The Impact of Globalisation on Local Cultural Identity: A Systematic Review

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ABSTRACT

This study investigates the complex relationship between globalisation and local cultural identity in Indonesia, highlighting this phenomenon's positive and negative impacts. As foreign cultures, particularly from Western and East Asian countries, permeate Indonesian society through media and popular culture, concerns arise regarding the erosion of traditional values and the authenticity of local heritage. While globalisation facilitates cultural exportation, enabling local traditions to gain international recognition and economic benefits, it also risks commercialisation that diminishes cultural significance, turning traditions into mere consumer products. Additionally, the threat of cultural homogenisation poses challenges for local communities, leading to a potential loss of unique cultural identities. Despite these pressures, many communities resist foreign cultural dominance by revitalising local practices and advocating for cultural preservation. This study employs qualitative research methods, including a systematic literature review, to explore the dynamics of globalisation and local cultural change. It underscores the vital role of communities in maintaining cultural heritage and promoting identity amid global influences. By balancing external pressures with internal preservation efforts, communities can navigate the complexities of globalisation, ensuring the sustainability of their cultural identities. The findings illuminate the opportunities for innovation in adapting traditions while asserting local cultural significance, thereby contributing to a more nuanced understanding of cultural dynamics in a globalised world.

1. Introduction

Globalisation is a process that creates worldwide connectedness through the rapid and intensive exchange of information, ideas, technology and economics (Gee & Handford, 2012). This process profoundly changes people's way of life, outlook, and social interactions in different parts of the world. One of the significant impacts of globalisation is on local cultural identity. Local cultural identities, which include traditions, languages, customs, values and cultural heritage, are often affected by globalisation that promotes universal values and global lifestyles (Sulastri et al., 2023). This can lead to shifts in behaviour patterns, lifestyles, and even the loss of some of the distinctive cultural elements of a community.

On the one hand, globalisation provides opportunities for local cultures to be recognised internationally through media and technology. Local traditions and arts can be accessed and appreciated by a global audience, which in turn helps enrich world culture (Van Der Borg et al., 2005). For example, traditional dance, culinary specialities and traditional ceremonies can become

tourist attractions that benefit local communities economically. However, on the other hand, globalisation also fuels the commercialisation of local culture, where market demands and global trends can erode the authentic values of a tradition. The dominance of foreign cultures, especially from Western countries, often leads to cultural homogenisation, which makes local cultural identities increasingly marginalized (Commission et al., 2009).

Local cultural identity faces serious challenges in the era of globalisation. Some communities may respond by selectively adopting global elements, resulting in a hybrid cultural identity, combining traditional and modern elements (Kusumaningputri & Widodo, 2018). However, preserving local culture also requires more organised action, such as cultural education, government regulation, and community movements focused on protecting cultural heritage. In the face of globalisation, it is important for local communities to navigate these changes wisely to maintain their cultural heritage without neglecting the benefits of global openness.

Globalisation has played a major role in accelerating social and cultural transformation in various parts of the world. With increasing global connectivity, information, ideas and social values can spread rapidly and across geographical boundaries. This transformation is often seen in how individuals and communities respond to outside influences, whether through adopting new technologies, lifestyle changes or more modern communication patterns (Widiati & Cahyono, 2006). Globalization has often driven positive changes such as increased access to education, economic opportunities and social equality, enabling societies to develop more quickly and adaptively to global challenges.

However, the impact of globalisation on local cultures is not always undeviating. At the social level, globalisation can change traditional norms and structures that have long been the foundation of community life (Nurhuda, 2023). For example, shifting from an agrarian society to an industrialised and service society often changes family structures, gender roles and intergenerational relationships. At the cultural level, traditional values such as collectivism and local wisdom can be replaced by global values such as individualism and consumerism. This often creates a dilemma for local communities who must balance maintaining their cultural identity and adapting to global dynamics.

On the other hand, globalisation also paves the way for the emergence of hybrid or mixed cultures, where elements of local and global cultures integrate. For example, local traditions can be innovated through the influence of technology or promoted globally through digital platforms. This phenomenon enriches cultural diversity and creates space for communities to find a balance between preserving their cultural heritage and remaining relevant in an increasingly connected world (Doost Mohammadian, 2017). As such, globalisation is a dynamic force that changes and reshapes the world's social and cultural order, presenting opportunities and challenges in this transformation process.

In Indonesia, globalisation brings complex issues related to preserving local cultural identity. One of the main challenges is the strong influence of foreign culture through the media, especially from Western and East Asian countries. Popular culture, such as foreign music, films, fashion and food, increasingly dominates daily life, especially among the younger generation (Vanderhallen, Miet & Vervaeke, 2014). This has created concerns that the younger generation is losing interest in local cultural heritage, such as local languages, traditional dances and customs. This influence triggers a process of cultural homogenisation, where uniform global values begin to replace the uniqueness and diversity of Indonesian culture.

In addition, the commercialisation of local culture is another issue in the context of globalisation. Many cultural traditions and elements, such as batik, wayang, or traditional dance, are now marketed as tourism products to attract domestic and foreign tourists. While this may provide economic benefits, commercialisation often ignores the spiritual and historical significance of the culture, turning it into mere entertainment or consumer products (Van Der Borg et al., 2005). For example, traditional rituals that once had sacred value are now often commercialised, diluting the original cultural essence. This process poses a risk to the authenticity of local culture and diminishes its depth of meaning in people's lives.

Another emerging issue is the resistance of local communities to the changes brought about by globalisation. In some areas, communities are trying to protect their cultural identity by revitalizing local languages, maintaining traditional ceremonies, and educating about cultural heritage in schools (Counihan & Esterik, 2013). Government policies, such as establishing National Batik Day and UNESCO's recognition of intangible cultural heritage, support this movement. Nonetheless, challenges remain, especially in ensuring that the younger generation remains interested in preserving traditions amidst the growing tide of modernisation. This resistance shows that although globalisation brings challenges, there are still significant efforts from the Indonesian people to maintain and care for their local cultural identity.

Based on the above, this study aims to identify and analyse relevant literature on the influence of globalisation on local cultural identities, uncover the dynamics of interaction between globalisation processes and local cultural change, and provide a comprehensive picture of the challenges and opportunities facing local cultural communities.

2. Method

The qualitative research method used in this systematic review of 'The Impact of Globalisation on Local Cultural Identity' focuses on in-depth analysis of published articles (see Apriyanto & Anum, 2018; Ayu et al., 2020; Herman et al., 2021). This research uses a systematic review approach to collect and analyse secondary data from credible sources, such as scientific journals, research reports, and relevant books. The data collection technique was carried out by developing strict inclusion and exclusion criteria to select publications that discuss the influence of globalisation on local culture in various contexts. The selected articles were then thematically analysed to identify patterns and key issues that emerged in the study of globalisation and local culture.

Data analysis in this study was conducted using interpretive techniques (Chowdhury, 2014; Elliott & Timulak, 2015), where each article was reviewed in depth to understand how globalisation impacts elements of local culture, such as language, customs, and traditional arts. The results of these studies were then compared and categorised to find similarities, differences, and global trends that affect changes in local cultural identities. Through this qualitative approach, the research provides a holistic understanding of how globalisation affects local cultural dynamics, as well as the steps taken by communities to maintain or adapt their identities in a globalised era.

3. Result and Discussion

3.1. Positive Effects of Globalisation on Local Culture

A. Dissemination of local culture to the global stage (cultural exportation)

The spread of local culture to the global stage, also known as cultural exportation, refers to the process by which cultural elements from a community or country are introduced and adopted by the international community (Maatougui, 2014). Through globalisation, local cultures can be accessed and recognised beyond their geographical borders of origin, often through media, tourism and cultural products such as art, music, fashion and cuisine. In today's digital era, technologies such as the internet and social media make it easier for local cultures to spread to the global market, where people in different countries can appreciate these unique traditions. For example, Indonesian batik is now internationally recognised and used by many overseas as a symbol of its rich cultural heritage.

Cultural exportation not only brings economic benefits, such as increased revenue from tourism and creative industries, but is also a powerful tool of cultural diplomacy (Keser & Semerci, 2019). A country or community that successfully introduces its culture to the global level can strengthen its positive image and build influence in the international arena. However, there are challenges in this process, such as the risk of commercialisation that can diminish the original meaning of the culture. Therefore, it is important to maintain a balance between promoting local culture globally and ensuring that the essence and traditional values are preserved.

B. Local culture-based creative economy development

Developing a local culture-based creative economy refers to utilizing cultural heritage as a key resource in creating products and services that have added economic value (Van Der Borg et al., 2005). Cultural elements such as local arts, crafts, music, dance, and culinary arts are adapted into products that can be sold in domestic and international markets. For example, a region's signature handicrafts, such as weaving or batik, can be transformed into fashion or décor products that appeal to global consumers. By utilising the uniqueness of local culture, the creative economy promotes cultural identity while encouraging regional economic growth.

In addition, to encouraging innovation and creativity, the local culture-based creative economy also positively impacts the preservation of cultural heritage. Through this sector, cultural traditions and skills passed down from generation to generation are kept alive and thriving. Creative industry players, ranging from artists to local entrepreneurs, can earn income from their works while introducing local culture to the wider community (Bozkurt, 2017). Thus, the creative economy serves as an economic driver and an effective means to maintain and strengthen cultural identity in the era of globalisation.

C. Adaptation of local culture through technology and social media

Adapting local culture through technology and social media is how local cultural traditions and identities are modernised to be relevant to the times (Barlett et al., 2018; Coyle & Vaughn, 2008; Gottschalk, 2019). Through digital platforms such as YouTube, Instagram, and TikTok, cultural elements such as traditional dances, regional music, or local crafts can be introduced to a wider audience locally and internationally. These technologies allow for faster and more efficient dissemination of culture, while also providing room for new innovations and creativity in presenting that culture. For example, traditional dances combined with modern music or local visual arts introduced through NFTs can appeal to the younger generation (David R. Kolzow, 2014).

In addition, social media also plays a role in supporting local cultural preservation efforts. Young people growing up in the digital age can learn about their culture through creative content that is presented in an interactive and accessible manner. This helps build awareness and pride in their cultural heritage, while keeping up with technology. On the other hand, social media also provides opportunities for local communities to monetise their cultural works, expand their markets, and create global networks. This cultural adaptation through technology allows local cultures to stay alive and thrive amidst the challenges of globalisation.

3.2. Negative Effects of Globalisation on Local Culture

A. Erosion of traditional cultural values

Erosion of traditional cultural values occurs when cultural elements that have long been passed down from generation to generation begin to fade or lose meaning due to external influences, such as globalisation, modernisation and technological developments (Evans, 2000). Traditional values, such as gotong royong, simplicity and respect for ancestors, are often replaced by modern values that are more individualistic and materialistic. The fast-paced and globally-connected life makes people, especially the younger generation, more interested in foreign cultures or modern lifestyles, which often contradict the traditional norms they previously adhered to. This creates a distance between local cultural values and daily ways of life.

This erosion process is also exacerbated by the influence of media and entertainment that propagate globalised lifestyles, where local cultures are often perceived as old-fashioned or irrelevant. Traditions such as customs, rituals and local languages can be marginalised because they are no longer considered practical or necessary in the modern world. If there are no systematic preservation efforts, such as cultural education or government policies, traditional cultural values risk being further eroded and eventually lost. This erosion not only results in the loss of cultural heritage, but can also affect the identity and selfhood of a community.

B. Commercialisation of local culture

Commercializing local culture is the process by which cultural elements, such as local traditions, arts and practices, are transformed into tradable products to generate economic benefits (Lister et al., 2009; Van Der Borg et al., 2005). In globalization, many local cultures are used as tourism attractions or consumerism products, such as handicrafts, culinary specialities, and performing arts. While this can provide a significant source of income for local communities and increase cultural exposure, commercialisation often risks changing the original meaning of the culture. For example, traditional performances that once had spiritual or community value may be transformed into performances designed to attract tourists, focusing on the entertainment aspects rather than the underlying cultural values.

In addition, the commercialisation of local culture can result in homogenisation, where certain cultures are homogenised to meet the tastes of the global market. In an effort to attract consumers, cultural elements may be simplified or repackaged, thereby losing the diversity and depth of authentic culture. This creates a dilemma for local communities who want to capitalise on their culture for economic growth while still maintaining the essence and traditional values. If not managed wisely, commercialisation can lead to the erasure of the uniqueness of local culture, ultimately damaging the cultural heritage that should be preserved.

C. Threat of cultural homogenisation (westernisation)

The threat of cultural homogenisation, particularly concerning westernisation, refers to the process by which Western cultural values, practices and lifestyles begin to dominate and displace local cultures in different parts of the world (Lister et al., 2009). This phenomenon often occurs through media, technology and globalisation that introduce Western ways of life and social norms, such as consuming commercial goods, fashion, fast food and social behaviour. The impact is that there is less and less space for local cultures to develop and maintain their characteristics, causing traditional cultures to begin to be marginalised. Younger generations, who are more exposed to global culture through the internet and social media, often prefer to adopt Western lifestyles, which can lead to a loss of pride and interest in their own cultural heritage.

Cultural homogenisation can lead to an identity crisis, where people feel like they are losing their identity due to the influence of a more dominant external culture. In some cases, even surviving elements of local culture are often adapted to remove the original meaning and context, only to suit the tastes of the global market. In addition, cultural homogenisation can lead to social discontent, where people feel injustice and inequality due to shifting social values. Therefore, it is important to strive to preserve local culture and encourage the revival of cultural identity amidst globalisation and the threat of homogenisation, so that cultural diversity is maintained and valued (Funder, 2001; Lewis, 2010; Rodseth, 2018).

3.3. Dynamics and Challenges Faced by Local Communities

A. Resistance to foreign cultural domination

Resistance to foreign cultural dominance emerges as a response from communities who want to preserve and defend their local cultural identity (Hermeking, 2006; Javidan & House, 2001). In the context of increasing globalisation, many communities feel pressure from foreign cultural influences often perceived as threatening to centuries-old values, traditions and cultural practices. As a form of resistance, communities have begun to organise various initiatives, such as cultural festivals, traditional art training, and campaigns to revive local languages. In this way, they endeavoured to raise awareness of the importance of cultural preservation and assert the existence of local culture amidst the strong dominance of foreign cultures.

This resistance is also seen in social and cultural movements supporting the revival of local identities (Apriyanto & Nurhayaty, 2019; Leavy, 2017). Many artists, activists and community leaders collaborate to create works that express local values and critique foreign cultures. For example, local art, music and film often convey the importance of maintaining indigenous cultures and celebrating cultural diversity. By promoting local cultural values and symbols, resistance to foreign cultural domination serves not only as a means to preserve cultural heritage, but also as an

effort to strengthen a sense of pride and solidarity within the community, and create a more inclusive space for dialogue between different cultures.

B. The role of the community in maintaining local culture

The role of communities in sustaining local culture is crucial as they are the main keepers and perpetrators of traditions and cultural values passed down from generation to generation (Gao & Prime, 2010; Van Der Borg et al., 2005). Through daily activities, such as traditional ceremonies, festivals, and teaching traditions to the younger generation, communities serve as a platform to preserve cultural heritage. The active involvement of community members in various cultural activities helps maintain the authenticity of traditions and creates a sense of community and collective identity. Through social interaction and collaboration, local cultural values can be strengthened and passed on to future generations, keeping the culture alive and relevant amidst changing times.

In addition, communities also play an important role in promoting and advocating for the preservation of local culture to external parties, including the government and the private sector. By voicing the importance of local culture, communities can draw attention to the need to protect and support heritage-related activities, such as cultural education, traditional skills training, and culture-based creative economic development (Andharu et al., 2023; Xiulian Zhu, 2009). Through this participatory approach, communities become not only the successors of traditions, but also proactive drivers of change in the face of globalisation. Community involvement in maintaining local culture creates an ecosystem that supports cultural sustainability and strengthens community identity in the modern era.

3.4. Discussion

The influence of globalisation on local culture is becoming an increasingly relevant topic amidst the rapid dynamics of change. One of the positive impacts that can be observed is the spread of local cultures to the global stage, allowing cultural elements from different regions to be more widely recognised. This cultural exportation can occur through various channels, including digital media and tourism, where the international community begins to appreciate the unique traditions in different places. For example, Indonesian batik has become a globally recognised symbol of cultural heritage, increasing the visibility and value of local culture in the eyes of the world. This provides economic benefits to the community and helps build a positive image and cultural appeal in the international arena.

However, globalisation also brings serious challenges behind the positive potential, such as eroding traditional cultural values. This process occurs when elements of local culture begin to fade and lose meaning due to the more dominant influence of outside culture. Younger generations, more exposed to modern lifestyles and values through social media and entertainment, often prefer to adopt foreign cultures, which can lead to a loss of local cultural identity and identity. Without systematic effort to preserve existing traditions and values, this erosion could lead to the loss of cultural heritage built over centuries.

Commercialisation of local culture is also an issue that needs to be addressed amid globalisation. While commercialisation can increase revenues from tourism and creative industries, the changes in meaning of cultural elements turned into commercial products are often detrimental. Local cultures that previously had spiritual meaning or deep values can be distorted into mere entertainment to attract consumers. In addition, the homogenisation of culture caused by commercialisation can eliminate the diversity and uniqueness of local cultures, creating challenges for communities that want to maintain their cultural identity while adapting to changing times.

During these challenges, the role of communities in maintaining local culture becomes very important. Communities can serve as guardians and main actors in preserving traditions through daily activities, such as traditional ceremonies and cultural education for the younger generation. By actively engaging in cultural preservation, communities maintain the authenticity of traditions and build a strong sense of collective identity. In addition, communities can advocate for preserving local culture to outsiders, creating a network of support that strengthens cultural sustainability in an era of globalisation. Thus, the community acts as a proactive driver of change in facing the challenges of globalisation, keeping local culture alive and relevant.

4. Conclusion

The conclusion of this study highlights the importance of identifying and analysing relevant literature on the influence of globalisation on local cultural identity. From the review, it appears that globalisation has a significant impact on local cultures, both positively and negatively. On the one hand, this process encourages the spread of local cultures to the global stage, allowing communities to introduce their traditions internationally and gain recognition. However, on the other hand, globalisation also threatens the survival of traditional cultural values that are increasingly marginalised by foreign cultural flows.

The dynamics of the interaction between globalisation and local cultural change is the main focus of this research. Globalisation introduces foreign cultural elements and triggers local cultural adaptations that lead to innovation and transformation. Local communities work to balance external influences and maintain cultural authenticity. This is evident from the emergence of cultural preservation movements, local festivals, and creative initiatives that promote cultural identity, demonstrating that communities can adapt without losing their identity.

Finally, this research provides a comprehensive overview of the challenges and opportunities that local cultural communities face in the face of globalisation. Despite threats such as homogenisation and commercialisation, communities try to maintain and promote their cultural heritage. The community's active role in advocating for cultural preservation and innovation in adapting traditions to technology and social media are key to meeting these challenges. By seizing opportunities, communities can strengthen local cultural identities and ensure the sustainability of their heritage amidst the ever-evolving globalisation.

5. Acknowledgement

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