

**SOCIAL CHALLENGES IN THE ERA OF GLOBALIZATION: THE INFLUENCE OF
GLOBALIZATION ON LOCAL IDENTITY AND CULTURE IN KLAMPOK HAMLET
GUNUNGKIDUL DI YOGYAKARTA**

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Abstract - *Globalization has significantly impacted local identities and cultures, particularly in Klampok Hamlet, Gunungkidul, Yogyakarta. This research aims to analyze how globalization affects the local community's cultural values and identity. A descriptive method was used to provide an in-depth analysis of globalization's influence on the mindset, behavior, and cultural practices of the local people. The findings show that globalization has caused shifts in values, traditions, and social communication, especially among the younger generation. Despite the influence of globalization, the Dusun Klampok community still maintains many of its traditional values. Efforts to preserve local culture remain challenging in the era of globalization, but the local community continues to strive to uphold their ancestral values through cooperation, traditional customs, and traditional arts activities.*

Keywords - *Globalization, Local Identity, Local Culture, Traditional Values, Cultural Preservation, Klampok Hamlet.*

1. INTRODUCTION

The Globalization Era is an era where society or individual humans live to follow the development values in the domestic or community sphere in various fields of life. As a result, this era brings negative influences or values to all elements of society, both from education, social, culture, economy and the morals of children living in the current era experiencing significant changes. (Ade Kurniawan, 2023.). However, even so, the crisis experienced in Indonesia is not only in the field of education, but also leads to a moral crisis experienced by adolescents and even spreads to children. The morals and behavior of children and adolescents in Indonesia have experienced a decline in moral crisis due to the influence of foreign cultures entering Indonesia. Even so, all the crises experienced did not have a filtering that was in accordance with the values in Indonesia, which can be seen from the way of communicating in the current era which tends to ignore speech, politeness and morals from behavior that is increasingly declining. (Ade Kurniawan, 2023)

So it can be said that the Indonesian state has a responsibility for the moral and character crisis caused by the development of Globalization in the current era. Globalization has an important role in determining or forming better moral values, this is a role that should be studied more specifically for the formation of moral values that are in accordance with character values in various elements or countries (Budiarto, 2020). While Globalization itself has a big picture as a unification of elements in a community or wider society (Global), because of the many influences that enter globalization, Globalization also has a significant influence such as an identity crisis, declining local culture, culture and morals of children and adolescents in Indonesia, especially in remote villages. (Budiarto, 2020)

As expressed by Suti which occurred in the hamlet of Klampok, Giripurwo, Purwosari, DI Yogyakarta which still applies good moral values and has massive communication relationships with young people or older communities. Even so, the problems described by Globalization have a significant impact on the Community in the development of communication or moral relationship patterns. Relationships that usually have good moral values and impacts, in the current era are increasingly declining and neglected due to the significant development of globalization and have negative influences due to the lack of filtering in every element of life values.

Seeing the reality in the current era that Indonesian society currently prefers the acculturation of western culture in the territory of Indonesia, they consider it more interesting and unique as well as practical and simpler. Therefore, the culture that exists in Indonesian society tends to decrease or even fade due to the influence of western culture that exists today or can be called modernization. (Nahak, 2019) said that while the effects caused by this influence involve a crisis of identity as an individual human being and the loss of awareness as a whole human being as well as the loss of previous local culture.

Local culture itself conceptually has an outline as a value of local wisdom and is part of a culture (Brata Ida Bagus, 2016). Haryati Subadio also once said that local culture also includes an identity marker of a group or society or also as the personality of a nation.

The existence of globalization certainly has a positive impact that is beneficial in human life and certainly has a negative impact that affects human life. The negative impact is in the form of changes in a person's character or behavior. This has in fact been experienced and felt by all parties in society. (Dewi et al., 2022) If there is a weakening in the field of moral values in the joints of human life and has a good impact on the economy, customs, social, or religion, it has the potential to have a major impact on the failure of the application of personality learning for the Indonesian nation. (Dewi et al., 2022)

Based on the analysis of the existing situation, most children and teenagers can experience an identity crisis and have difficulty realizing themselves, so there needs to be another alternative to provide filtering from the current development of globalization, so that local cultural values, especially for the State of Indonesia, can be maintained and not eroded due to the development of globalization.

2. METHODS

The research method used in this article is a descriptive method. This method was chosen because it is considered to be able to describe in depth in detail and systematically the impact of globalization on the local identity and culture of Klampok Hamlet, including how globalization affects the mindset, behavior and cultural practices of the local community. Data collection was carried out during the implementation of the Real Work Lecture in Klampok Hamlet, Giripurwo Village, Purwosari District, Gunungkidul Regency. Activities were carried out from July to August 2024.

Klampok Hamlet, Giripurwo Village is an area that still holds fast to local cultural values that are undeniably also affected by the globalization process. The subjects of the study included local residents, all ages including elderly and adult communities who understand local values, and children and adolescents who are very vulnerable to the influence of globalization. The data for this study were collected descriptively by conducting field observations, interviews, and document studies relevant to the research objectives. Field observations were conducted to directly observe the daily lives and social interactions of the Klampok Community. Interviews were used to dig up in-depth information about their views on changes in identity and culture as a result of globalization. Document studies such as community reports were conducted to compare information from various sources and ensure the accuracy of the information.

3.RESULTS AND DISCUSSION

Local Cultural Values of Klampok Hamlet

Local culture is all ideas, activities and results of human activities in a community group in a particular location. The local culture is actually and truly still growing and developing in the community and is agreed upon and used as a common guideline. The source of local culture is not only in the form of values, activities and results of traditional activities or the heritage of the ancestors of the local community, but also all components or elements of culture that apply in society become characteristics and only develop in certain communities.

Local cultural values can be interpreted as a collection of beliefs, norms, customs, traditions, and practices that have grown and developed within a particular local community or society (Belay, 2023). These values are shaped by history, geography, environment, social interactions, and shared experiences of community members. This includes how they communicate, behave, celebrate, and express themselves through art, religious practices, and their approach to social relationships and the natural environment. Local cultural values act as a social glue that strengthens the identity of a community, gives its members a sense of belonging and pride, while distinguishing them from other groups.

The Klampok hamlet community in Gunungkidul has noble and rich local cultural values, which are manifested in various aspects of life. The values of family and mutual cooperation are one of the core cultural values of the Klampok hamlet community. The concept of mutual cooperation, where community members help each other and work together in various social and religious activities, such as community service, building or repairing houses, managing agricultural land, celebrating traditional ceremonies, and routine practices held in mosques, are real examples of these family values. This illustrates the close social relations and strong sense of solidarity between the residents of the Klampok hamlet, where decision-making is often carried out through deliberation and collectively for the common good.

Klampok Hamlet is known for its people's adherence to traditional and ancestral values. Customs and beliefs that have been passed down from generation to generation are the basis for ethics and behavior. Traditional processions such as Javanese traditional ceremonies, weddings, and religious ritual activities are still highly respected and reflected in rituals that are rich in symbolism. These rituals help the community maintain their identity and the purity of their customs, while strengthening their ties with nature and previous generations. The diversity of traditional clothing worn during these rituals also displays the richness of culture and the distinctive identity of Klampok Hamlet, such as the jarik and lurik clothes, which are very different from each other.

The local culture of Klampok Hamlet is still strong and preserved, including the arts of karawitan, jathilan, dance, campursari and sholawat. Art is a means of expression for the people of Klampok Hamlet to pass on stories and cultural values from generation to generation. The people of Klampok Hamlet are included in the independent cultural village. An independent cultural village is a village that is noble, sovereign, has integrity, and is innovative in living and actualizing special values, through the utilization of all the wealth of resources and culture it has by involving the active participation of its citizens (Sulistiyan, 2024). Traditional music and dance often accompany important village events, not only as entertainment, but also as a form of gratitude and prayer. The preservation of this culture has been passed down from generation to generation and illustrates the richness of culture and creativity of the local community.

The Impact of Globalization on Local Cultural Values of the Klampok Hamlet Community

Along with the entry of many global cultures, it has influenced changes in traditional values. For example, the way of dressing, food, and music are all starting to be influenced by foreign cultures that are increasingly prevalent among the current generation of children. Local cultures are starting to erode and be replaced by cultures that smell of western and modern culture. This causes people to choose a culture that is easier and more practical. However, this change is not easily accepted. There are some groups of people who believe that the existence of cultures from outside threatens local values and traditions that have existed since long ago. This is an obstacle for people who have a desire to maintain their local identity and culture.

Globalization is a process in which the exchange of information, ideas, culture, and goods across national borders rapidly, driving social and economic change in various parts of the world, and expanding its impact to the local level (Dian, 2022). With its global nature, globalization has an effect on changes in locality and local cultural values. The impacts can be:

- a. **Fading of Local Identity:** How globalization can erode local identity is an often debated impact. This is because global cultural products, such as lifestyles, films, and popular music, may be more dominant and appealing than local traditions, which are usually static or less exposed.
- b. **Cultural Diversity:** On the other hand, globalization allows for cultural exchange, which can increase local cultural diversity. Communities can absorb elements of other cultures and then adapt them to their own environment, producing unique hybrid forms of cultural expression.
- c. **Conflict and Resistance:** In many cases, globalization causes value clashes because the new values and practices brought by globalization may conflict with the traditional values of a society. This causes societies that want to maintain their traditions and original identities to show resistance.
- d. **Knowledge and Innovation:** With globalization, knowledge and innovation can spread from one place to another. This can mean, in the context of local cultures, access to new technologies that can be used to preserve and promote local cultures. (Supandi & Umbara, 2021).

Overall, the interaction between local cultural values and globalization is included in the dynamic interaction that continues continuously. It is not only the loss of local identity caused by globalization, but also how society chooses to respond, change, and even reject the changes brought by globalization. Local cultural values can change during this negotiation process, showing their strength and adaptability in facing the challenges and opportunities brought by globalization. Globalization itself is a multidimensional phenomenon that involves the movement of goods, services, data, ideas, and lifestyles by crossing geographical boundaries. The impact of globalization on the local cultural values of rural communities such as Klampok can be seen from the following aspects:

1. Shifting Values and Traditions

If previously the Klampok community had strong traditions and customs, they now face the challenge of maintaining rituals and customs that have long been part of their lives. This is because popular culture enters through media such as television and the internet, values and priorities change, especially among the younger generation. Many children and teenagers are starting to adopt global trends that they get from social media and the internet. Most of them absorb negative trends, which are often different or even contradictory to the culture that comes from their parents.

2. Language and Communication Transformation

Language is not only a means of communication but also a tool that contains cultural values. In the case of Klampok, there may be a shift in the use of local languages as people begin to improve their national and international language skills to meet global needs. The impact of this case is the beginning of the elimination of vocabulary and language structures and the knowledge contained therein. This case occurs most often in children and young people.

3. Erosion of Communal Identity

Rural communities like Klampok can experience erosion of their community identity as cultural values are measured against global standards that are often considered 'more advanced' or 'modern'. As a result, pride in local heritage can decline and lead to a wholesale integration of cultures that do not always take into account local uniqueness.

4. Consumerism and Materialism

Globalization often promotes the values of consumerism and materialism. Children and young people are often influenced by the urge to consume certain goods or have a more luxurious lifestyle, which can distract them from moral and spiritual values.

5. Imitative Behavior

Children and teenagers tend to imitate the actions of adults and figures they see on social media. Exposure to unethical behavior or behavior that is not in accordance with community values can lead to imitation of such behavior, which can have a negative impact on moral development. Such as the rampant content that is not suitable for children to see and is freely distributed.

Preserving local culture in the era of globalization

In this era of globalization, there are many changes that bring positive impacts and also negative impacts. As for the negative impacts of globalization as mentioned in the previous paragraph, therefore there are several steps that can be taken to minimize these impacts, including:

- a. Exploring every local culture : : One form of preserving local culture is to study and understand the culture itself. There needs to be knowledge in understanding information related to local culture from various sources ranging from encyclopedias, books, and newspapers. In addition, there is a lot of literature that discusses local culture. This can be obtained from print media or from the internet. From here comes

knowledge of local culture that needs to be preserved in the era of globalization so that it does not disappear.

- b. Participating in local cultural activities: After knowing various information and characteristics of local culture that exist and then participating in the cultural activities. This is one form of effort to preserve local culture. In this case, it can be in the form of participating in cultural activities directly or indirectly, for example as a participant or spectator in a cultural activity.
- c. Making culture as identity: One way to make local culture as identity is to preserve it. Because in the midst of globalization, we are proud of our local culture. Therefore, it is not easy to influence or participate in foreign cultures that enter Indonesia.

Efforts to Preserve Local Culture in the Era of Globalization

Preservation is a continuous, planned, directed effort to achieve certain goals that reflect traditional values that are permanent, eternal, dynamic, flexible and selective. Cultural preservation is an effort to preserve and maintain cultural values, arts, and traditions by developing dynamic and selective expressions and adapting to situations and conditions that are constantly changing and developing. Maintaining and preserving Indonesian culture can be done in various ways as follows:

1) *Cultural Experience*

Culture Experience is a cultural preservation that is done by directly engaging in cultural experiences. For example, if a culture is in the form of a dance, the community is encouraged to learn and practice the dance, and the dance can be performed at events or festivals every year. That way, local culture can always be preserved and always be known and developed.

2) *Cultural Knowledge*

Culture Knowledge is the preservation of culture through the creation of a cultural information center that can be functionalized in various ways. The goal is to educate and further develop the culture itself and the tourism potential of the region. In this way, the younger generation can enrich their knowledge of their culture.

In addition to those mentioned above, local culture can also be preserved by getting to know the culture itself. In this way, at least it can prevent and anticipate cultural piracy carried out by other countries. The problem at this time is that people are sometimes more proud to use imported goods from abroad and imitate western culture that is not in accordance with the personality of the nation as Indonesian citizens. Local culture is starting to be eroded by the development of the times and the influence of globalization, especially the younger generation who are less aware of preserving it.

Indonesian culture is a culture owned by the Indonesian people and each region has its own cultural characteristics. Culture is a wealth inherited from ancestors in the form of beautiful art such as music, dance, and language. Culture exists in every region, but culture is a legacy of ancestors who live in that area, and their teachings are passed down from generation to generation (Swari, 2023). The following are contributions to loving local culture in the following ways:

- a. Increasing cultural competence. Seriously involved in learning activities at school and developing self-competence in the field of culture. Learning is something that can be preserved by Indonesian culture, where the younger generation can develop more deeply and instill a sense of love for their culture.
- b. Actively participate in cultural activities. The next generation, both children and teenagers, have an obligation to actively participate in various community activities, such as working together to organize cultural events on certain days such as commemorating big days and holding cultural events featuring young people and children.
- c. Preventing from being recognized by other countries. The next generation certainly has an obligation to participate in efforts to maintain cultural security by practicing establishing relevant methods, such as manners and language.
- d. Politeness. If we look at the current generation that uses a lot of modern language, this is so sad and pathetic. In fact, in Javanese society, *krama/alus* language still needs to be used, especially when speaking to older people, so there needs to be a habit and introduction from an early age.
- e. Introducing regional arts and songs. Children up to the next generation should actively participate in preserving regional arts and songs by teaching them or playing together, so that they not only know modern songs but also learn about the culture and meaning of these regional songs.
- f. In social interactions, it is necessary to have a polite attitude which is an important characteristic that needs to be instilled by the current generation in preserving traditional Indonesian culture.

Preserving culture and loving local culture is the responsibility of all citizens, especially the younger generation. Public awareness of the importance of preserving local culture is very important to maintain the identity of a region and nation. Currently, the influence of globalization is very influential for the next generation of the nation, so it is necessary to preserve local culture as the identity of a nation.

Over time, local culture is fading along with the rapid flow of globalization. Therefore, the government's role is needed in preserving culture. The implementation of policies aimed at preserving local culture must be carried out immediately by the government. An example of a policy that should be supported is the regional cultural stage at every major national event, such as regional dance performances, puppet shows, and others. That way, young people will get to know the various riches of local cultures that exist and are the heritage of their ancestors.

In addition to the younger generation, the community also needs to understand and know the various cultures that Indonesia has. The government can also focus on local cultural content education. Other ways that can be used to preserve local culture are, improving the quality of human resources in advancing local culture, encouraging the community to maximize the potential of local culture, improving and preserving it, efforts to revive the spirit of tolerance, togetherness, family and high solidarity, and always

preserving Indonesian culture and empowering communities to manage local cultural diversity.

4. CONCLUSION

Globalization is something that cannot be avoided. The era of globalization has a significant impact on the development of the era. The effects arising from the influence of globalization involve a crisis of identity as an individual human being and the loss of awareness as a whole human being as well as the loss of previous local culture. The younger generation of the nation's successors have an important role in maintaining and preserving local culture. They can improve cultural competence, participate in cultural activities, maintain politeness in social interactions, and so on. Various methods can be used to preserve culture, but the most important and primary is to increase awareness and a sense of ownership of the culture, so that people have a sense of ownership and interest in their culture, and people will be motivated to learn, so that culture will continue to exist because the heirs of the culture still exist. Public awareness of the importance of preserving culture can be increased through education and active participation in cultural preservation activities. Preserving local culture is a shared responsibility of the entire community and the next generation, to maintain cultural identity and heritage. This awareness is very important to ensure that local culture still exists today when viewed from the challenges of globalization.

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