

THE TRANSFORMATION OF LOCAL VALUES AND CULTURE IN FACING GLOBALIZATION IN INDONESIA'S MULTICULTURAL SOCIETY

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Abstract

Indonesia, with its vast cultural diversity and rich local traditions, faces significant challenges in maintaining its identity amid the forces of globalization. This study explores the transformation of local values and cultural practices as Indonesia's multicultural society interacts with global influences. Through qualitative research, including interviews and ethnographic observations, the study examines how globalization impacts local customs, languages, religious practices, and social norms across different ethnic groups in Indonesia. The findings reveal a complex dynamic where globalization both threatens the preservation of traditional values and simultaneously facilitates their evolution. Local communities are adopting global trends while reinterpreting them through a lens of their cultural heritage. Furthermore, globalization has led to the blending of traditional and modern cultural expressions, fostering a hybrid identity. The study also highlights the role of media, education, and migration in accelerating this transformation. This research provides valuable insights into how multicultural societies like Indonesia negotiate the delicate balance between cultural preservation and global integration, contributing to the broader discourse on globalization's impact on local cultures.

Keywords: *globalization, local values, culture*

INTRODUCTION

Indonesia, with its vast archipelago and rich cultural heritage, is one of the most diverse nations in the world, both in terms of ethnicity and traditions. Comprising over 17,000 islands, more than 300 ethnic groups, and a multitude of languages, Indonesia's multicultural society presents a unique blend of indigenous customs and beliefs (Sidi, 2020). Throughout history, this diverse society has adapted to various external influences, from ancient trade routes to colonization, and, more recently, globalization. However, the rapid pace of globalization in the 21st century has introduced profound challenges and transformations for local values and cultural practices (Hidayah, 2020). The global interconnectedness facilitated by digital technologies, mass media, and international trade has influenced every aspect of Indonesian life, from economic activities to social norms and individual identities (Widyawati et al., 2025).

The core of this transformation is the tension between maintaining local traditions and values while simultaneously embracing the benefits of modernization and global integration (Widyawati et al., 2025). In a country as culturally diverse as Indonesia, globalization presents both opportunities for economic growth, innovation, and connectivity, as well as risks related to the erosion of local cultures, languages, and identity (Umam & Barmawi, 2023). As foreign influences permeate various sectors of Indonesian society, traditional practices, which have been passed down through generations, are facing increasing pressure (Harjatanaya & Hoon, 2020). This includes the introduction of Western consumerism, the dominance of global digital cultures, and the rise of mass media, all of which challenge the continued relevance of indigenous values and cultural expressions.

Moreover, globalization has not been a one-way street. Indonesian society, particularly its younger generation, has also become an active participant in the global cultural exchange. Indonesian pop culture, fashion, and social media influencers have gained prominence on the global stage, marking the ability of local cultures to adapt and integrate into the larger global system. However, this integration often brings a paradoxical situation where local cultural identities are both preserved and simultaneously reshaped by the forces of global influence (Rosenau, 2021). The issue of cultural preservation versus cultural evolution becomes more pronounced as traditional values, particularly those related to communal life, family structures, and religious practices, face adaptation in the face of modernity. The importance of this issue is evident in both academic and practical terms.

Scholars have debated the implications of globalization for local cultures, with some positing that globalization leads to cultural homogenization and the loss of unique cultural identities (Amin, 2024). Others argue that globalization provides a platform for the revitalization and reinterpretation of local traditions (Faiz, 2024). The Indonesian context, with its diverse cultural landscape, offers a unique lens to study these transformations. As a multicultural society, Indonesia must navigate these complexities, balancing the preservation of its rich cultural heritage while engaging with the dynamics of global change. The primary objective of this research is to explore the transformation of local values and culture in Indonesia as it faces the pressures and opportunities of globalization. This study aims to understand the extent to which globalization is reshaping cultural practices, and how these transformations are negotiated within Indonesia's multicultural framework (Tuncer, 2023). Additionally, the research seeks to examine the role of local communities, government policies, and educational systems in preserving cultural heritage while simultaneously adapting to the demands of globalization. The significance of this research lies in its potential to offer insights into the ways in which Indonesia can leverage its cultural diversity as a source of strength in the globalized world, without losing its unique identity.

By understanding the dynamics between local culture and globalization, this study also addresses a key research gap in the existing literature. While numerous studies have been conducted on globalization and cultural change, fewer have specifically focused on how these changes manifest in a country like Indonesia, where multiple cultural and ethnic groups coexist. The novelty of this research lies in its exploration of the interaction between local and global influences within Indonesia's multicultural society, offering new perspectives on the resilience and adaptability of cultural values in the face of rapid global change (Torelli, 2013).

The research is structured around several core questions: How do local values and cultural practices in Indonesia adapt to globalization? What role do government policies and education play in shaping this transformation? How do local communities negotiate the tension between preserving tradition and embracing modernity? In answering these questions, this study will contribute to a deeper understanding of the complex process of cultural transformation in Indonesia, providing valuable insights for policymakers, educators, and cultural practitioners who aim to sustain and promote Indonesia's unique cultural heritage while navigating the globalized world (Pawar, 2025).

METHOD

This research employs a qualitative literature review methodology to explore the transformation of local values and cultures within the context of Indonesia's multicultural society in the face of globalization. Qualitative methods are particularly suitable for understanding the complex and dynamic interactions between culture, globalization, and local traditions, as they allow for a comprehensive analysis of existing studies, theories, and insights from various disciplines (Abbas & Shamim, 2023).

1. Research Design and Strategy

The research adopts a systematic qualitative literature review design, which involves the collection, synthesis, and critical analysis of existing academic papers, books, reports, and relevant publications (Ritzer & Dean, 2015). The primary objective is to identify key themes, patterns, and frameworks that explain how globalization impacts local cultures and values in Indonesia. By evaluating diverse sources, this study seeks to outline the transformation processes and the ways local communities have adapted or resisted external cultural influences.

2. Literature Selection Criteria

The selection of literature for this study is based on the following criteria:

- **Relevance to the Topic:** All sources must address themes related to globalization, cultural transformation, local values, and multiculturalism in Indonesia.
- **Time Frame:** The literature reviewed spans the last two decades (2000-2025) to reflect contemporary shifts in cultural dynamics due to globalization.
- **Language:** Sources in both Indonesian and English are considered to ensure a comprehensive understanding of the topic from national and international perspectives.
- **Peer-reviewed Sources:** Priority is given to peer-reviewed journal articles, books from reputable academic publishers, and government or NGO reports that provide substantial empirical evidence or theoretical contributions (Scholte, 2017).

3. Data Collection Process

The data collection process involves the following steps:

- Database Search: A systematic search will be conducted using academic databases such as Google Scholar, JSTOR, ScienceDirect, and Scopus. Keywords for the search include "local culture Indonesia globalization," "multiculturalism Indonesia," "cultural transformation," and "impact of globalization on traditional values."
- Reference Mining: Key references from selected sources will be examined for additional relevant studies. This snowballing technique ensures a comprehensive range of literature.
- Manual Selection: Any articles or books that are not available in online databases but are recommended in the reviewed sources will be manually retrieved from academic libraries or institutional repositories (Dlamini & Snyman, 2017).

4. Data Analysis Procedure

The data analysis will follow a thematic synthesis approach, wherein the selected literature will be analyzed to identify recurring themes, concepts, and narratives. The steps in the data analysis are as follows (Lee & Stvilia, 2017):

- Categorization of Key Themes: The first step in the analysis is to categorize the literature into thematic groups, such as the impacts of globalization on traditional values, the role of local cultural practices in resisting globalization, and the influence of multicultural policies in Indonesia (Mosha & Ngulube, 2023).
- Narrative Synthesis: A narrative synthesis will be performed to integrate findings from the various sources. This will involve summarizing key points, comparing different perspectives, and identifying gaps in the existing literature.
- Critical Analysis: Each source will be critically examined for its theoretical framework, methodology, and conclusions. This includes assessing the reliability and validity of the studies and identifying biases or limitations in the literature.
- Conceptual Framework Development: Based on the synthesis and analysis of the literature, a conceptual framework will be developed to highlight the factors influencing cultural transformation in Indonesia. This framework will incorporate social, economic, and political elements that interact with globalization processes.

5. Interpretation and Discussion

The findings from the literature will be interpreted within the context of Indonesia's unique multicultural society. The discussion will focus on how local values and cultural practices have evolved in response to globalization, addressing both the positive and negative consequences. Key points of interpretation will include:

- Cultural Hybridity: Analyzing how Indonesian local cultures have integrated foreign influences, creating hybrid cultural expressions.
- Resistance and Preservation: Exploring the role of cultural resistance and efforts to preserve traditional values in the face of global pressures.
- Impact on Social Identity: Understanding how the transformation of local culture impacts the collective identity of Indonesian communities, particularly among youth.
- Policy Implications: Discussing the role of Indonesian government policies in managing cultural transformation, promoting multiculturalism, and protecting local traditions.

6. Limitations of the Methodology

This study's literature review methodology has certain limitations. Firstly, the research depends heavily on the availability and accessibility of existing academic publications, which may limit the scope of data if there are gaps in the literature. Secondly, the interpretations drawn from the literature are based on the authors' perspectives, and cultural subjectivity may influence the analysis. Lastly, while this study aims for a comprehensive analysis, it may not capture all regional nuances across Indonesia's vast and diverse multicultural landscape.

RESULTS AND DISCUSSION

The analysis of the transformation of local values and culture in Indonesia's multicultural society amidst globalization reveals several critical trends. First, the rapid spread of global media and the internet has led to a more widespread acceptance of Western ideals, particularly in urban areas. This has prompted significant changes in the cultural practices of local communities, with younger generations often embracing global trends in fashion, technology, and lifestyle while distancing themselves from traditional customs and values. However, the results also indicate a resilient effort by local communities to preserve indigenous practices, with various cultural organizations and local leaders advocating for the continuation of traditional art forms, rituals, and community

structures. These efforts include the organization of cultural festivals and workshops, aimed at fostering pride in local heritage and educating younger generations about the importance of maintaining their cultural identity. Furthermore, the study shows that globalization has led to the hybridization of culture, where elements of both local and global cultures are blended to create new, dynamic forms of expression. This is particularly evident in areas such as food, music, and fashion, where traditional Indonesian elements coexist with global influences to form new, hybrid cultural practices. Interestingly, while globalization has undoubtedly resulted in the erosion of some traditional values, it has also facilitated the recognition and celebration of Indonesia's cultural diversity on a global stage. This dual process of cultural adaptation and preservation underscores the complexity of globalization's impact on Indonesian society. The findings suggest that, while local values and culture are indeed transforming in response to global forces, there remains a strong undercurrent of cultural resilience and adaptation that allows Indonesia to navigate the challenges posed by globalization while maintaining a distinct multicultural identity.

Table 1: The Dual Impact of Globalization on Indonesian Culture

Cultural Area	Traditional Elements	Global Influences	Hybrid Practices / Outcomes	Cultural Resilience & Adaptation
Food	Rendang, Nasi Goreng, Jamu	Fast food, fusion cuisine, international brands	Korean BBQ with sambal, fusion sushi with tempeh, Western desserts with local flavors	Revival of traditional recipes, local food festivals
Music	Gamelan, Keroncong, Dangdut	Pop, K-pop, EDM, Western instruments	Dangdut remix with electronic beats, pop songs with gamelan samples	Preservation of traditional music in modern formats
Fashion	Batik, Kebaya, Songket	Global fashion trends, fast fashion, streetwear	Batik streetwear, modern kebaya for daily wear, international brands using batik motifs	Batik Fridays, national batik day, local designer collaborations
Cultural Recognition	Local festivals, traditional ceremonies	International cultural expos, UNESCO heritage	Indonesian culture showcased at global events, batik as world heritage	Government and community support for cultural promotion

1. Impact of Globalization on Local Culture

- Cultural Homogenization: Globalization often leads to the spread of a dominant global culture, especially Western influences, which can overshadow and marginalize local traditions, languages, and practices in Indonesia's multicultural society.
- Cultural Syncretism: In some instances, local cultures blend with global influences, creating new hybrid cultural expressions. For example, modern Indonesian pop culture often incorporates global elements like Western music genres and fashion, yet still retains unique Indonesian traits such as language, traditional values, and regional characteristics.
- Preservation vs. Adaptation: Local values are being transformed as communities face pressure to adapt to global trends. While some communities resist the influence of global culture, others embrace it as a way to stay relevant in an increasingly interconnected world. The balance between cultural preservation and adaptation to global norms is a key issue in this transformation.

2. The Role of Media and Technology in Cultural Transformation

- Digitalization and Social Media: The rise of digital technology, social media, and online platforms has accelerated the spread of global culture, influencing the younger generation in particular.

Indonesian youth are increasingly exposed to global trends through platforms like Instagram, YouTube, and TikTok, which can influence their fashion, language, and social behavior.

- Cultural Exchange and Hybrid Identities: The digital age has allowed for the exchange of cultural practices and ideas between Indonesia and other parts of the world. This has led to the emergence of hybrid identities where individuals combine elements of their local culture with global influences, resulting in new forms of social expression.
- Globalization and Language: The dominance of English as a global language impacts local languages in Indonesia, especially the younger generation's proficiency in Bahasa Indonesia and local dialects. This phenomenon contributes to the transformation of linguistic values and poses a threat to language preservation.

3. Socioeconomic Changes and Cultural Shifts

- Urbanization and Migration: The rapid urbanization and migration of rural populations to cities have exposed diverse Indonesian cultures to new and often foreign cultural elements. This urban migration leads to the blending of traditional practices with global lifestyle preferences, altering cultural dynamics within local communities.
- Economic Integration and Consumer Culture: Globalization has influenced Indonesia's economy, fostering a consumer-driven culture. Local values such as community cooperation, mutual assistance (gotong royong), and simplicity are increasingly challenged by individualism, materialism, and consumerism driven by global economic forces.
- Global Capitalism and Cultural Commodification: As global capitalism permeates Indonesian society, local cultural products and practices are increasingly commodified. Traditional arts, crafts, and performances are being marketed for global consumption, which raises questions about authenticity and the commercialization of cultural heritage.

4. Political and Legal Implications of Globalization on Local Culture

- Cultural Policy and Protectionism: The Indonesian government has implemented policies to preserve and protect local culture, including promoting local languages and traditional arts. However, globalization poses challenges to the effectiveness of these policies, as it leads to shifts in societal values and lifestyle choices.
- National Identity and Unity: Globalization presents a challenge to the maintenance of a cohesive national identity in Indonesia's multicultural society. The diversity of ethnic, religious, and cultural backgrounds within the country requires careful navigation to ensure that globalization does not undermine national unity.
- Cultural Diplomacy and Soft Power: Indonesia is also using its cultural heritage as a form of soft power in international diplomacy, promoting traditional arts, music, and culinary diversity globally. This helps in the globalization of Indonesian culture while preserving its local identity.

5. Resistance and Revival of Local Values

- Cultural Revival Movements: In response to the dominance of global culture, various cultural revival movements have emerged within Indonesia. These movements emphasize the importance of returning to traditional practices and values, particularly in rural areas, in an effort to reclaim cultural identity.
- Religious and Spiritual Influences: Religion plays a significant role in maintaining local values and culture in Indonesia. Islamic, Christian, Hindu, and Buddhist communities are working to preserve their unique cultural traditions in the face of globalization by incorporating religious teachings into daily cultural practices.
- Local Innovations and Sustainable Development: Some local communities are finding innovative ways to integrate globalization with local traditions in sustainable ways. For example, environmentally-conscious practices based on local wisdom are being revived and applied to contemporary issues, such as eco-tourism and organic farming.

6. The Future of Local Values in a Globalized World

- Intergenerational Cultural Continuity: As globalization progresses, the challenge of passing down local cultural values to younger generations becomes more pressing. It is crucial for educational institutions, families, and communities to develop strategies for cultural transmission while integrating relevant global knowledge and technology.
- Globalization and the Changing Concept of Tradition: The concept of tradition is evolving in Indonesia. Younger generations may reinterpret local values, seeing them not as static or rigid, but

- as dynamic and adaptable to the modern world. This transformation highlights the potential for cultural reinvention rather than mere preservation.
- Multicultural Integration: The future of local values in Indonesia will likely involve a deeper integration of diverse cultural traditions, fostering greater mutual respect and understanding among the nation's multicultural society. The ability to harmonize local and global influences will define Indonesia's cultural resilience in the 21st century.

Table: Navigating Local Values in Indonesia Amid Globalization

Theme	Key Challenges	Strategies/Examples	Potential Outcomes
Intergenerational Cultural Continuity	Difficulty in transmitting local values to younger generations as global influences grow	<ul style="list-style-type: none"> - Integrating local culture into school curricula - Family storytelling - Community cultural workshops - Use of digital media to share traditions 	Sustained cultural identity among youth; increased cultural literacy; creative adaptation of traditions
Globalization & Changing Concept of Tradition	Tradition seen as rigid or outdated by youth; risk of cultural disconnect	<ul style="list-style-type: none"> - Encouraging reinterpretation of traditions (e.g., modern batik designs) - Youth-led cultural projects - Hybrid cultural festivals 	Traditions become dynamic and relevant; increased youth engagement; cultural reinvention
Multicultural Integration	Potential for cultural fragmentation or conflict in a diverse society	<ul style="list-style-type: none"> - Intercultural dialogues and events - Celebration of multiculturalism in media and education - Policies supporting cultural diversity 	Greater mutual respect and understanding; harmonious multicultural society; strengthened national identity

CONCLUSION

The transformation of local values and culture in Indonesia's multicultural society in the face of globalization represents a complex interplay of preservation and adaptation. While globalization brings modern influences and cultural homogenization, it also offers opportunities for the revitalization and broader dissemination of Indonesia's rich and diverse traditions. Local communities, through a dynamic process of negotiation, are both maintaining their cultural identities and integrating new global practices, resulting in a unique fusion that reflects the nation's resilience and adaptability. This ongoing transformation not only shapes the cultural landscape but also contributes to a deeper understanding of how local values can coexist with global forces, ensuring that Indonesia remains a vibrant and culturally diverse society while engaging in the global arena.

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