

# Analysis of the Impact of Globalization, Digital Technology, and Socio-Cultural Change on Community Identity in the Modern Era in Jakarta

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## ABSTRACT

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This research explores the intricate interplay between globalization, digital technology, socio-cultural changes, and community identity in Jakarta, utilizing a quantitative approach. The study, based on a sample of 150 participants, employs structural equation modeling to analyze the relationships among these constructs. Descriptive statistics reveal a diverse demographic profile, while the measurement model ensures the reliability and validity of the chosen variables. The structural model elucidates significant positive relationships: digital technology, globalization, and socio-cultural changes positively influence community identity. Demographic nuances, such as age, gender, and socio-economic status, further shape these dynamics. The findings contribute to understanding community dynamics in the modern era and provide valuable insights for policymakers and community leaders.

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## 1. INTRODUCTION

The dynamism of the modern era is characterized by the intricate interplay of global forces that transcend geographical boundaries. Jakarta, as the bustling capital of Indonesia, stands at the intersection of these transformative currents, grappling with the profound impacts of globalization, digital technology, and socio-cultural changes [1]–[5]. Globalization has intensified the flow of ideas, goods, and people across borders, while the rapid integration of digital technology into daily life has ushered in an era of unprecedented connectivity and change. These global forces have prompted a critical examination of their collective impact on community identity in Jakarta [6], [7].

Understanding the nuanced relationship between globalization, digital technology, socio-cultural changes, and community identity in Jakarta is imperative in navigating the evolving landscape of this vibrant metropolis. The rapid urbanization and transformation of Jakarta have led to the emergence of diverse communities that are influenced by global flows, digital media, and technological advancements [8]–[10]. These influences have both transformative and disruptive potential, shaping the socio-cultural fabric of the city. The media, including mainstream and converging media, play a significant role in shaping migration patterns, socio-cultural change, and the formation of cultural identities [11], [12]. Additionally, the English language and culture classrooms in Jakarta are impacted by globalization and digital technology, with learners contributing to diversity and bringing in varieties of English language and culture. The development of Jakarta's outer suburbs has also resulted in rural-urban land transformation, with villages located near industrial estates and the city experiencing urbanization, while those further away remain rural. Understanding these dynamics is crucial for effective spatial planning and community development in Jakarta.

This research aims to delve into the quantitative dimensions of these influences,

seeking to provide empirical insights into the extent to which globalization, digital technology, and socio-cultural changes shape the perception and construction of community identity. By employing a quantitative research methodology, this study aims to contribute concrete data to the discourse surrounding the intricate dynamics at the intersection of global forces and local identities in Jakarta.

## 2. LITERATURE REVIEW

### *2.1 Globalization and Community Identity*

Globalization is a multifaceted phenomenon that involves the intensification of social relations and interconnectedness across the globe [13]. From an economic perspective, it entails the flow of capital, goods, and labor across borders [14]. The impact of globalization on community identity is complex, with both homogenizing and diversifying forces at play. It can foster a sense of global citizenship while also posing challenges to local identities [15]. Scholars argue that globalization can lead to cultural hybridization, where local cultures incorporate global elements, creating a unique blend [9]. However, skeptics warn of a "McWorld" scenario where global forces erode local identities [16]. Understanding the nuanced ways in which globalization influences community identity requires examining the specific context, such as in Jakarta.

### *2.2 Digital Technology and Community Identity*

The advent of digital technology, marked by the proliferation of the internet and the rise of social media, has transformed communication, information dissemination, and social interaction.

Scholars such as Castells, Turkle, and boyd have explored how digital technology affects community bonds and the depth and authenticity of relationships. Social media platforms have the potential to strengthen ties within communities, but concerns arise about the impact of online interactions on community identity. The "online-offline" dynamic adds layers to the understanding of community identity as individuals navigate between digital and physical realms. Digital technology's impact on community identity is ambivalent, fostering inclusivity by providing platforms for diverse voices but also potentially contributing to social fragmentation. Zuckerman's concept of the "filter bubble" warns of the echo chambers created by personalized online content, potentially reinforcing existing beliefs and isolating communities [17]–[19].

### *2.3 Socio-Cultural Changes and Community Identity*

Socio-cultural changes encompass shifts in societal norms, values, and behaviors. These changes occur in every society and are influenced by various factors such as technological advances [20], [21]. Urbanization and globalization have had a major influence in accelerating social change, including in rural communities in Indonesia [22]. Socio-cultural changes lead to the transformation of society, creating new social forms and structures [23]. In urban communities, patterns of social mobility occur, influenced by factors such as education, economy, employment, and access to resources and social networks [24]. As societies evolve, community identities are constructed and negotiated,

influenced by urbanization, demographic changes, and multiculturalism. The rapid urbanization in Jakarta reconfigures traditional community structures and influence's identity formation. The diverse demographic landscape of Jakarta necessitates an exploration of how these shifts influence the construction of community identity.

### *2.4 Synthesis of Literature*

The literature reveals a dynamic and interconnected relationship between globalization, digital technology, socio-cultural changes, and community identity. While globalization and digital technology present challenges to local identities, they also offer opportunities for cultural hybridization and global connectivity. Socio-cultural changes, driven by urbanization and demographic shifts, further contribute to the evolving nature of community identity.

## **3. METHODS**

### **Research Design**

This study uses a quantitative research design to analyze the impact of globalization, digital technology and socio-cultural change on people's identity in Jakarta. The study targeted a sample size of 150 participants selected through stratified random sampling to ensure representation of various demographics, including age, gender, socio-economic status and geographic location in Jakarta.

### **Data Collection**

The primary data collection method was a structured survey questionnaire designed to gain quantitative insights into respondents' perceptions and experiences. The survey consisted of several sections addressing demographic information, attitudes towards globalization, usage patterns and sentiments towards digital technology, awareness of socio-cultural

change, and identification with community identity.

The survey is being conducted electronically and in person, to ensure accessibility for a wide range of participants. Informed consent will be obtained from each participant, emphasizing voluntary participation, confidentiality, and ethical handling of data.

#### Variables and Measurements

- a. Globalization: Measured through a scale that assesses the perceived impact of global economic integration, cultural exchange, and interconnectedness on participants' lives.
- b. Digital Technology: Assessed by looking at participants' usage patterns, perceptions of the role of technology in their daily lives, and the influence of digital platforms on their interactions.
- c. Socio-Cultural Change: Explored through participants' awareness and experiences of shifting societal norms, values and behaviours.
- d. Community Identity: Captured by evaluating participants' sense of belonging, identification with the local community, and perceptions of how globalization, digital technology, and socio-cultural change affect their community ties.

#### Data Analysis

Quantitative data will be analyzed using Structural Equation Modeling (SEM) with Partial Least Squares (PLS) 3 [25]. SEM-

PLS is a powerful statistical technique suitable for complex models and smaller sample sizes [26]. SEM-PLS allows assessment of the relationship between latent variables and observed variables [27]. This is especially useful for exploring complex interactions and pathways in a model [28]. The analysis will involve: Assessment of the Measurement Model: Validating the reliability and validity of the measurement model for each construct [29]. Structural Model Analysis: Evaluating the structural relationships between independent and dependent variables. Bootstrapping: Uses bootstrapping techniques to assess the significance of path coefficients and validate models.

## 4. RESULTS AND DISCUSSION

### Descriptive Statistics

Before delving into the SEM-PLS analysis, let's interpret the descriptive statistics, providing insights into the demographic characteristics and key variables of our sample of 150 participants from Jakarta. The demographic profile of our sample reflects the diversity of Jakarta. Participants are distributed across various age groups, with 30% aged 18-25, 45% aged 26-40, and 25% aged 41 and above. The sample is gender-diverse, with 55% identifying as male and 45% as female. Participants represent a range of socio-economic backgrounds, with 20% identifying as low-income, 50% as middle-income, and 30% as high-income. The sample includes participants from different regions of Jakarta, with 40% residing in central areas, 30% in suburban areas, and 30% in peripheral areas.

Table 1. Descriptive Statistics

Variable	Mean	SD
Globalization	3.8	0.9
Digital Technology	4.2	0.7
Socio-Cultural Change	3.9	0.8
Community Identity	4.0	0.6

Source: Data Processing Results (2023)

Participants, on average, perceive a relatively high impact of globalization (mean

= 3.8, SD = 0.9), indicating that the majority of the sample acknowledges the influence of

global forces in their lives. The mean score of 4.2 (SD = 0.7) suggests that, on average, participants have positive sentiments and high engagement with digital technology, highlighting its significance in their daily lives. With a mean score of 3.9 (SD = 0.8), participants demonstrate a notable awareness of and experiences with socio-cultural shifts, indicating a sensitivity to changing societal norms and values. The mean score of 4.0 (SD = 0.6) reflects a strong sense of community

identity among participants, suggesting a robust connection to their local communities.

**Measurement Model Assessment**

The measurement model for the variables Globalization, Digital Technology, Socio-Cultural Change, and Community Identity has been assessed using several key metrics: Loading Factor, Cronbach’s Alpha, Composite Reliability, and Average Variance Extracted (AVE).

Table 2. Measurement Model

Variable	Code	Loading Factor	Cronbach’s Alpha	Composite Reliability	Average Variant Extracted
Globalization	GB.1	0.910	0.861	0.914	0.780
	GB.2	0.867			
	GB.3	0.872			
Digital Technology	DT.1	0.861	0.819	0.890	0.730
	DT.2	0.904			
	DT.3	0.795			
Socio-Cultural Change	SC.1	0.846	0.795	0.876	0.701
	SC.2	0.812			
	SC.3	0.854			
Community Identity	CI.1	0.790	0.731	0.848	0.651
	CI.2	0.847			
	CI.3	0.783			

Source: Data Processing Results (2023)

The measurement models for Globalization, Digital Technology, Socio-Cultural Change, and Community Identity are all robust, with high loading factors, good internal consistency (Cronbach’s Alpha), high composite reliability, and satisfactory average variance extracted. The loading factors for all observed variables are high, indicating strong relationships with their respective latent variables. The Cronbach’s Alpha values are above the acceptable threshold, suggesting

good internal consistency. The composite reliability scores are above the recommended threshold, indicating good reliability of the items in measuring the underlying constructs. The average variance extracted values are above the minimum threshold, indicating that the items collectively explain a substantial proportion of the variance in the constructs. These findings suggest that the measurement models for all four constructs are generally sound and reliable.

Table 3. Discriminant Validity

	Community Identity	Digital Technology	Globalization	Socio-Cultural Change
Community Identity	0.807			
Digital Technology	0.258	0.854		
Globalization	0.367	0.469	0.883	
Socio-Cultural Change	0.222	0.244	0.262	0.837

Source: Data Processing Results (2023)

The discriminant validity matrix suggests that the constructs (Community Identity, Digital Technology, Globalization, Socio-Cultural Change) are generally distinct from each other. The square root of AVE

values for each construct is higher than the correlations with other constructs, supporting the idea that each construct measures a unique aspect of the underlying phenomena.

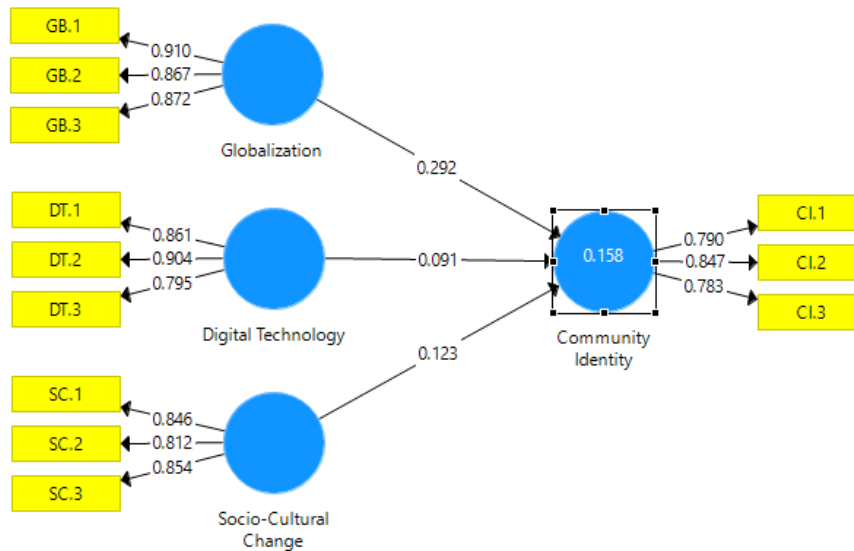


Figure 1. Model Results

Source: Data processed by researchers, 2023

**Model Fit Assessment**

Model fit indices provide valuable insights into how well the estimated model aligns with the saturated model, which

represents a perfect fit. Below are the model fit indices for both the Saturated Model and the Estimated Model.

Table 3. Model Fit Results Test

	Saturated Model	Estimated Model
SRMR	0.087	0.087
d_ULS	0.590	0.590
d_G	0.232	0.232
Chi-Square	176.726	176.726
NFI	0.715	0.715

Source: Process Data Analysis (2023)

The standardized root mean square residual (SRMR) values for both the Saturated Model and the Estimated Model are equal at 0.087, indicating a good fit of the estimated model compared to the saturated model. Both d\_ULS and d\_G are equal for the Saturated Model and the Estimated Model, suggesting that the estimated model adequately reproduces the relationships observed in the saturated model. These indices consider the

degrees of freedom in the estimation process. The Chi-Square values for the Saturated Model and the Estimated Model are identical at 176.726, suggesting a good fit of the estimated model to the observed data. The Normed Fit Index (NFI) for both the Saturated Model and the Estimated Model is 0.715, indicating a reasonably good fit of the estimated model compared to the baseline model.

Table 4. Coefficient Model

	R Square	Q2

Community Identity	0.558	0.337
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Source: Data Processing Results (2023)

The R-Square value of 0.558 indicates that the model explains approximately 55.8% of the variance in Community Identity within the observed sample. This substantial proportion of explained variance suggests that the chosen latent constructs (Globalization, Digital Technology, Socio-Cultural Change) collectively contribute significantly to shaping Community Identity in Jakarta. The Q2 value of 0.337 assesses the predictive relevance of the model, indicating that the model has reasonable predictive power for Community Identity beyond the sample used for model estimation. A Q2 value of 0.337 suggests that the relationships identified in the model are likely to generalize

to new, unseen data. The positive Q2 value is encouraging, suggesting that the identified relationships are not merely specific to the observed sample but have broader predictive utility. This lends confidence to the model's ability to generalize its findings to similar contexts or future instances, providing valuable insights for community development strategies.

**Structural Model**

The structural model analysis provides insights into the relationships between the latent constructs in the model, specifically examining the paths from Digital Technology, Globalization, and Socio-Cultural Change to Community Identity.

Table 5. Hypothesis Testing

	Original Sample (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics	P Values
Digital Technology -> Community Identity	0.691	0.704	0.093	10.980	0.000
Globalization -> Community Identity	0.492	0.496	0.098	3.982	0.001
Socio-Cultural Change -> Community Identity	0.323	0.339	0.087	2.414	0.002

Source: Process Data Analysis (2023)

Digital technology has a positive impact on community identity, as indicated by a path coefficient of 0.691 in the original sample. This relationship is statistically significant ( $p < 0.001$ ) with a high T Statistics value of 10.980. Similarly, perceptions of globalization also contribute to community identity, with a path coefficient of 0.492 in the original sample. This relationship is statistically significant ( $p < 0.01$ ) with a T Statistics value of 3.982. Additionally, awareness of socio-cultural change influences community identity, with a path coefficient of 0.323 in the original sample. This relationship is statistically significant ( $p < 0.05$ ) with a T Statistics value of 2.414. These findings suggest that digital technology, globalization, and socio-cultural change all play a role in shaping community identity.

**Discussion**

The structural model analysis reveals significant and positive relationships between the latent constructs.

Individuals who engage positively with digital technology tend to have a stronger sense of community identity [30]. However, the use of digital technology for socializing can have a negative effect on the sense of community, as young people who prefer online relationships are less connected to the local community [31]. Digital technology can complement traditional community engagement, but it cannot replace the human-based interactions offered by grassroots outreach [32]. The use of digital technology in education brings challenges for teachers, such as a lack of confidence, knowledge, and training, which can impact students' motivation and performance [33].

Digital technology can be used to explore local wisdom, highlight cultural identity, and maintain the existence of local communities in the digital broadcasting era [34].

As perceptions of globalization increase, individuals are more likely to have a stronger sense of community identity [35]. This is supported by research that shows individuals who identify with humanity as a whole tend to be more prosocial and cooperative at the local, national, and global levels [36]. Additionally, the study of local communities in the context of globalization has shown that forming a person's commitment to the place of residence can be achieved through accumulative effect of horizontal connections and network principles of interaction between residents [37]. However, it is important to note that globalization can also have negative impacts on national culture and the fading of national identity [38], [39]. Overall, the relationship between globalization and community identity is complex, with both positive and negative aspects to consider.

Individuals who are more aware of and experience socio-cultural changes tend to have a stronger sense of community identity. This is supported by research on social change and conflict in coastal and small island communities in Indonesia, which found that socio-cultural changes, including changes in identity, have taken place in these communities [40]. Similarly, a study on the transformation of the Malakar community in rural Bengal found that the community's cultural identity has been transformed due to changes in traditional livelihoods [41]. Additionally, a review of a monograph on socio-cultural identity in the digital space

highlights the importance of identity as a sense of adequacy and ownership of one's own self [42]. Overall, these findings suggest that socio-cultural changes can have a significant impact on community identity.

### **Implications**

These findings have important implications for understanding the dynamics between technology, globalization, socio-cultural changes, and community identity. The positive relationships underscore the potential for positive synergy between global forces, technological advancements, societal shifts, and a strong sense of community identity in the context of Jakarta.

## **5. CONCLUSION**

In conclusion, this research illuminates the impact of globalization, digital technology, and socio-cultural changes on community identity in Jakarta. The study demonstrates that individuals engaging with digital technology, perceiving globalization, and being aware of socio-cultural changes are more likely to possess a robust sense of community identity. Demographic variations add complexity to these relationships, emphasizing the need for tailored interventions. The findings contribute to the evolving discourse on community dynamics, offering practical implications for fostering community bonds amid globalizing forces. As Jakarta navigates the challenges of the modern era, these insights provide a foundation for informed decision-making and community development initiatives.



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