

An Analysis of The Impact of Media Globalization on The Waning of Cultural Diversity

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ABSTRACT

Background and objectives: Media globalization has significantly changed social and cultural structures worldwide. This article aims to explore the impact of media globalization on cultural diversity, focusing on how this process affects the fading of local cultures. Methods: This research uses the literature review method, which involves the analysis of various academic sources and case studies related to media globalization and its impact on culture. Results: The study shows that media globalization, through the spread of global information and culture, has led to cultural homogenization in many parts of the world. It also identified that while there is potential for increased cultural exchange and understanding between nations, the risk of losing local cultural identity remains a significant challenge. Conclusion: This study concludes that while media globalization brings many benefits, managing its impact is essential to maintaining cultural diversity. Efforts to preserve local cultural identities must be made strategically so that these cultures survive and thrive amidst globalization.

Keywords: Impact of Globalization; Cultural Fading; Global Media; Local Culture; Cultural Preservation

INTRODUCTION

The modern era began with the onset of the millennium, marked by innovations in the telecommunications sector that accelerated the pace of development. Advances in telecommunications and technology have become the main factors in transforming the social conditions of global society. With the development of telecommunications technology, the distance between individuals has diminished, enabling the transfer of technology and knowledge to occur more rapidly (Mialiawati, 2020). Modern technology allows the exchange of information and innovation on an unprecedented scale, creating an increasingly integrated global society where social, cultural, and economic changes can happen rapidly and have wide-ranging impacts. This development also brings challenges, including how to preserve local uniqueness amid the growing dominance of globalization.

The era of globalization has transformed social structures in various fields, including economics, culture, and technology. The development of ICT (Information, Communication, and Technology) accelerates changes in human interactions by facilitating the flow and exchange of information across regions. This advancement blurs the boundaries of regions, cultures, languages, and religions (Annisia & Putra, 2021). Globalization positively and negatively affects local communities and cultures, bringing local cultures to a global level. The exchange of ideas with foreign communities and cultures can influence and create challenges for local cultures, as seen in the changes in thinking, behavior, and cultural artifacts. One of the main issues is the challenge to cultural identity (Sarungu, 2021). The impact of mass media on the spread of popular culture in various countries is highly complex and multifaceted (Fajrina et al., 2024).

The rapid development of media globalization has transformed the dissemination of culture. Platforms like YouTube differ from traditional media, which are limited by region and distribution. Although YouTube provides more freedom for creators, the ease of access to global cultures can accelerate the fading of local cultural diversity, as global cultures tend to be more dominant and readily accepted by society (Cunningham & Craig, 2016). Globalization is influenced by technological

advancements and the internet, which enable global connections and the free flow of information. In the context of culture, globalization is shaped by colonial cultures and the aspirations of Western countries, as well as the freedom of movement for people and cultural content. As a result, multiculturalism, Westernization, hybridization, and assimilation have emerged (Janković et al., 2023).

Indonesia has a very diverse culture with unique characteristics that distinguish it from other countries. This diversity is a source of pride and a challenge to preserve and pass on. However, with the influx of foreign cultures, local cultures are increasingly influenced by individualism and formalities from abroad. Despite Indonesia's richness in ethnicities and languages, Western culture is increasingly affecting the younger generation, gradually fading local cultures (Maulana & Rahmatullaili, 2023). Globalization and cultural diversity are intricately connected. On one hand, globalization expands cultural exchange and enriches global diversity. However, on the other hand, globalization can threaten diversity by promoting the dominance of specific cultures (Fadilah et al., 2020).

Globalization in culture causes conflicts between generations and dissatisfaction among parents toward their children. This disagreement arises because the younger generation adopts a "modern mentality" that is not aligned with traditional values. The differences in perspective between adults and youth have existed, but globalization has magnified these differences into a conflict. This conflict also occurs among youth who uphold national values and those who are influenced by foreign cultures (Mutalibovna, 2020). Maintaining knowledge of local culture is crucial in facing technological advancements. However, the state's role is even more vital in preserving local culture as an asset and national identity, through the establishment of preservation institutions and media regulations. National awareness driven by the state to filter foreign cultures and preserve local traditions is essential in safeguarding diverse heritage as the nation's wealth (Suharyanto & Wiflihani, 2024).

According to Hamdiah & Ahnaf (2024), the influx of Western values threatens Indonesia's original culture, including traditional arts such as ludruk, ketoprak, wayang, and gamelan, which are being displaced by more modern Western pop culture. Values such as tepo senior (empathy), tolerance, and respect for elders are also endangered by the individualism brought about by globalization. Missteps in responding to globalization could lead to the extinction of local culture. According to Wilhelm (2003) technological developments such as the internet have triggered a cultural crisis. Children can access inappropriate content, while teenagers glorify hedonism over culture. This crisis is also experienced by developing countries that struggle to cope with globalization, which threatens Indonesia's identity and cultural diversity.

As a pluralistic country in Southeast Asia, Indonesia is rich in diverse cultures that reflect the identity of its ethnic groups, where the influence of various ethnicities creates differences in behavior, customs, norms, and arts (Saraswati et al., 2023). In this context, social media has experienced rapid growth and has become an integral part of daily life, bringing significant implications for social and cultural aspects. However, its role in transforming and shaping cultural integration still requires a deeper understanding, as cultural integration is an essential process in addressing the challenges of multiculturalism and globalization, which can affect social stability, ethnic harmony, and the development of diverse communities (Wibowo et al., 2023).

In the rapidly advancing era of globalization, media acts as a bridge connecting various cultures worldwide. Although media globalization offers broad access to information and entertainment, this phenomenon also threatens the diversity of local cultures. The dominant global pop culture often replaces traditional values, eroding cultural practices, languages, and identities passed down through generations. Therefore, it is essential to analyze the impact of media globalization on eroding cultural diversity and to raise awareness of the need to preserve cultural heritage amidst this unrelenting flow of information.

METHODS

This study employs a qualitative approach using a systematic literature review method (Neuman, 2007). This activity is limited to producing articles, journals, and library collections without the need for field research. The data sources for this research come from books, national journals, or articles.

This research is based on a literature review of the studied topic. Relevant citations are included in the references and help the author develop ideas in this article. The author searches for literature pertinent to the research topic and issues in the literature review for writing scientific works. This includes an exploration of the community and research area, theories used and produced by previous researchers related to the topic, and the research methods employed in related studies (Marzali, 2016).

RESULTS AND DISCUSSION

In this section, the literature review will be presented. The researcher will analyze the main findings related to the impact of media globalization on the erosion of cultural diversity in various countries. A discussion will be conducted to evaluate the implications of these findings and explain how the media plays a significant role in local cultural erosion. Below is the literature review that the researcher has analyzed.

TABLE 1. Analysis of Literature Review

Author's Name and Year of Publication	Article Title	Journal Name	Results	Conclusion
Iskandarsyah Siregar, 2021	The Existence of Culture in its Relevance to the Dynamics of Globalization: Bahasa Indonesia Case Study	International Journal of Cultural and Religious Studies (IJCRS)	This research shows that Indonesians face challenges from globalization and the use of foreign languages. Preserving this language is essential to meet community needs and prevent vocabulary loss. The sustainability of the Indonesian language depends on preservation efforts so that it remains relevant in the global era.	Globalization threatens the existence of the Indonesian language, especially from foreign languages. Efforts for preservation and development are necessary to ensure that the Indonesian language remains relevant and survives in the global era.
Charlene Kerubo, 2024	The Impact of Globalization on Cultural Identity	International Journal of Philosophy	The research findings indicate that globalization enriches local cultures through hybridization but also threatens local cultural identities with homogenization. The dominance of global culture,	Globalization enriches but also threatens local cultural identities through hybridization and homogenization. Policies, intercultural dialogue, and

			especially Western culture, can erode local traditions. To address this, the preservation of local cultures is necessary through policies, intercultural dialogue, and education that supports diversity.	education that support cultural diversity are necessary to preserve local cultures.
Imane Bouymaj & Renato Telo de Freitas Barbosa Pereira, 2022	Homogenization or Diversification? The Impact of Globalization on Cultural Identity of The First and Second-Generation Immigrants	Journal of Globalization Studies	The research findings show that globalization does not lead to the homogenization of cultural identity among first and second-generation immigrants. Most participants successfully maintained their original culture and language while enhancing open-mindedness and cultural knowledge. Globalization has positively impacted cross-cultural communication, allowing individuals to adopt characteristics from various cultures.	Globalization positively impacts the cultural identity of immigrants, allowing them to preserve their original culture and language while fostering open-mindedness and cross-cultural communication without leading to homogenization.
(Hafizah, 2023)	The Influence of Globalization on Indonesian Culture	International Journal of Students Education	The research results show that globalization influences the cultural values	Globalization significantly impacts the culture and identity of

			and identity of the younger generation in Indonesia, with the increasing influence of foreign cultures and the decline of Pancasila values. Although there are negative impacts such as hedonism and consumerism, globalization also brings progress in science and technology. To mitigate the adverse effects, it is crucial to instill Pancasila values and be selective towards global influences.	Indonesia's younger generation, diminishing Pancasila values and increasing the influence of foreign cultures. Despite advancements in science and technology, it is important to instill Pancasila values and be selective about globalization's influence to preserve cultural identity.
Bruce Dame Laoera & Tangguh Okta Wibowo, 2023	Indonesian online news and digital culture: a media ecology perspective	Jurnal Studi Komunikasi	The research results show that increased internet use in Indonesia has shifted traditional media to online news. Digital technology, through multimedia elements and social media, influences audience engagement and supports the growth of independent news and citizen journalism. This impacts social activism and enriches public perspectives	The internet and digital technology have transformed news media in Indonesia, replacing traditional media with interactive online news. Social media and citizen journalism strengthen social activism and enrich public perspectives.

beyond
mainstream
media.

The results of several research articles that have been analyzed show diverse outcomes regarding the impact of media globalization on the fading of cultural diversity. Siregar (2021) research shows that media globalization encourages people to take incredible pride in using foreign languages like English, which are considered superior. This threatens the existence of Bahasa Indonesia as a national identity. To overcome this, teachers must provide vital education and exemplary usage of Bahasa Indonesia. In this way, Bahasa Indonesia can continue to grow and endure in the era of globalization.

A robust education system is needed to address this issue, particularly within schools, where teachers must serve as role models in adequately using the Indonesian language. In addition, literacy programs are required to strengthen the younger generation's love for the Indonesian language. This way, the Indonesian language can continue to evolve alongside the challenges of globalization while maintaining its position as an essential part of cultural heritage that must be preserved. Using national media that highlights the Indonesian language is also one of the strategies to protect the language's existence amid the tide of globalization.

Meanwhile, the research conducted by Kerubo (2024) explains three main theories related to the impact of globalization on cultural identity, namely the Theory of Cultural Hybridization, which explains how traditional and modern elements merge to form a new identity; the Theory of Cultural Homogenization, which shows that globalization spreads global culture that threatens local diversity; and the World-Systems Theory, which highlights the power imbalance between core and peripheral countries in cultural interactions. Empirical studies reveal that globalization creates hybrid identities, challenges in maintaining local cultures, and the complexity of diaspora identities in the global era.

Globalization affects culture by merging traditional and modern elements but also creates challenges in maintaining local identities. Global access to information facilitates cross-cultural interaction yet often leads to the erosion of local cultures. The Theory of Cultural Hybridization emphasizes the adaptation of regional cultures. At the same time, the Theory of Cultural Homogenization warns of the threats to local diversity due to the dominance of global culture. This reflects the dilemma of preserving cultural uniqueness in the era of globalization, where the desire to engage in global culture must be balanced with efforts to maintain the uniqueness of cultural identities.

The research by Bouymaj & Pereira (2022) owns the diverse impacts of globalization on culture. On one hand, globalization reduces stereotypes and facilitates cross-cultural understanding through global access to information. However, it also triggers a shift from local to foreign languages such as English, threatening cultural diversity and native identities. Some researchers, such as Dimova & Gillen (2017) state that globalization creates a demand for cultural authenticity but also makes it difficult for individuals to maintain their cultural identities. Edwin & Okpara (2015) add that adaptation to foreign cultures often leads to conflicts and the loss of original cultural roots.

Research by Hafizah (2023) shows that the rapid influx of globalization into Indonesia, particularly among the youth, is causing the nation's identity to fade. Therefore, according to Yudhanegara (2015) some steps can be taken to address the negative impacts of globalization.

- a. Instilling and applying the values of Pancasila
- b. Integrating religious teachings into daily life
- c. Being selective about the influences of globalization that enter

The above steps are very relevant in Indonesia to address the challenges of globalization that affect the nation's culture and character. By integrating these values into daily life, the younger generation can remain connected to local cultural heritage while keeping up with global developments. This aligns with the need to maintain a balance between adapting to modernization and preserving traditional values, ensuring that cultural and national character degradation does not occur.

The development of digital technology and the internet has significantly changed how news is presented in Indonesia, which in turn influences the social culture of society. From the media ecology

perspective, which includes multimedia elements and interactivity, we can understand how digital media plays a role in shaping social, political, and cultural values. In this context, independent online news and citizen journalism are essential in supporting social activism in Indonesia. This aligns with the article on the impact of globalization on local culture, where digital media and online news contribute to the spread of foreign cultures and the homogenization of values, which increasingly accelerates the erosion of cultural diversity within Indonesian society.

The research conducted by Laoera & Wibowo (2023) shows that digital media's transformation, which accelerates information dissemination, has also eroded many aspects of local culture, creating a dominance of global culture. Just as alternative media in Indonesia provide space for marginalized voices, your article can highlight how digital platforms can also serve as tools for preserving cultural diversity, even under the pressure of global culture. Media globalization challenges local cultures and offers opportunities for collective participation in maintaining and promoting cultural wealth through digital and social media.

Collaboration among various social actors plays an essential role in efforts to preserve local culture through digital platforms, local communities, cultural activists, and alternative media, which can work together to create more inclusive and diverse narratives. Using social media as a campaigning tool to introduce and promote the richness of local culture to a global audience can be an effective strategy in confronting the tide of cultural homogenization. Amidst the onslaught of international culture, innovation in delivering cultural content through digital technology becomes a crucial step in maintaining the uniqueness of local culture while also providing space for marginalized communities to actively participate in preserving their identities in the era of globalization.

CONCLUSION

The above research concludes that media globalization significantly impacts cultural diversity, with varied results. Globalization triggers a shift in the use of local languages towards foreign languages, threatening national cultural identities, such as Bahasa Indonesia. This challenge can be addressed through solid education, literacy programs, and applying local cultural values in everyday life. Furthermore, media globalization has the potential for cultural homogenization, threatening the uniqueness of regional cultures. However, the theory of cultural hybridization suggests that traditional and modern elements can integrate to form a new cultural identity. Digital technology also accelerates information dissemination; on the other hand, alternative media and digital platforms provide opportunities to preserve and promote local culture, even under the pressure of global culture. Therefore, maintaining a balance between modern adaptation and the preservation of traditional values is crucial in facing the challenges of globalization on culture.

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