# GLOBALISATION AND THE EROSION OF TRADITION: MODELLING THE IMPACT OF GLOBAL CULTURE ON LOCAL CUSTOMS

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**Abstract**
This study analyses the impact of globalisation on local customs, highlighting how the process of globalisation can lead to the erosion of traditions as well as affect long-entrenched cultural values. Technology and mass media act as key agents in accelerating people's exposure to foreign cultures, often displacing traditional practices. However, globalisation also brings opportunities for revitalisation and innovation in local traditions, allowing for hybrid cultures that enrich people's lives. To manage such impacts, a holistic approach is needed that involves co-operation between the government, cultural institutions and communities in preserving and adapting local cultural values with modern technology and innovation. This approach is expected to achieve a balance between harnessing the benefits of globalisation and maintaining traditional cultural identity.
**Keywords:** Globalisation, Erosion of Tradition, Global Culture, Local Customs

## Introduction

Globalisation, with all its dynamics and complexities, has brought about profound changes in almost every aspect of human life. This process not only affects the economy and technology, but also brings significant transformations in local cultures and customs. The phenomenon of globalisation enables the rapid and widespread exchange of information, ideas and cultures through various communication media.

Globalisation is a process that involves integration and interaction between countries, companies, and individuals around the world through increased international trade, investment, technology, and information exchange. In this context, globalisation covers various aspects of human life, including economic, political, cultural, social, and technological. The rapid development of transportation and communication has accelerated the process of globalisation, making it an inevitable phenomenon that affects almost all countries and societies in the world (Sagheer et al., 2023).

The process of globalisation has had a significant impact on cultures around the world, causing the spread and exchange of cultural values at an unprecedented speed. One of the main impacts is cultural homogenisation, where local cultures begin to be replaced or influenced by dominant global cultures, such as western cultures that are often promoted through mass media, movies, music, and the internet (Lee, 2021). This causes a threat to the diversity of local cultures as distinctive traditions, languages, and customs begin to erode. On the other hand, globalisation also introduced the concept of multiculturalism, allowing people to access and appreciate different forms of culture from around the world. This has created opportunities for cultural dialogue, collaboration and innovation, although it still poses challenges in maintaining each community's cultural identity (Madar & Girish, 2024).

Globalisation, then, opens up opportunities for local communities to gain greater access to knowledge and innovations from around the world. However, on the other hand, the strong flow of global culture often results in the erosion or loss of local cultural identity. Traditions that have been passed down from generation to generation begin to be marginalised and replaced by a more dominating popular culture (Madri et al., 2021); (Aslan, 2019).

Indigenous peoples and local communities in various parts of the world experience great challenges in maintaining their unique cultures amidst the onslaught of global culture. Customs, local languages, traditional arts, and religious rituals that characterise a community are slowly being eroded. Young generations exposed to globalisation tend to identify more with global cultures that are considered more modern and attractive (Gautam, 2021).

In the context of Indonesia, a country known as 'Unity in Diversity' with a very rich cultural diversity, this effect of globalisation is an important concern. Many tribes and indigenous peoples are beginning to feel the negative impacts of the globalisation process, such as a decline in the use of local languages, a decline in interest in traditional arts, and the loss of some traditional rituals and cultural traditions (Akpuokwe et al., 2024).

This research aims to model the impact of global culture on local customs. With this approach, a deeper understanding of how the process of globalisation is changing the socio-cultural structure of local communities is expected.

## Research Methods

The study in this research uses the literature method. The literature research method, also known as literature review, is an approach to research that involves collecting, studying, analysing, and synthesising data obtained from written sources. The main purpose of this method is to understand what is known about a particular topic, identify gaps in knowledge, and formulate relevant research questions. This method is often used to evaluate previous studies, develop theoretical frameworks, and support arguments with existing evidence. (Syafril & Erlina, 2018); (Alaslan, 2022).

## Results and Discussion
### The Impact of Globalisation on Local Traditions

Globalisation is a process of integration and interaction between different countries and societies around the world triggered by technological advances, international trade, investment, and information flows. This process has resulted in the world becoming more interconnected and interdependent in various aspects of life, including economics, politics, culture, and the environment (Aslan & Putra, 2020). Globalisation enables the exchange of goods, services, ideas and information across national boundaries more quickly and efficiently, thereby accelerating the pace of development and modernisation in different parts of the world (Alhadika et al., 2021).

The basic concept of globalisation involves the elimination of geographical boundaries in trade and communication, leading to increased economic interdependence and cultural uniformity. This can be seen in the emergence of a global market economy, increased foreign investment, and the growth of multinational companies operating in many countries. However, globalisation also brings challenges such as economic disparities between developed and developing countries, and the erosion of local cultural identities. Therefore, globalisation demands wise policies so that its benefits can be enjoyed equally and its negative impacts can be minimised (Plaiphum & Tansuchat, 2023).

The process of globalisation can be divided into several important stages starting with economic integration. This stage involves the reduction of barriers to international trade through trade agreements and the establishment of global economic organisations, such as the World Bank and the World Trade Organisation (WTO). With the reduction of tariffs and quotas, the flow of goods and services between countries became easier, fuelling economic growth and creating an integrated global market. Multinational corporations play a key role in this stage with foreign direct investment and the establishment of efficient global supply chain networks (Feldman & Wunderlich, 2023).

The next stage involves social and cultural integration, where information exchange and communication across borders intensifies, supported by advances in information and transport technology. The internet, social media, and other digital platforms enable massive and instantaneous dissemination of ideas, culture, and information, thereby reducing communicative barriers and introducing the global community to diverse cultures (Stalmirska, 2023). In this stage, phenomena such as migration, international tourism and cross-cultural collaboration become increasingly common, strengthening relations between countries. While beneficial, this stage also challenges local cultural identities, raising the need to maintain diversity while absorbing the benefits of global exchange (Bihari, 2023).

The process of globalisation also involves a stage of political integration characterised by increased cooperation and alliance building at the international level. Countries seek to cooperate in addressing global issues such as climate change, international security, and human rights through multilateral organisations and agreements. Examples of this cooperation include the United Nations (UN), the North Atlantic Treaty of Defence (NATO), and the Paris Agreement on climate change. This stage demands effective diplomacy and close political co-operation to achieve common goals and address global challenges (Onoriode & Nwafili, 2021).

The final stage in the globalisation process is the integration of technology and knowledge. In this stage, innovations and technologies develop at a rapid pace and spread across the globe, facilitating knowledge-based economies and digital societies. Discoveries in science and technology such as artificial intelligence, biotechnology, and renewable energy have a significant global impact (Sanmee, 2024). In addition, the exchange of knowledge and skills through international education, research collaboration and training across countries is becoming increasingly important. At this stage, it is important for countries to invest in education and innovation in order to compete and participate in the knowledge-based global economy (Zajda & Majhanovich, 2021).

Globalisation is not just an economic and technological process, but also a complex phenomenon that involves various dimensions of human life, including social, cultural and political.

Globalisation has a complex and multifaceted impact on local traditions, with effects that can be both positive and negative. On the one hand, globalisation gives local communities greater access to foreign cultures, which can lead to cultural exchange and enrich local traditions. For example, food cultural influences from different countries are often adopted and integrated into daily eating habits. In addition, globalisation also opens up opportunities for local artists, musicians and cultural actors to showcase their work on the international stage, increasing global appreciation of cultural diversity (Hiswara et al., 2023).

But on the other hand, globalisation often leads to cultural homogenisation, where local traditions are slowly eroded by more globally dominant cultures, such as Western culture. Pop

culture, fashion, language and lifestyles from developed countries are often perceived as trendy or superior by the younger generation, which can lead to a decline in interest in local traditions and values. This phenomenon can lead to a loss of cultural identity that has shaped communities and provided a solid social foundation (Allred et al., 2022).

Moreover, economic globalisation that encourages urbanisation and changing lifestyles also poses challenges for the preservation of local traditions. Urbanisation often changes the social structure of communities and narrows the space for traditional cultural activities. Migration from villages to cities in search of better economic opportunities often leads to less participation in traditional cultural events, which are usually centred in rural areas (Sun et al., 2024).

In the face of these negative impacts, it is important for communities and governments to be active in local cultural preservation efforts. This can be done through education and programmes that support the revitalisation of traditions, such as cultural festivals, handicraft training, and teaching local languages in schools. In the digital era, technology can also be utilised to document and archive local traditions, so that cultural heritage can continue to be enjoyed by future generations despite changing social and economic circumstances. Such efforts are important to ensure that in the midst of strong globalisation, the richness of local culture is preserved and can continue to provide identity and pride for the community.

**The relationship between global cultural penetration and traditional transformation**

Culture is a complex system of ideas, actions, and products of human society. Culture encompasses many aspects, such as language, art, religion, social customs, economic systems, and more. Culture not only characterises the identity of a group of people, but is also a means of survival that is passed on from one generation to the next. In the context of globalisation, culture is dynamic and ever-evolving, but it is also vulnerable to external influences that can result in significant changes to long-held norms and values (Alaverdov, 2023).

The structure of local traditions is the organisation and system of values and practices that a community holds dear as their collective identity. These structures typically include traditional ceremonies, belief systems, local languages, traditional arts and other activities that define the daily life of the community. Local traditions are often governed by unwritten rules and norms that are widely understood by community members (Jalal, 2023). These structures aim to preserve cultural heritage and strengthen relationships between community members. An important part of the structure of local traditions is the resulting sense of community and solidarity, which plays a key role in maintaining social harmony and balance amidst the challenges of modernisation (Jumriani et al., 2024).

The interaction of local and global cultures refers to the process by which cultural elements from different parts of the world encounter and influence each other. The globalisation of technology, information and communication has made cultural transfer easier and faster. This has led to the phenomenon of local cultures adopting, rejecting, or even modifying elements from foreign cultures. For example, fast food from the United States has become popular in many countries, while K-Pop music from South Korea has captured the hearts of millions of fans around the world. These interactions often result in cultural hybridity, where elements from different cultures fuse into unique new forms (Ghosh et al., 2023).

While global cultural interactions can enrich communities by introducing new perspectives and practices, there are also concerns about their impact on local cultural identities. Local cultures risk being lost or degraded when dominant global cultural elements take over or replace long-held

traditions and values. This phenomenon is often referred to as 'cultural homogenisation,' where cultural diversity diminishes and local identities melt into one uniform global identity (Mubarok & Ghony, 2024). To meet this challenge, many communities are trying to preserve and promote their cultural heritage through education, festivals, and various other initiatives. Ultimately, the balance between preserving the richness of local cultures and capitalising on the benefits of global elements is key in managing these cultural interactions (Fabian, 2021).

Global cultural penetration and the transformation of local traditions have a complex and dynamic relationship. When global cultural elements enter a society, it often creates tension between the desire to retain local identity and the openness to adopt new cultural ideas or practices. Along with the development of communication and technology, global culture, which often comes from more developed countries, has a great influence on sectors of life, including media, fashion, technology, lifestyle, and even social values and norms. This influx of global culture can bring positive impacts such as modernisation and improved quality of life, but it also raises concerns about the loss of local traditions and wisdom (Seff et al., 2022).

In the process of adapting to global culture, local communities often experience significant transformations in their traditions. These transformations can include changes in the way they dress, the language they speak, the type of food they eat, and many other aspects of daily life. For example, in many Asian cultures, the use of smartphones and social media has changed the way people interact and communicate. Many rituals and traditions that were conducted offline are now increasingly being abandoned in favour of digital communication. On the other hand, some communities have managed to combine these new elements with their old traditions, creating a unique and innovative form of hybrid culture (Galimberti et al., 2021).

It is also important to note that not all transformations triggered by global cultural penetration are negative. In some cases, interaction with global culture can help revitalise and strengthen local traditions. An education system that is more open to a global outlook can provide space for creativity and innovation in preserving local culture. International cultural festivals that invite performances from different parts of the world often help raise awareness and pride in local cultural heritage. In addition, access to modern technology can be used to document and disseminate knowledge about traditions that may otherwise be forgotten (Makam, 2023).

However, maintaining a balance between the acceptance and preservation of local culture remains a major challenge. Amidst the rapid influx of global culture, it is important to formulate appropriate strategies to preserve traditions that contain important values for community identity and social cohesion. This can be done through government policies, active community roles, and community initiatives that focus on cultural preservation (Mridha, 2021). Cultural education for the younger generation, the creation of digital archives of rituals and traditions, and the reinforcement of local identity in various media platforms can be some effective strategies to achieve this goal. Thus, cultural transformation due to global penetration can be managed in a way that does not sacrifice, but rather enriches local cultural heritage (Ullah & Ho, 2021).

In facing the challenges of global cultural penetration and tradition transformation, collaboration between various parties is crucial. Governments, educational institutions, cultural organisations and the general public must work synergistically to maintain a balance between the adoption of beneficial global elements and the preservation of local traditions. National cultural programmes, such as traditional arts skills training, cultural festivals, and local history learning, can play an important role in arousing young people's interest and pride in their cultural heritage. On

the other hand, policies that support openness to cultural exchange are also important, provided they are accompanied by a regulatory framework that preserves local cultural identity (Kazi, 2022).

Digital technologies also provide new opportunities for cultural preservation. For example, social media platforms and websites can be used to share stories, music, dances and traditional skills with a wider audience. This not only helps document and sustain traditions, but also enables new collaborations and creations between local and global cultures. In addition, digital apps and devices can be used in education to provide interactive learning experiences about local culture and history. Thus, technology can serve as a bridge that connects the past and present in a cultural context (Cleveland, 2022).

However, it is important to be critically aware of the potential negative impacts of globalised culture. These include cultural homogenisation where the variety and richness of local traditions can be lost, and also the dominance of certain cultures that can lead to cultural injustice. Therefore, cultural preservation efforts should be inclusive and representative of the diversity that exists in society. It is also important to promote intercultural dialogue that emphasises respect and understanding of differences. This kind of dialogue can help society to take the best from global culture while remaining true to its own cultural roots (Ozer & Kamran, 2023); (Aslan, 2017).

Thus, global cultural penetration brings with it both challenges and opportunities for the transformation of local traditions. While there is a risk of loss of cultural identity and values due to foreign cultural influences, there are also opportunities for revitalisation, modernisation and creation of new, richer cultures. Multi-sectoral collaboration, the use of digital technology, and inclusive intercultural dialogue are some of the effective strategies that can be used to positively manage this transformation. With the right approach, communities can embrace beneficial global elements while still maintaining and celebrating their unique cultural heritage.

## Conclusion

Globalisation has brought about major changes in various aspects of life, including culture. The impact of global culture on local customs often triggers the erosion of old traditions that have been passed down from generation to generation. The rapid exchange of information and culture through technology and mass media has exposed many local communities to foreign values, lifestyles and practices. This has led to the emergence of new cultures that can threaten the sustainability of local customs.

However, globalisation does not always bring negative impacts. Interaction with global culture also creates opportunities for revitalisation and innovation in local traditions. For example, local arts and crafts can be promoted to the international stage and foster a sense of pride among local communities. Collaboration between local traditions and global cultural elements can give birth to hybrid cultural forms that enrich people's lives. Thus, globalisation can be a catalyst for positive adaptation and transformation, provided there is an effort to respect and maintain the essential elements of the indigenous culture.

To manage the impact of globalisation on local customs, a holistic and participatory approach is needed. Governments, cultural institutions and communities must work together to implement policies and programmes that support the preservation of customs, while being open to constructive innovation. Cultural education, the promotion of intercultural dialogue, and the use of digital technology for the documentation and dissemination of local cultural information are some of the strategies that can strengthen cultural identity in the global era. With this approach,

communities can find a balance between harnessing the benefits of globalisation and preserving the traditional values on which their identity is based.

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