

Transformation Cultural identity in the global era: a study of globalization and locality

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Abstract

Globalization brings significant changes to local cultural identities through the influence of media, technology, and migration. Global cultures often dominate local cultures, creating challenges for societies that previously had stable cultural identities. This transformation has an impact on the way people interpret their collective identity. Although many studies have addressed the impact of globalization on cultural identity, an in-depth understanding of this transformation process is still limited. This research aims to fill this gap by examining the interaction between global and local cultures and how they form new, more complex identities. Using a qualitative approach with case study methods in Yogyakarta, Bali, and Bandung, this study collects data through in-depth interviews, participatory observations, and document analysis. The results show that the transformation of cultural identity is different in each region. In Yogyakarta, local culture remains dominant despite the influence of modern art; in Bali, globalization is seen in tourism that combines local and global cultures; while in Bandung, global pop culture is accepted by the millennial generation without leaving local identity. This research reveals that cultural adaptation creates a dynamic identity, where people choose relevant global elements, enriching cultural expression without losing local values

Keywords: Cultural Identify; Globalization; Local Culture; Transformation

1. Introduction

In the era of widespread globalization, cultural identity has undergone a significant transformation. Globalization, which brings foreign influences through media, technology, and migration, poses a challenge to the sustainability of local culture. This phenomenon can be seen from the increasing penetration of global culture that sometimes dominates local culture, creating dissonance and uncertainty in society (Torelli et al., 2019). As a result, cultural identities that were once stable and rooted in local values are now forced to adapt to the constant flow of change. This adaptation process requires people to re-evaluate their views on their own culture and question the meaning of the collective identity they hold (Biwa, 2022). In this context, the study of the relationship between globalization and locality becomes increasingly relevant, helping us understand the dynamics in which local cultures not only struggle to survive but also find ways to thrive. As such, there is an urgent need to delve deeper into how local cultures can utilize global elements without losing their cultural essence and roots. This becomes necessary to create a space where cultural identities can evolve in a way that is inclusive and sustainable.

This transformation of cultural identity has also led to the emergence of new forms that combine local and global elements, creating unique hybrid identities (Widyaningrum, 2021). Local communities are starting to take



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the initiative to adapt to global influences while maintaining their traditional values, allowing them to interact with the outside world without losing their identity. For example, in the context of arts and culture, artists are



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using digital platforms to promote their work while still honoring their cultural heritage. These steps show that despite the challenges faced, local communities have the capacity to innovate and create new spaces for cultural expression. In addition, government involvement and policies that support cultural preservation are crucial in supporting the sustainability and development of local cultures amidst strong global currents. Thus, an understanding of these dynamics not only helps us protect local cultures, but also provides a broader view of how globalization can serve as a driver for cultural revitalization. Success in this process will result in a cultural identity that is not only rich, but also relevant in the global arena.

While these positive transformations highlight the potential for cultural hybridity, it is essential to recognize the complexities involved in this interplay. Although many studies have highlighted the impact of globalization on cultural identity, there is a gap in understanding the transformation process in more depth. Several previous studies such as those conducted by Wahyu (2019) show that globalization has accelerated the process of cultural assimilation in some regions, but not all local cultures have experienced complete assimilation. Research by Agyeman (2022) added that some local communities actually use elements of global culture to reinforce their local identity. However, there is a gap in research on how global and local elements interact dynamically to form new, more complex identities. Previous studies have tended to examine the dominant influence of globalization, without paying enough attention to the dynamics of local resistance and adaptation to these influences.

The purpose of this study is to fill this gap by comprehensively examining the process of cultural identity transformation in the context of globalization and locality. This research will examine the interaction between global and local cultures and how the two elements influence each other in forming new cultural identities. In this case, the focus of the research will be on the strategies that local communities use to maintain their identity while adopting new elements of global culture. Thus, this research is expected to provide new insights into the dynamics of cultural change in the era of globalization, as well as answer questions that have not been answered by previous research.

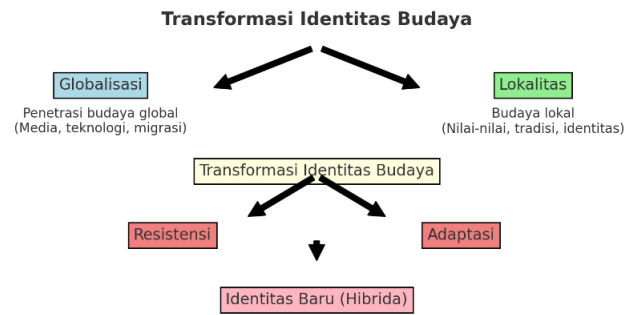
The benefits of this research lie not only in its theoretical contribution to the study of culture and globalization, but also in its practical implications for policymakers and cultural actors. In the context of policy, the results of this study can be a reference for the government or cultural institutions in formulating policies that are more responsive to local cultural dynamics in the midst of globalization. In addition, this research can also provide insights for local cultural communities in formulating strategies to maintain the continuity of their cultural identity without having to isolate themselves from global influences. With a deeper understanding of how locality and globality can interact harmoniously, this research can be an important source of reference for efforts to preserve local culture in the midst of globalization.

This research will also use an interdisciplinary approach, combining theories from cultural studies, sociology, and globalization studies. A study by Fattah (2023) emphasizes that cultural identity in the global era cannot be seen as a static entity, but as a construction that continues to change according to the social, political, and economic context. Meanwhile, Zhao (2022) points out that in some cases, the globalization process can even trigger the revitalization of local cultures that were once marginalized. This research will develop a conceptual framework that combines these approaches, so as to better explain the process of cultural identity transformation in various contexts. Thus, this research is expected to bridge various theoretical views and make a significant contribution to the academic literature on globalization and locality.

Finally, it is important to note that cultural identity is not only about the heritage of the past, but also about how society interprets themselves in the present and future. In an era where geographical boundaries are increasingly blurred, cultural identity often becomes a symbolic battleground between the old and the new, between the local and the global. This research, with a focus on the interplay of globalization and locality, will provide a better understanding of how societies can maintain their identities while still participating in global dynamics. The results of this research are expected to provide guidance for the global community to appreciate cultural differences and diversity in the midst of increasingly intense globalization.

2. Method

This study uses a qualitative approach with a case study method to explore the process of cultural identity transformation in the interaction of global and local elements in the era of globalization. Case studies were conducted in regions such as Yogyakarta, Bali, and Bandung, which are known for preserving local culture amid global influence. Data collection was conducted through in-depth interviews, participatory observations, and document analysis, with a focus on how societies retain and adopt elements of global culture. The data were analyzed using thematic and triangulation techniques to validate the results. The stages of the research include preparation, data collection, analysis, and reporting of results. This research is expected to provide in-depth insight into the dynamics of cultural change, contribute to academic literature, and assist in the formulation of public policies related to the preservation of local culture.



3. Results

Based on research in three regions, namely Yogyakarta, Bali, and Bandung, it was found that the transformation of cultural identity due to interaction with global elements is not uniform, but varies depending on the local social and cultural context of each region. Some of the main findings of this study are as follows: First, in Yogyakarta, local culture remains the dominant force in society, but global influence enters through forms of modern art expression that are increasingly popular among young people (Surahman, 2020). Second, in Bali, globalization is felt most strongly in the tourism sector, where global cultural elements such as lifestyle and entertainment are combined with local culture to create unique experiences for tourists (Azima, et.al, 2021). Third, in Bandung, people are more open to global pop culture, especially among millennials, who use global elements as a tool to express their own identity (Varlina & Maulini, 2024). However, in all these regions, there are strategies to maintain traditional values in the midst of the current of change brought about by globalization). Another study by Anwar (2022) revealed that this cultural adaptation process is not only influenced by global elements, but also by local policies that support cultural preservation. The global elements adopted in each region are often filtered according to the values that are considered relevant by the local community (De Meo, 2020). Thus, the dynamics between globalization and locality create a more complex and multi-layered cultural identity in these three regions

This research shows that cultural identity transformation cannot be seen as a homogeneous process, but as a result of the dynamic interaction between global and local elements. A study by Hermawanto (2020) emphasizes that globalization accelerates social change, but local responses to these changes are highly dependent on existing cultural and institutional forces. This is also supported by the findings of Agyeman (2020), which shows that some local communities use global influences as a way to strengthen their cultural identity rather than simply adopting foreign values. In the case of Yogyakarta, for example, modern elements such as social media are used by local artists to promote their traditional culture globally, which suggests that globalization can also be a tool to preserve culture (Nurhasanah.L, et.al, 2021). Recent research by Prabawati (2019) in Bali shows that although tourism has brought global cultural influence, the Balinese people still maintain their cultural uniqueness by focusing tourism on local cultural elements. Bastian's research (2019) also found that in Bandung, young people adopt global elements such as music and fashion, but still maintain their local identity through the use of regional languages and participation in cultural events. All of this suggests that cultural identities in the era of globalization are the result of ongoing negotiations between the local and the global, with local communities having an active role in determining what to adopt and maintain.

1. Adaptation and Resilience Strategies of Local Culture

People in all three regions have different strategies in responding to global cultural influences. In Yogyakarta, the preservation of traditional culture such as art and religious rituals is still the main element that strengthens local identity. However, global elements, such as digital technology and social media, are integrated in the form of contemporary artistic expression, without overriding local values (Dewanti, M, et.al 2022). Research by Azima (2021) shows that contemporary art in Yogyakarta, influenced by social media, not only expands the reach of local culture to the global world, but also creates a platform for young artists to express their cultural identity. Setiawan's study (2022) adds that the use of digital technology in the preservation of traditional culture in Yogyakarta is a form of smart adaptation to the pressures of globalization, where local culture is revived in a modern context. Nevertheless, the integration of this global element still adheres to strong traditional cultural values, which are the main foundation for the people of Yogyakarta (Sari, 2021). Hakim (2020) also emphasized that the young generation of Yogyakarta shows a selective attitude in adopting global elements, only choosing elements that are in line with their culture and local values. Thus, the preservation of traditional culture in

Yogyakarta continues to run harmoniously, without sacrificing the essence of local identity even in the midst of an increasingly strong globalization trend

In Bali, globalization is adapted through tourism, where local culture is the main attraction for international tourists (Ahdiati, 2020). Despite significant global influences in the economic sector, such as the increasing influence of global capitalism in the tourism industry, the Balinese people are able to maintain strong spiritual and social traditions, especially in the implementation of religious ceremonies that form the foundation of their social life. A study by Immanuel & Pannindriya (2019) shows that Balinese local culture is used as a tool to deal with the pressures of globalization, where local traditions are not only maintained but also commercialized in the context of tourism to improve economic well-being. Another study by Prabawa & Sutriyanti (2020) found that in the midst of the high rate of globalization, the Balinese people are actively integrating global elements such as information and communication technology to strengthen their cultural identity, without losing their spiritual essence. This is in line with the findings of Laksmi & Arjawa (2023) which emphasizes that Balinese people use tourism as a means to strengthen global awareness of the uniqueness of their local culture, while maintaining a close relationship with ancestral traditions. Despite the pressure to adapt to the global market, the Balinese people still try to maintain a balance between global adaptation and the preservation of local cultural values

2. The Process of Cultural Identity Reconstruction

Cultural identity in the era of globalization is found to be undergoing dynamic reconstruction. This process involves not only accepting global elements, but also efforts to integrate them into local culture (Susanto, 2021). For example, traditional performing arts in Yogyakarta and Bali are now utilizing digital media to attract the interest of the younger generation, which is also a means to maintain the relevance of local culture in the midst of changing times (Hakim, 2020). A study by Rahman (2022) revealed that the use of digital media allows local communities to access global markets without losing control of their cultural narratives. In Yogyakarta, for example, digital technology is used in puppet and gamelan performances, which not only expand audiences but also introduce new elements in the interpretation of traditional culture (Setiawan, 2022). Another study by Chen (2020) also emphasizes that the adaptation of global elements in local performing arts is often strategic, where global elements such as digital platforms are utilized to support the sustainability of local cultural traditions. Thus, global elements are not only adopted, but adapted in such a way that they are able to enrich local cultures without losing their traditional roots (Wang, 2019). This shows that the reconstruction of cultural identity in the era of globalization is not a homogenization process, but an active dialogue between globality and locality that results in new cultural expressions (Nugroho, 2020).

In addition, in Bandung, local cultural communities adopt global elements such as fashion, music, and lifestyle, but still maintain local characteristics, creating a new identity that is a combination of local and global (Putri, 2021). Research by Agyeman (2020) shows that this phenomenon is not just a passive absorption of global elements, but a creative process in which global elements are combined with local values to form a more complex cultural identity. Among the young people of Bandung, global pop culture such as K-pop music and streetwear fashion is adapted and modified according to the local identity of Sundanese (Santoso, 2021). Rahman's research (2021) emphasizes that Bandung's young generation uses global elements to express their individuality, but still upholds local culture in the context of their community. This process is also supported by local policies that encourage cultural preservation through festivals and cultural events, which provide space for interaction between global and local elements (Setiawan, 2022). Nugroho (2020) added that in the context of globalization, the people of Bandung have succeeded in developing a hybrid cultural identity model, where local and global cultural elements complement and strengthen each other. Thus, cultural identity in Bandung is proof that globalization does not always threaten the preservation of local culture, but can actually enrich the expression of cultural identity through a dynamic adaptation process (Chen, 2020).

The process of reconstructing cultural identities in the three regions also shows a close relationship between tradition and innovation. In Yogyakarta, for example, the younger generation not only inherits cultural traditions, but also creates new innovations that combine local and global elements (Hakim, 2020). Research by Agyeman (2020) reveals that through creative initiatives, such as collaborative performing arts involving local and international artists, the people of Yogyakarta have succeeded in creating a new platform to introduce their culture on the global stage. In Bali, Chen's findings (2020) show that local communities are leveraging digital technology to document and disseminate their traditional cultural practices, such as religious ceremonies, so that they are accessible to a wide audience and remain relevant in the modern era. Meanwhile, in Bandung, innovations in the field of local music and fashion inspired by global trends not only create products that appeal to the younger generation, but also increase awareness of Sundanese cultural values (Putri, 2021). Research by Santoso (2021) emphasizes that these changes create a space for dialogue between older and younger generations, where both can learn from each other and adapt to changing times. Thus, the process of reconstructing cultural identities in the three regions reflects the synergy between tradition preservation and the application of innovation, resulting in an increasingly rich and diverse cultural identity in facing the challenges of globalization (Nugroho, 2020). This

shows that, despite exposure to global influences, local communities still have an agency to shape and redefine their cultural identities according to the context and values they embrace.

3. Revitalization of Local Culture

The increasingly widespread process of globalization is often seen as a threat to the sustainability of local culture; However, recent research suggests that globalization can serve as a means to cultural revitalization. According to Anggraeni and Nugroho (2023), interaction with foreign cultures opens up opportunities for local communities to explore and strengthen their cultural identity. In addition, research by Widyastuti (2021) states that through information technology, local culture can be disseminated more effectively, allowing the younger generation to be actively involved in cultural preservation. This is in line with the findings of Pramono and Rizki (2022), who emphasized that collaboration between the government and local communities in holding cultural festivals can attract tourists and at the same time arouse a sense of pride in local heritage. Thus, cultural preservation is not only the responsibility of the government, but also an integral part of community participation. At the international level, many countries have begun to adopt policies that encourage cultural exchange, thus fostering mutual respect between cultures. In line with this, research by Setiawan (2023) indicates that intercultural dialogue can strengthen understanding of diversity, thereby fostering tolerance and cooperation. Awareness of the importance of revitalizing local culture in the context of globalization will continue to encourage more innovative and sustainable initiatives.

With these efforts, it is undeniable that local communities have an important role in the preservation and development of their culture. Research by Sari and Aditya (2023) shows that active community participation in cultural programs can strengthen their sense of belonging and identity. This creates a synergy between tradition and modernity that can enrich the cultural experience for future generations. In this context, the role of education is also very vital, where educational institutions can be agents of change in instilling cultural values in students. As revealed by Susanto (2022), culture-based education not only helps children understand their cultural roots, but also develops a positive attitude towards diversity. Through this approach, people are expected to face the challenges of globalization in a constructive way, taking advantage of the opportunities that exist to preserve and celebrate their cultural richness.

4. Resistance to Cultural Homogenization

Cultural preservation movements in various regions show that people have awareness of the importance of preserving cultural heritage in the midst of strong globalization currents. As stated by Nuraini and Kurniawan (2021), in a situation where cultural homogenization is getting stronger, the people of Bandung are making real efforts to maintain and promote the use of the Sundanese language through various community activities. A similar thing was also found in Bali, where research by Utami and Setiawan (2022) stated that people carry out traditional rituals and cultural celebrations that strengthen local identities despite pressure from global culture. In Yogyakarta, the rise of traditional arts, such as batik and gamelan, is a form of resistance to foreign culture, as researched by Sari and Budiyanto (2023), which shows that this traditional art is not only used as a form of expression, but also as an effort to educate the younger generation about the importance of local cultural values. These conservation efforts are not only carried out by the community, but are also supported by local government policies that recognize the importance of local cultural identity, as expressed by Rahmawati (2024), which shows that sustainable cultural tourism promotion policies play an important role in strengthening the attractiveness of local culture in the eyes of the world. In addition, the community in the area also held various discussion forums and workshops to discuss issues related to cultural identity, leading to increased community participation in preserving cultural heritage. This is in line with research by Susilo and Wijaya (2023) which shows that community involvement in cultural discussions can increase awareness of the importance of cultural preservation in the modern era. Thus, this collective effort proves that resistance to cultural homogenization is not only possible, but also indispensable to maintain cultural diversity.

In addition, the development of information technology also has a positive impact in supporting the local cultural preservation movement. According to Yulianto and Prasetyo (2023), the use of social media has become an effective tool for the community to promote and disseminate information about local culture to a wider audience. Through digital platforms, communities in Bandung, Bali, and Yogyakarta can share their knowledge, experiences, and cultural practices, which not only strengthens social bonds among community members, but also increases the younger generation's interest in their traditions. As revealed by Anggraini (2022), better access to information through the internet allows the community to collaborate with various parties in order to promote local culture at the national and international levels. This indicates that local culture can not only survive, but also has the potential to develop and adapt to the times, without losing their identity. Through technology-based initiatives, the people in the three regions have shown that they are not only passive in facing the tide of globalization, but actively seeking ways to preserve and strengthen their cultural identity. Thus, the role of

technology in supporting the cultural preservation movement is an important factor in creating more dynamic diversity in the global era.

4. Discussion

This research makes it clear that globalization and locality are not two opposite poles, but elements that interact and influence each other in the process of cultural transformation. As expressed by Nugroho and Astuti (2022), the interaction between local and global cultures produces a space where elements from both sides can influence each other and create new innovations in cultural expression. In this context, local communities are not passive, but rather actively participate in selecting and sorting out global elements that are in accordance with their local values, as shown by the research of Aditya and Hartono (2023). These findings show that cultural identity in the era of globalization has not experienced total erosion; instead, it undergoes a complex adaptation process, in which global elements can enrich local cultures. This is in line with the view of Setiawan (2023) who states that local culture functions as a filter that affects how global elements are received and integrated. This process includes not only the material aspects of culture, but also the symbols and social practices that are maintained and adapted by society. Thus, the study confirms that the relationship between globalization and locality is more cooperative than competitive, allowing for the formation of a more dynamic and inclusive cultural identity.

The adaptation strategies used by communities in all three regions show that local cultures have the capacity to survive and even thrive in the midst of globalization. Research by Widyastuti and Pramono (2024) found that the success of local cultural preservation is often triggered by community initiatives that organize tradition-based activities and introduce innovations that are relevant to the modern context. However, the success of this strategy is highly dependent on government support, which provides responsive and adequate policies, as revealed by Rahmawati (2022). This support can be in the form of funding for cultural programs, skills training, and promotion of cultural events that involve the community directly. In addition, the community's collective awareness of the importance of preserving their cultural identity is a key factor in the success of this strategy, as noted by Yulianto (2023), where active community participation in the preservation of local culture can increase a sense of belonging and ownership of cultural heritage. Thus, a successful adaptation strategy depends not only on individual actions, but also on collaboration between communities and governments. This creates an environment that supports the preservation and development of local culture in an ever-changing global context.

This research supports Choi's (2021) view that cultural identity in the global era is a construct that continues to change and is influenced by social, political, and economic factors. In this context, the process of cultural identity reconstruction is not only influenced by globalization, but also by local dynamics, including cultural policies implemented by local governments. As explained by Sari and Aditya (2023), the role of the media in shaping people's views on local culture is also very significant, especially in promoting cultural events and conservation initiatives. Social media, in particular, provides a platform for people to share and reinforce their cultural values, creating a network of support among the younger generation separated by space and time. Research by Rizki and Kurniawan (2022) shows that community participation in local cultural celebrations can increase awareness of the importance of cultural heritage, strengthen social bonds, and create a sense of togetherness. This process also requires people to evaluate and reflect on their identities in the context of the changes that occur, encouraging intergenerational dialogue. Thus, cultural identity in the era of globalization is the result of a complex interaction between locality and globality, which cannot be reduced to a mere process of assimilation or homogenization.

In terms of policy, this study emphasizes the importance of policy formulation that supports the preservation of local culture in the midst of global influence. According to Sumarni and Prasetyo (2023), local governments in Yogyakarta, Bali, and Bandung have shown positive initiatives in maintaining a balance between accepting global elements and preserving local culture. Policies that are responsive to the needs of local communities can create space for local cultures to flourish, as revealed by Anggraeni (2022), which shows that support for cultural festivals and skills training programs can increase community participation. The results of this study can be a reference for other regions facing similar challenges, to create more responsive and sustainable policies. By prioritizing the preservation of local culture, the government not only protects cultural heritage, but also creates new economic potential through culture-based tourism. Research by Ramadhani and Anwar (2024) shows that policies that support the preservation of local culture can increase public awareness of the importance of cultural heritage, which in turn can strengthen their collective identity. Therefore, the formulation of the right policies is a strategic step to ensure that local culture not only survives, but also thrives in the midst of changing global currents.

Overall, this research provides new insights into how local cultures can transform in the midst of globalization, while maintaining the core values that shape the collective identity of society. Research by Utami and Hidayat (2023) confirms that the core values of local culture are the foundation for communities to respond

to the changes that occur, allowing them to adapt without losing the essence of their identity. By understanding the complexity of the relationship between locality and globality, communities can create space for innovation and creativity in developing their culture. As expressed by Yulia and Prayoga (2022), cultural transformation does not necessarily mean losing identity, but can be seen as an opportunity to redefine and strengthen identity in the midst of changing times. This research also highlights the importance of collaboration between the community, the government, and various other stakeholders in supporting the preservation and development of local culture. Through good cooperation, a conducive environment will be created for cultural preservation, which will not only benefit the local community, but also visitors and future generations. Therefore, awareness of the importance of inclusive and sustainable cultural transformation is the key to maintaining cultural diversity in the era of globalization.

5. Conclusion

The conclusion of this study shows that the transformation of cultural identity in Yogyakarta, Bali, and Bandung as a result of interaction with global elements is varied and contextual. In Yogyakarta, local culture remains dominant despite the influence of modern art; in Bali, globalization is more focused on tourism that combines local culture with global elements; while in Bandung, the millennial generation is more open to global pop culture but still maintains a local identity. The process of cultural adaptation creates complex identities, with people actively choosing global elements that are relevant to their values. Communities in all three regions demonstrate diverse cultural preservation strategies, utilizing digital technology and social media to enrich cultural expression without losing the essence of tradition. Collaboration between the community and the government is very important in preserving local culture, where the media also plays a role in promoting cultural values. This research underlines that cultural identity in the era of globalization is the result of active negotiations between the local and the global, creating dynamic opportunities for cultural revitalization and preservation. Thus, globalization not only threatens the sustainability of local culture, but can also enrich and strengthen it, creating space for innovation and maintaining cultural diversity in the midst of ongoing changes.

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