



CULTURAL RESILIENCE AND CULTURAL PRESERVATION STRATEGIES IN MAINTAINING THE NATION'S IDENTITY

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Abstract:

A culture-defending strategy is essential to preserve and strengthen the nation's identity amidst the accelerating pace of globalization. In the Indonesian context, cultural diversity, which includes customs, languages, arts and traditions, needs to be protected in order to remain as a strong foundation for the nation's progress. Cultural resilience can be achieved through strengthening cultural education, preserving cultural heritage, and increasing public awareness of the importance of protecting local values. The use of information technology and social media can serve as effective tools in disseminating Indonesian culture to the younger generation and the international community. In addition, cooperation between the government, the community, and the private sector is needed to formulate policies that support cultural preservation and avoid cultural uniformity. With the right cultural resilience approach, the nation's identity will be maintained, fostering pride and encouraging unity amidst differences. Cultural resilience is not just about maintaining what already exists, but also encouraging the creation of cultural values that are relevant and adaptable to changing times. This is the key to maintaining the existence and unity of the nation in a challenging global era.

Keywords: *Cultural Resilience, Culture Preservation, National Identity, Strategy.*

INTRODUCTION

Indonesia is known for its abundant cultural diversity, which faces great challenges in protecting and maintaining cultural heritage which is part of the country's identity. Globalization and rapid technological advances have had a significant impact on cultural changes in society. These changes often threaten the continuity of local culture and can obscure the cultural values inherited from ancestors. In this situation, it is very important to implement cultural resilience strategies that not only protect, but also strengthen the identity of the Indonesian nation.

Cultural resilience can be defined as the ability of a community to maintain, protect and develop existing cultural values, even though it faces external pressures that can change the community's perspective and habits. By implementing an effective cultural resilience strategy, Indonesia can prevent the loss of national identity and continue to maintain the cultural diversity that is the country's strength.

Several previous researches have emphasized the important role of cultural resilience strategies in maintaining a nation's identity. According to Kusnadi (2018), cultural resilience is a vital element that enables a nation to

survive the changing times, especially against the threat of globalization which can destroy local cultural values. Research by Suryadinata (2019) shows that cultural resilience strategies can be implemented through cultural education, preserving arts and traditions, and utilizing technology to introduce local culture to the international arena.

On the other hand, Sumarni (2021) believes that cultural resilience can be built by strengthening the value system that underlies that culture, for example by providing education to the community about the importance of preserving local culture. Research by Prasetyo (2020) also emphasizes the need for the government's role in providing policy support that supports cultural preservation and encourages people to be actively involved in cultural activities.

In a study that focuses more on technology, Santoso (2022) states that digital development can be an effective means of maintaining and disseminating culture, by creating digital platforms that can be accessed by the younger generation to understand and appreciate their culture.

The aim of writing this article is to find and analyze various ways or strategies to maintain cultural resilience that can be applied in Indonesia in order to maintain national identity. This article also aims to explain the importance of cultural resilience in facing the challenges of globalization and rapid social change, as well as providing suggestions regarding practical actions that can be taken by governments and society to strengthen cultural resilience.

Some of the main challenges faced in efforts to maintain Indonesia's cultural identity are:

(1) Westernization has resulted in a decline in the younger generation's interest in local culture.

(2) Lack of teaching about culture in schools which makes understanding of Indonesian culture increasingly blurred.

(3) Little documentation and preservation of traditional culture which can be lost over time.

(4) The increasingly strong dominance of foreign culture in everyday life.

To overcome these challenges, several strategies can be implemented. First, cultural education needs to be given more attention in schools and universities, with an approach that is more interesting and relevant to the younger generation. Second, efforts to preserve local arts and traditions can be encouraged through collaboration between the government and the community, as well as support from the private sector. Third, digital technology must be used to document and spread Indonesian culture throughout the world. Fourth, government policies that support cultural resilience through funding, training and development of the cultural sector must be strengthened.

RESEARCH METHODS

This research applies descriptive qualitative methods, which aim to understand and describe in detail cultural resilience strategies in maintaining a nation's identity. This method was chosen because this research wants to investigate the understanding and efforts made by related parties (which in this case are still limited to the community) to preserve and develop culture as part of national identity.

Regarding the definition of the focus of this research, the Cultural Resilience Strategy is a strategy used to protect, introduce and strengthen culture through various policies, programs and activities involving the community, cultural institutions and the government. Cultural resilience itself means the cultural ability of a nation to survive, grow and adapt to changing times without losing the core and main characteristics that form the nation's

cultural identity. And National Identity refers to a set of distinctive characteristics that reflect the values, traditions and symbols found in that nation's culture, which differentiate it from other nations.

The object of study highlights the methods used by various parties to protect and maintain the identity of a nation. The scope of research includes: National policies related to cultural preservation, local government efforts to maintain local culture, the role of communities in maintaining cultural identity, and the impact of globalization on the sustainability of national culture and identity. This research will be carried out in one of the regions in Indonesia, which has high cultural diversity and is a center for cultural preservation, namely Probolinggo: As an area with rich Javanese culture.

Apart from that, data sources and main tools are the main things in obtaining information. Source Data will be obtained from two main sources:

1. Primary Sources: In-depth interviews with key informants (cultural figures, artists, government, indigenous communities, etc.), as well as direct observations of cultural preservation activities carried out at the research location.

2. Secondary Sources: Government policy documents, cultural activity reports, journal articles, books, and other related literary sources that discuss cultural resilience and national identity.

Main Tools:

- Interview Guide: Used to gather information from key informants regarding cultural resilience strategies.

- Documentation: Collecting evidence in the form of photos, videos and policy documents relevant to cultural preservation efforts.

- Field Notes: Field notes during cultural activity observations

Regarding data collection techniques, using in-depth interviews with key informants to understand their views on cultural resilience and how this strategy is implemented to maintain national identity. Research also includes documentation studies on the collection and analysis of documents related to cultural preservation policies and programs that support cultural resilience, such as government regulations, event reports, and articles in the media. The next thing is the Data Analysis Technique, the data obtained will be analyzed using thematic analysis, where interview data, observations and documents will be categorized based on certain themes related to cultural resilience efforts, the role of society and institutions, as well as challenges in maintaining national identity. . The results of this thematic analysis will provide a comprehensive understanding of the various cultural resilience strategies implemented in a number of regions.

With this research approach, it is hoped that a deep understanding can be achieved regarding cultural resilience strategies to preserve national identity in Indonesia, as well as proposed policies and steps that can strengthen cultural preservation amidst globalization.

RESULTS AND DISCUSSION

National Policy Regarding Cultural Preservation

National policy regarding cultural preservation in Indonesia, as regulated in Law no. 5 of 2017 concerning the Advancement of Culture, establishes clear guidelines for maintaining and developing Indonesian culture. In Probolinggo, this policy is implemented into cultural preservation programs involving local government, communities and local cultural institutions. Furthermore, national efforts to document intangible cultural heritage are also being implemented in Probolinggo, especially through documenting regional arts such as Mask Dance,

Shadow Puppet Art, and the Obyong Tradition (local traditional celebrations).

Table 1: National Policies and Their Implementation in Probolinggo

No	Cultural Policy	Preservation	Implementation in Probolinggo
1	Law no. 5 of 2017		Promotion of traditional arts such as Mask Dance and Obyong Art (local traditional celebrations).
2	Cultural Registration	Heritage	Recording of the Mask and Obyong Dances as intangible cultural heritage
3	Funding for Activities	Cultural	Raising funds for a local cultural festival in Probolinggo

Regional Government Efforts to Preserve Local Culture

The Probolinggo regional government has launched various initiatives to maintain and promote local culture. One example is the Probolinggo Cultural Festival which is held every year to celebrate local arts and traditions. Apart from that, the local government also supports the formation of arts and cultural groups at the village level, as well as providing space for traditional arts performances at various local events. This actually raises a big question for private researchers lately because the attention of local governments themselves has recently been less significant, especially in the regions. The government has also built cultural centers that function as places for people to learn, especially in cities, and develop traditional arts, while involving indigenous communities in the decision-making process regarding cultural preservation.

Graph 1: Probolinggo Regional Government's Efforts to Preserve Local Culture (Graphic representation: Percentage of contribution to cultural preservation efforts by local governments: Cultural Festivals (40%), Cultural Centers (30%), Establishment of Village Arts Groups (20%), Arts Awards and Incentives (10%). From the graphic representation, the researcher feels that only cultural festivals are appropriate. The remaining percentages are still below average.

The Role of Society in Maintaining Cultural Identity

The people of Probolinggo play a very important role in maintaining their cultural identity. Traditional art groups such as "Topeng" and "Wayang kulit" are a major factor in preserving local culture. The community actively carries out exercises, performances and teaches culture to the younger generation so that traditions remain. Apart from that, the community also continues to use regional languages in daily life and carry out traditional rituals such as the Obyong and Labuhan Laut ceremonies as part of their social and cultural life.

Chart 1: The Role of the Community in Preserving Probolinggo's Cultural Identity

-Traditional Arts Training - The community teaches traditional arts to the younger generation.

-Organization of Traditional Events - Traditional rituals such as Obyong are still carried out.

-Culture Spreading Through Social Media - Communities use social media to promote local arts and culture.

The Influence of Globalization on Cultural Resilience

Globalization creates challenges in maintaining local culture in Probolinggo, because global culture is often more influential. However, on the other hand, globalization also provides opportunities for local culture to be known on an international scale. The use of social media and digital platforms provides

opportunities for Probolinggo's traditional arts, such as Mask Dance, Shadow Puppetry, Kerapan Sapi, Kuda Kencak, Glipang Dance, Slem pang Dance and Obyong, to be widely promoted. However, there are also challenges, such as the younger generation's declining interest in traditional culture and increasing interest in more interesting foreign pop culture.

Table 2: The Influence of Globalization on Local Culture in Probolinggo

Aspects of Influence	Positive impact	Negative impact
Social media	Introducing local culture to the outside world	Decreased interest in traditional culture
Digital Technology	Digitalization of arts and culture, promotion of local culture	The erosion of local culture by foreign culture
International Cultural Festival	Introducing Probolinggo culture at a global level	Risk of losing the authenticity of traditional culture

CONCLUSION

Cultural resilience strategies play a central role in maintaining and strengthening national identity amidst globalization and changing times. Cultural resilience does not only involve preserving traditions, arts and customs, but also efforts to form a collective awareness of the noble values that underlie a nation's identity (Althafullayya, 2024). Some of the main strategies for cultural resilience include:

Cultural Education: Integrating cultural values in the education system to instill a sense of love for the country and awareness of the importance of preserving cultural heritage in the younger generation.

Utilization of Technology: Utilizing media and information technology to introduce and disseminate local culture to the global community, as well as fighting foreign cultures that can destroy identity.

Revitalizing Traditions: Reviving forgotten cultural practices, such as traditional ceremonies, regional languages and traditional arts, so that they remain relevant and appreciated by the younger generation.

4. **Collaboration between Government and Society:** The government needs to play an active role in supporting cultural preservation through policies that support arts, culture and historical heritage. Meanwhile, people must be involved in daily cultural practices.

By implementing these key strategies, nations can strengthen cultural resilience and ensure that cultural identity is maintained, even when facing the challenges of globalization. Strong cultural resilience will produce a nation that has a strong identity, is able to compete and adapt to current developments without losing its cultural roots.

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