant behavior. Efforts that can be made to minimize the negative impacts that occur include awareness to continue to love and preserve Indonesian culture in the modern era, the need for religious guidance both at school and at home, the role of parents in educating their children, and the need for self-awareness in filtering culture. good foreign to imitate and bad foreign culture to imitate.

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