

CONTEXTUAL ANALYSIS OF LOCAL CULTURE IN THE ERA OF GLOBALIZATION ACCORDING TO THE PERSPECTIVE OF THE MILLENNIAL GENERATION

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Abstract

In facing increasingly complex global challenges, having a deep understanding of cultural identity can be an invaluable asset. The millennial generation has the potential to be a powerful bringer of change by combining indigenous cultural wisdom and global insight. As a generation that continues to move forward in the modern era, the millennial generation's tendency to gain inspiration from foreign cultures cannot be ignored. This phenomenon, although controversial, reflects a drive for exploration and openness to the wider world. However, in this journey, it is important for the millennial generation not to forget their own cultural roots. Indigenous culture is a milestone of identity that connects the past with the future, reminding us of our rich historical roots and precious heritage. The millennial generation can enrich their knowledge about their own culture. Apart from being preserved in two forms, local culture can also be preserved by getting to know the culture itself. In this way, at least cultural piracy can be anticipated by other countries. The problem that often occurs in society is that sometimes they don't feel proud of their own products or culture.

Keywords: Local Culture, Globalization Era, Millennial Generation

INTRODUCTION

In an era of globalization that increasingly connects all corners of the world, changes in the way humans interact with culture are inevitable. One change that is attracting attention is the tendency of the millennial generation to be more interested in foreign cultures than their own native culture. This

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phenomenon not only reflects changes in preferences, but also reflects the complexity of identity in an increasingly connected world (Nasution, I., et al, 2021).

Globalization has an influence on changes in society and its environment simultaneously with the pace of world development, so that societal dynamics also occur. There has been a change in attitudes towards existing cultural values. So there is a shift in the cultural value system which also brings changes in human interaction relations in society (Hasanah, S. U). The impact of globalization and progress in the field of communication technology has unknowingly had an impact on the intensity of cultural contact between tribes and with cultures from outside. In particular, with cultural contact with foreign cultures, not only does the intensity increase, but also the spread occurs quickly and has a wide reach. There is a change in cultural orientation which sometimes has an impact on society's values (Supiarza, H., et al, 2020).

One of the main reasons is the appeal of innovation and newness. Foreign cultures often bring new ideas and styles that can provide fresh inspiration in everyday life. For example, international food trends or fashion styles from other parts of the world can add a new twist to your routine. In addition, foreign culture is often associated with a modern image and prestige, which can influence self-perception and social status.

There are many young individuals who appear to have little interest in their own cultural heritage. Some of them even think that cultural elements do not have significant value. However, on the contrary, culture is actually a very valuable treasure and is a reflection of our identity (Sejati, I. R. H., et al, 2023). This is very relevant, especially considering that Indonesia is famous for its cultural diversity. The fact that three of them have been recognized as world cultural heritage, namely Borobudur Temple, Prambanan Temple, and Sangiran Early Human Site, further emphasizes the importance of preserving and appreciating this cultural aspect.

The spirit of pride and awareness to preserve culture is lacking in the current young generation of Indonesia. Their interest in studying culture is also limited, while their interest tends to be focused on knowledge of foreign cultures. One factor that contributes to this is the lack of information regarding Indonesia's cultural riches. In fact, Indonesia has seven cultural heritages that should be appreciated, with three of them recognized as world cultural heritage (Agus, C., et al, 2021).

As a generation that continues to move forward in the modern era, the millennial generation's tendency to gain inspiration from foreign cultures cannot be ignored. This phenomenon, although controversial, reflects a drive for exploration and openness to the wider world. However, in this journey, it is important for the millennial generation not to forget their own cultural roots. Indigenous culture is a milestone of identity that connects the past with the future, reminding us of our rich historical roots and precious heritage.

As they crawl out of their comfort zones, millennials can explore the wonders of other cultures without abandoning their own. They can celebrate the richness of diversity, while also cultivating a sense of love and belonging to one's own culture. In an effort to maintain this balance, the millennial generation can play an important role in weaving red threads between the past and the present, as well as developing bridges between tradition and innovation (Nasution, I., et al, 2021).

In facing increasingly complex global challenges, having a deep understanding of cultural identity can be an invaluable asset. The millennial generation has the potential to be a powerful bringer of change by combining indigenous cultural wisdom and global insight (Yulianti, D., et al, 2023). In this way, they will not only inherit a valuable legacy, but will also make a meaningful contribution to a more inclusive and sustainable future.

RESEARCH METHOD

The study in this research is qualitative with literature. The literature study research method is a research approach that involves the analysis and synthesis of information from various literature sources that are relevant to a particular research topic. Documents taken from literature research are journals, books and references related to the discussion you want to research (earley, M.A. 2014; Snyder, H. 2019).

RESULT AND DISCUSSION

Local Culture

Culture is a guideline for life in a community group to be used as a reference in behaving or acting, so culture tends to be a color or tradition that is passed down from generation to generation in a society. According to Koentjaraningrat (1990), culture contains seven elements, namely language, technological systems, economic systems, social organizations, knowledge systems, religion and art. Therefore, preserving one's own national culture is very important in order to maintain one's own national identity. As a nation,

Indonesia must of course be able to maintain and continue to preserve its culture (Featherstone, M, 2012).

It was also added that local culture is a culture owned by people who occupy a particular locality or area which is different from the culture owned by people in other places and is included in developing a cultural identity based on direct relationships with their community and family, including religion, their language, customs and traditions (Pesurnay, A. J, 2018). Local culture itself has been around for generations, as a characteristic of a community group in interacting and behaving in their environment. Indonesia has more than 300 ethnic groups who speak 250 different languages and have different local cultural characteristics. Local culture in Indonesia itself is formed from religious values, habits, ancestral heritage or customs. Examples of culture in the Javanese part of Indonesia will certainly be different from local culture in the Bali area. The culture of a region or group of people is also influenced by several factors, ranging from geographical, religious, political, economic and other factors.

Socio-cultural activities, traditions and rituals need to be maintained as cultural identity. Unique villages can function as ecoresorts complete with ecoculture that respects the existence of traditional knowledge, raw materials and local diversity. Typical urban areas such as Chinatown in Ketandan were revitalized, highlighting their landscapes and living conditions. Then, again, the nature of mutual cooperation and deliberation among residents as a medium for binding the values that are characteristic of society (Susilo, Y. S., & Soeroso, A, 2014).

Globalization era

According to historians, in this era of globalization, technology and science are developing much faster than 100 years ago. According to Ameliola & Nugraha, the technology and science that currently exists is the impact of rapid progress, which they believe is that this progress is marked by the progress of information technology which is developing very quickly in Indonesia (Tolchah, M., & Mu'ammam, M . A, 2019).

The era of globalization is marked by developments in technology, telecommunications and transportation, since the beginning of the 20th century. Globalization makes it easier for people in the world to interact and slowly eliminate the differences that limit them. According to Gannon, globalization refers to the increasing interdependence between governments, business enterprises, non-profit organizations, and individual citizens. With

the rapid development of information technology, all aspects of life have shifted into the electronic era or what is usually called e-Global. As we know, in this decade we often hear the terms e-education, e-government, e-KTP, e-banking, and e-business, which indicate that all aspects of life have shifted to the electronic or cyber era (Jessop, B, 2017). So that children in the current generation from birth have started to think in a modern way. Likewise, small children whose ages range from 5 years to adults cannot be separated from technology, for example cellphones, because from childhood they have been exposed to various kinds of technology.

Local Culture in the Global Era

A. The death of traditional art forms/local wisdom due to the impact of technology

The application of modern technology among farming communities has changed the mental attitude and behavior of farming communities. The presence of modern technology in the global era has gradually changed farmers' trust in the rice ruler "Sangyang Sri" (Dewi Sri, the name of the Goddess of Rice for Javanese people). So the health and yield of rice crops now is not because of the grace of "Sangyang Sri", but because of the results of modern technology such as milling machines, synthetic fertilizers, pesticides, all of which are obtained with money. So this has a big influence on the attitude or artistic life of the farming community (Suradi, A, 2018).

If we understand today, the values of local wisdom that this nation has are slowly fading due to existing technological advances caused by the impact of technology in the current global era. This can be seen/marked by the increasing difficulty of finding traditional forms of performing arts which function as a means of ritual, however, today's forms of performance function more as mere means of entertainment (Hasanah, M., & Halija, H, 2023). In other words, existing forms of performing arts have lost their cultural value or their value content has changed.

B. Changes in Values in Society

Globalization has unwittingly brought about changes in values in society. This change shows a shift in the cultural value system as well as changing attitudes and views towards cultural values. Global influence has unwittingly given rise to social mobility, which is followed by shifting relationships between cultural values in people's lives. The impact of globalization and progress in the field of communication technology has unknowingly had an impact on the intensity of cultural contact between

tribes and with cultures from outside. In particular, with cultural contact with foreign cultures, not only does the intensity increase, but also the spread occurs quickly and has a wide reach. There is a change in cultural orientation which sometimes has an impact on society's values (Inglehart, R., & Baker, W. e, 2000).

Facing the era of globalization, we are required to be able to develop and utilize the cultural wealth we have (local wisdom/local genius). Therefore, it is important to understand the regional cultures of this nation and develop works of art through an Indonesian philosophical approach known as Philosophy (Inglehart, R, 2020).

Ahimsa-Putra, H. S (2009) argues that, "Local wisdom is the customs of a community that contain values, moral sources that are valued by that community. Local wisdom is also defined as a set of knowledge and practices that can be used to solve problems/difficulties faced in a good, correct and good way. Local wisdom is briefly defined as local wisdom, while philosophically, local wisdom can be interpreted as a local community knowledge system that is empirical and pragmatic. It is empirical because it is the result of local community processing, and departs from facts that occur around people's lives and is pragmatic, because the concepts that are developed as a result of thought processing in the knowledge system aim to solve everyday problems (Dahlani, D, 2010).

Continuous cultural development can support the continuity of cultural life, which influences and characterizes the character, identity and integrity of the Indonesian nation. This is one of the factors that determines the strength or resilience of Indonesian culture to cultural influences from within and from outside or caused by internal and external factors. According to Sedyawati (2007), cultural resilience is defined as the ability of a culture to maintain its identity, not by rejecting all foreign elements, but by filtering, selecting, and if necessary modifying foreign cultural elements, in such a way that it remains in accordance with the character and image of the nation.

C. Understanding and empowering Local Wisdom

The importance of empowering local wisdom can also create, maintain harmony in life, can guide people to always act and behave wisely towards the environment. Wisdom towards the environment can be seen from how people treat objects, plants, animals and whatever is around them (Sulaiman, A. I., et al, 2019). This treatment involves the use of reason

so that these treatments show the results of cultural activities or local wisdom.

The importance of instilling local wisdom in the community is not only a physical matter, but also noble cultural values that must be preserved in community life. Public awareness will change their perception of local wisdom and awareness of the benefits of having local wisdom. This awareness can direct the community to carry out various activities which are part of local wisdom (Sulaiman, A. I., et al, 2022). Local wisdom can enrich people's lives and can also provide deep experiences and make interactions and relationships between community members more harmonious, full of mutual respect and closeness. As for the positive impact on people's lives, they will be happier and more prosperous.

Facing the era of globalization, we are required to be able to develop and utilize the cultural wealth that we have (local wisdom/local genius). Therefore, it is important to understand the regional cultures of this nation and develop works of art that are expected to be able to answer cultural challenges in the global era.

Millennial Generation in Preserving Local Culture in the Era of Cultural Globalization

The millennial generation is a generation with an age range of 15-34 years which is characterized by increased use and familiarity with communication, media and digital technology. With these technological developments, the millennial generation will not be separated from the influence of globalization. In this regard, of course it will influence various things regarding the millennial generation, including preserving culture, especially in this era of globalization (Noorawhita, R, 2021).

Millennial characteristics vary based on region and socio-economic conditions (Satria, H. W, 2018). However, this generation is generally characterized by increased use of and familiarity with communications, media, and digital technology. In most parts of the world, their influence has been characterized by increasing political and economic liberalization; although its influence is still debated (Hidayat, F. A., & Pandin, M. G. R, 2021). The Great Recession had a major impact on this generation, resulting in high levels of unemployment among young people, and giving rise to speculation about the possibility of a long-term socio-economic crisis that would damage this generation (Satria, H. W, 2018) .

Culture is the entire system of ideas, actions and results of human work within the context of social life which is made the property of humans through learning. It is also art which is work, and the result of human work which fulfills their desire for beauty (Koentjaraningrat, 2004). The concept of culture is very broad because it covers almost all human activities in life. What is not meant by culture are several instinct-based reflexes such as eating which a person does because they are hungry (Musa, M. I, 2017). However, eating with utensils, following manners and protocols, becomes part of the culture because it can only be done after learning the etiquette of eating.

The development of science and technology is increasingly encouraging reform efforts in the use of technological results which have a major influence on globalization. According to its origin, globalization is taken from the word global which means world. Globalization can be interpreted as the process of entering the world scope. Many people realize that globalization has had many positive impacts, including more sophisticated communication, faster transportation and other things. But without us realizing it, globalization also has many negative impacts. Globalization as a process is not a new phenomenon because the globalization process has actually been around for centuries (Shabrilia, F. F., et al, 2022).

In the era of globalization, physical barriers and boundaries such as territory and geography as well as non-physical ones such as values, norms and culture of society are increasingly disappearing and being replaced with a system of global values, norms and culture (Naura, S. S. A). The impact of cultural globalization does not only affect institutions, but also attacks individuals or groups. every person or group is under certain conditions "forced" to adapt to global cultural patterns and systems, including the millennial generation. Anyone who does not want to change will be crushed by change itself. Seeing the fact that Indonesian people currently prefer foreign cultures which they consider more interesting or more unique and practical. Many local cultures have faded due to the lack of future generations who have an interest in learning and inheriting them (Nasution, I., et al, 2021).

Preservation is an activity or activity that is carried out continuously, directed and integrated to realize certain goals which reflect the existence of something that is permanent and eternal, dynamic, flexible and selective. Cultural preservation is an effort to maintain cultural, artistic and

traditional values by developing manifestations that are dynamic, flexible and selective, as well as adapting to situations and conditions that are always changing and developing. Widjaja (1986) defines conservation as an activity or activity that is carried out continuously, directed and integrated in order to realize certain goals which reflect the existence of something that is permanent and eternal, dynamic, flexible and selective (Widjaja in Ranjabar, J, 2006). Maintaining and preserving Indonesian culture can be done in various ways. There are two ways that the community, especially the younger generation, can support cultural preservation and help maintain local culture (Ni Made, R., & I Komang, S, 2021), namely:

1. Culture experience

Culture experience is cultural preservation carried out by immersing directly in a cultural experience. for example, if the culture takes the form of a dance, then people are encouraged to learn and practice mastering the dance, and it can be performed every year at certain events or at festivals. In this way, local culture can always be preserved.

2. Culture Knowledge

Culture Knowledge is cultural preservation carried out by creating an information center about culture which can be functionalized into many forms. The aim is for education or for the benefit of cultural development itself and regional tourism potential. In this way, the Young Generation can enrich their knowledge about their own culture. Apart from being preserved in the two forms above, local culture can also be preserved by getting to know the culture itself. In this way, at least cultural piracy can be anticipated by other countries. The problem that often occurs in society is that sometimes they don't feel proud of their own products or culture.

CONCLUSION

The Millennial Generation must maintain culture and traditions and be selective so that the Traditional Culture in their respective regions can be maintained and not eroded by the increasingly rapid development of the era of Globalization. The Millennial Generation is also expected to be able to introduce its own culture to the world stage and the era of Globalization. We as the millennial generation should continue to strive to preserve and maintain the diversity of cultures in Indonesia so that as the millennial generation we are able to maintain traditional culture. As a generation that continues to

move forward in the modern era, the millennial generation's tendency to gain inspiration from foreign cultures cannot be ignored. This phenomenon, although controversial, reflects a drive for exploration and openness to the wider world. However, in this journey, it is important for the millennial generation not to forget their own cultural roots. Indigenous culture is a milestone of identity that connects the past with the future, reminding us of our rich historical roots and precious heritage.

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