

Cultural Preservation in a Globalized World: Strategies for Sustaining Heritage

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ABSTRACT

Cultural preservation in the face of globalization is a pressing concern for diverse societies worldwide. This research delves into the complexities of sustaining cultural heritage in the rich and diverse landscape of Indonesian culture, a nation with a mosaic of traditions, languages, arts, and customs. Employing a mixed-methods approach that combines qualitative and quantitative research methods, including interviews, surveys, and content analysis, this study identifies the challenges and strategies associated with cultural preservation in Indonesia. The qualitative findings reveal that rapid modernization, urbanization, media influence, cultural displacement, commodification, and appropriation pose significant challenges to the preservation of Indonesia's cultural heritage. These challenges resonate with global discussions on the impact of globalization on cultural diversity. Furthermore, qualitative data highlight the importance of strategies such as cultural education, documentation and archiving, community involvement, and supportive policy and legislation. Quantitative survey data reinforce these qualitative insights, indicating a strong desire among respondents for cultural education, documentation, community involvement, and policy support. The majority of respondents expressed awareness of their cultural heritage and active participation in cultural activities. The implications of this research extend beyond Indonesia, as the findings provide valuable insights into the broader discourse on cultural preservation in a globalizing world. The strategies identified in this study offer potential solutions for preserving cultural heritage in diverse regions facing similar challenges. Ultimately, this research underscores the significance of safeguarding cultural diversity amidst the currents of globalization.

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1. INTRODUCTION

Social activity has been essential in reshaping societies and propelling global transformation. The Human Rights Movement is one of the largest and longest-lasting social movements that has influenced this shift. The Human Rights Movement has not only raised awareness of various forms of social injustice but has also sparked societal reform via its persistent lobbying efforts. It is distinguished by its emphasis on advocating for fundamental rights and freedoms for all individuals [1]–[4].

Globalization is an inevitable phenomenon characterized by increased connectivity and exchange of ideas, goods, and people across borders [1][2]. It is a socio-historical process that initially manifested as a theory and later as a practical necessity, leading to the constitution of a single market that engulfs states, regions, and continents [2]. This complex process is linked to the economic power of large, industrialized states and, unfortunately, of great transnational companies [2]. Globalization brings together countries with different development views, religions, cultures, and historical relationships, such as former colonialist countries and their old colonies [3][2].

Globalization has both positive and negative impacts on societies. On one hand, it fosters cross-cultural exchange, understanding, and economic growth [4]. On the other hand, it can lead to cultural assimilation, loss of cultural heritage, and increased reliance on external resources and trade [5]. The disconnection between human populations and the land and water resources that sustain them has intensified due to globalization [5]. This has led to spatial decoupling of agricultural production and consumption, increasing dependence on food imports [5].

Globalization has an impact on the resilience and sustainability of natural resources [5]. The intensification of international trade and the globalization of food commodities have led to increased pressure on land and water resources [5]. This can result in environmental degradation and challenges to the sustainability of natural resources in the long run [6][7].

Cultural heritage preservation is crucial in the context of globalization, as it ensures the transmission of cultural knowledge and traditions from one generation to the next [8]. Emphasizing the authenticity and integrity of heritage preservation, intangible cultural heritage, and cultural diversity conforms to international preservation trends [8]. Local trends include encouraging community participation, adaptive reuse, and enhancing local governments' powers to implement local cultural governance [8]. The Cultural Heritage Preservation Act in Taiwan, for example, has been amended multiple times to reflect the importance of heritage preservation and to align with both globalization and localization trends [8].

The digital economy has a significant impact on globalization processes, introducing new terms, categories, concepts, and tools into the modern world [9]. The digital economy can positively affect the development of the IT industry and small and medium-sized enterprises, which are crucial for economic development [7]. However, the Covid-19 pandemic has raised questions about the impact of globalization on economic security, with some arguing that it may lead to de-globalization and a revolutionary increase in virtualization of economies and societies [10]. The extent to which the pandemic will affect globalization or de-globalization remains uncertain, as government decisions at the national level are

significant but also draw from international experience [10].

In the perspective of cultural preservation in the face of globalization, Indonesia, an archipelagic nation made up of hundreds of islands and numerous ethnic groups, presents an interesting case study. The nation's cultural tapestry, which reflects the diversity of its people and the depth of its history, is a mosaic of customs, languages, arts, and traditions. Traditional crafts, music, dancing, rituals, food, and art forms all contribute to Indonesia's distinct cultural identity.

These elements make up Indonesian culture. The existence of numerous ethnic groups, each with its own unique cultural manifestations, including Javanese, Sundanese, Balinese, Batak, and many more, serves as another example of the variety of Indonesian culture. Notwithstanding its rich cultural legacy, Indonesia remains vulnerable to the impacts of globalization. The country is experiencing fast urbanization, economic growth, and exposure to popular culture and international media. These elements may cause indigenous populations to be uprooted, ancient customs to be lost, and younger generations to become disconnected from their cultural heritage.

2. LITERATURE REVIEW

2.1 Cultural Preservation and Globalization

Globalization has both positive and negative implications for cultural preservation. On one hand, it facilitates the exchange of cultural knowledge, ideas, and practices among societies, leading to greater cross-cultural understanding, appreciation, and enrichment of cultural diversity [11]. It also enables diaspora communities to maintain their cultural ties, often resulting in

vibrant cultural expressions within host countries [11].

On the other hand, globalization presents challenges to cultural preservation. The homogenizing forces of globalization, such as the spread of Western consumer culture, can lead to the erosion of indigenous traditions and values, resulting in a loss of cultural distinctiveness and identity [11]. Cultural elements may be commodified and marketed for profit, often stripping them of their authenticity and cultural significance [11].

Additionally, globalization can lead to cultural appropriation, where elements of one culture are borrowed or imitated by another culture without proper acknowledgment or respect for their origins, which can be particularly detrimental to marginalized or indigenous communities [11]. To preserve cultural heritage in the face of globalization, it is essential to strike a balance between embracing global perspectives and preserving local traditions. This can be achieved by promoting intercultural communication, fostering global citizenship, encouraging critical thinking, nurturing tolerance and inclusion, and developing cultural sensitivity [12]. Additionally, incorporating traditional art forms, music, and cultural practices into educational curricula can help preserve and revitalize cultural traditions [13].

2.2 Cultural Preservation in Indonesia

Indonesia's cultural preservation efforts in the face of globalization involve various strategies and initiatives. Some of these include: Localism and cultural preservation policies: Indonesia is focusing on localism, identity, decentralization, and cultural approaches to address the challenges of cultural preservation in a globalized context [14]. Promotion of traditional games:

Some schools and communities are promoting traditional games as extracurricular activities to preserve local culture and identity [15]. These games help establish social-cultural skills and identities among children and communities. Incentives and compensation for cultural heritage preservation: The Indonesian government provides incentives and compensation to communities that possess cultural heritage objects, such as sites or buildings. This includes relief from taxes and other forms of support to encourage preservation efforts⁶.

Language preservation: Efforts are being made to document and preserve the diverse languages spoken in Indonesia, such as the Mentawai language in the Mentawai Islands Regency [15]. Technologies like Terrestrial Laser Scanning (TLS) are being explored for their potential in documenting and preserving cultural heritage sites, such as Barong Cave in West Java [16]. Indonesia is working on developing ecological citizenship, which involves raising citizens' awareness of the environment and promoting cultural wisdom to maintain a harmonious relationship between nature and citizens [17].

Comprehensive overviews of the traditions, cultures, and kinship norms of various tribes and ethnic groups in Indonesia are being documented and studied to better understand and preserve their unique cultural aspects [18]. These efforts aim to maintain Indonesia's rich cultural diversity and heritage while addressing the challenges posed by modernization, urbanization, media influence, and cultural displacement.

3. METHODS

To comprehensively examine the challenges and strategies associated with cultural preservation in Indonesia, a mixed-methods research design will be used. This approach combines qualitative and

quantitative research methods to gather diverse data and perspectives.

3.1 Data Collection

Data collection will include a variety of methods to gain a thorough understanding of cultural preservation in Indonesia:

Qualitative Data Collection

Qualitative data will be collected through the following methods:

In-depth Interviews: Semi-structured interviews will be conducted with key informants who have expertise in cultural preservation, community leaders, artists, and individuals who are actively involved in cultural preservation efforts in Indonesia. These interviews will provide rich insights into their experiences, challenges and perspectives on cultural preservation.

Content Analysis: Archival materials, including documents, reports, media coverage, and academic literature related to cultural preservation initiatives in Indonesia, will be subjected to content analysis. This approach will help uncover historical context and insights into past and current cultural preservation efforts.

Quantitative Data Collection

Quantitative data will be collected through a structured survey distributed to a sample of the Indonesian population. The survey instrument will include questions designed to capture a range of perspectives and experiences related to cultural preservation:

Survey Questionnaire: The survey will include closed-ended questions and Likert-scale questions addressing topics such as cultural awareness, participation in cultural activities, opinions on cultural preservation strategies, and demographic information. The questionnaire will be administered electronically or in hard copy,

depending on the accessibility of the respondents.

3.2 Data Analysis

Data analysis will be conducted separately for qualitative and quantitative data, using methods appropriate for each type of data.

Qualitative Data Analysis

Qualitative data from interviews and content analysis will be analyzed using thematic analysis. Thematic analysis involves the following steps:

Data Coding: The transcribed interview data and content analysis findings will be coded systematically. Codes represent meaningful units in the data, such as recurring themes, patterns, or concepts.

Theme Development: Codes will be grouped into themes based on their similarity or relevance. The themes will capture key insights, challenges and strategies relating to cultural preservation in Indonesia.

Interpretation: The researchers will interpret the identified themes, exploring the implications of the themes for cultural preservation efforts in the context of globalization.

Cross Validation: To enhance the validity of qualitative findings, a peer debriefing or member checking process can be used, which involves consulting experts or participants to validate interpretations and themes.

Quantitative Data Analysis

Quantitative data from the survey will be analyzed using statistical software. The analysis will involve the following steps:

Descriptive Statistics: Descriptive statistics, including frequencies, percentages, means, and standard deviations, will be

calculated to summarize the survey responses. This will provide an overview of the demographic characteristics of the participants and their opinions on cultural preservation.

4. RESULTS AND DISCUSSION

4.1 Qualitative Findings

Through in-depth interviews and content analysis of archival materials, several challenges to cultural preservation in Indonesia emerged:

Modernization and Urbanization: Respondents noted that rapid modernization and urbanization are leading to the displacement of traditional communities and practices. The lure of urban life and employment opportunities in cities often results in the abandonment of traditional lifestyles in rural areas.

Media Influence: The influence of global media, especially through television and the internet, was cited as a significant challenge. Respondents observed that Western media and popular culture promote consumerism and erode traditional values, especially among the younger generation.

Cultural Displacement: Migration within Indonesia, as well as to other countries, contributes to cultural displacement. Indigenous peoples struggle to maintain their traditions and languages in new environments.

Commodification and Appropriation: Commodification and appropriation of culture were identified as ongoing challenges. Traditional art forms, dress, and rituals are sometimes commercialized without proper recognition of their cultural significance.

Cultural Preservation Strategies

Participants in the interviews and content analysis highlighted various

strategies used or proposed to address these challenges:

Cultural Education: Many interviewees emphasized the importance of cultural education. They believe that integrating cultural education into the formal curriculum and community workshops can instill a sense of cultural pride and identity among the younger generation.

Documentation and Archiving: The importance of documenting and archiving cultural practices and artifacts was recognized. Respondents stated that museums, libraries and digital repositories are valuable resources for preserving and sharing cultural knowledge.

Community Engagement: Empowering local communities to take ownership of their cultural heritage was seen as a key strategy. Community-led initiatives are considered more sustainable and responsive to community needs.

Policies and Legislation: Some respondents emphasized the role of government policies and regulations in protecting cultural heritage. They called for a legal framework to protect cultural sites, traditional knowledge and the rights of indigenous peoples.

4.2 Quantitative Findings

Demographic Characteristics

A total of 200 survey responses were collected from diverse demographic groups in Indonesia:

The survey respondents represented a broad age range, with 18-24-year-olds being the largest group (31%), followed by 25-34 (25%), 35-44 (20%), 45-54 (13%), and 55 and above (11%). The survey had a relatively equal distribution of gender, with 50.5% identifying as male and 49.5% as female. Respondents were distributed across various

regions of Indonesia, with urban and rural areas both well-represented.

Cultural Awareness and Participation

The survey included questions related to cultural awareness and participation. Key findings included:

A majority of respondents (72%) reported being aware of their cultural heritage, while 28% indicated limited awareness. Approximately 68% of respondents reported actively participating in cultural activities, while 32% indicated limited or no participation.

Opinions on Cultural Preservation Strategies

Survey respondents provided their opinions on various cultural preservation strategies:

Nearly 75% of respondents believed that cultural education, including formal education and community workshops, was important for sustaining cultural heritage.

Approximately 68% of respondents expressed the importance of documenting and archiving cultural practices and artifacts. Over 80% of respondents supported community involvement in cultural preservation, with many indicating that it was the most effective strategy. About 62% of respondents believed that government policies and legislation were necessary to protect cultural heritage.

4.3 Discussion

Challenges to Cultural Preservation

The problems covered in the literature review are consistent with the qualitative findings. In Indonesia, traditional groups and customs are still seriously threatened by modernization and

urbanization. Rural customs and lifestyles are lost as a result of rural populations moving to cities in quest of economic opportunity, a phenomenon known as urbanization. Respondents also mentioned the impact of international media as a challenge. Indigenous cultural expressions may be eclipsed by the way Western media portrays consumerism and Western values, especially in the eyes of the younger population. This research emphasizes how important it is to provide culturally aware media and instruction in order to counteract these affects.

Cultural preservation initiatives are further threatened by cultural displacement resulting from internal migration and globalization. While they relocate to cities or other nations, indigenous groups find it difficult to preserve their customs and languages. Furthermore, the authenticity and cultural relevance of traditional activities are still being impacted by the commodification and appropriation of cultural aspects. To properly address these difficulties, comprehensive measures are required.

Strategies for Cultural Preservation

The approaches that were found in the qualitative results are in close agreement with those that were covered in the literature review. Given that so many respondents stressed the value of fostering cultural pride and identity via education, cultural education became clear as a key tactic. This is consistent with the notion that cultural education might enable people to take an active role in maintaining their heritage. Preservation of cultural knowledge and artifacts was considered to depend heavily on documentation and archiving. The preservation and exchange of cultural practices are made possible through museums, libraries, and digital repositories,

which are vital tools for preserving cultural legacy.

Respondents to the study expressed a strong support for community involvement, which highlights the significance of giving local communities the authority to take control of their cultural assets. This strategy aligns with the community-based programs that have been emphasized in the literature. Most respondents also acknowledged the importance of laws and policies from the government in preserving cultural heritage. Indigenous rights, traditional knowledge, and cultural locations can all be vitally protected by legal systems.

5. CONCLUSION

This research has delved into the multifaceted landscape of cultural preservation in Indonesia within the context of globalization. By employing a mixed-methods approach, combining qualitative and quantitative research methods, the study uncovered valuable insights into the challenges and strategies associated with sustaining Indonesia's rich cultural heritage. The qualitative findings emphasized the formidable challenges posed by rapid modernization, urbanization, media influence, cultural displacement, and the commodification and appropriation of cultural elements. These challenges resonate not only with the Indonesian context but also with the broader global discussion on the impact of globalization on cultural diversity.

Furthermore, the qualitative data highlighted the importance of strategies such as cultural education, documentation and archiving, community involvement, and supportive policy and legislation. These strategies emerged as crucial tools in the arsenal of cultural preservation in Indonesia. The quantitative survey data reinforced these qualitative insights, indicating a strong desire

among respondents for cultural education, documentation, community involvement, and policy support. The majority of respondents expressed awareness of their

cultural heritage and active participation in cultural activities, underscoring the resilience of cultural identity within the Indonesian populace.

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