



## CULTURAL RESILIENCE IN THE ERA OF GLOBALIZATION: MAINTAINING HERITAGE AND LOCAL WISDOM FOR FUTURE GENERATIONS

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### Abstract:

Globalization has brought significant changes in various aspects of life, including culture. Technological developments and the rapid flow of information create intense cultural interactions, but also threaten the preservation of local culture. The cultural identity of a nation faces the challenge of global homogenization, which has the potential to fade traditional heritage and local wisdom. Cultural resilience is defined as a society's ability to maintain local traditions, values and identity amidst foreign cultural pressures. The results of the discussion show that cultural resilience not only protects the world's cultural diversity, but also strengthens the identity of a nation. With an adaptive and inclusive approach, cultural heritage can be passed on to future generations without losing its essential meaning. This article underlines the importance of collaboration between government, society and the younger generation in maintaining cultural resilience amidst globalization.

**Keywords:** *Culture, Local Wisdom, Cultural Resilience, Globalization*

### INTRODUCTION

In the era of globalization, with all the advances in technology and the increasingly fast flow of information. Has brought the world towards inevitable connectedness. Globalization brings major changes in every aspect of people's lives, including culture. The exchange of technology, information and values between nations takes place very quickly. However, it also poses a big challenge for the sustainability of local culture.

Under conditions like this, many languages, local values and traditions are being eroded by foreign cultures that continue to dominate. In line with what Johan said, people have now switched to fast food such as pizza, because they consider it more attractive and practical than local food. Not only in terms of food, people consider local traditional clothing to be too complicated, such as Javanese custom which recommends wearing kebaya. So they switch to practical clothing such as t-shirts, shirts, skirts and trousers.<sup>1</sup>

However, anti-globalization is also very impossible, because globalization has entered every inch of people's lives. The flow of globalization has greatly helped people's lives and enriched human

<sup>1</sup> Johan Arifin, "Peranan Media Digital Dalam Mempertahankan Budaya Lokal Indonesia Di Era Globalisasi", *Jurnal Ilmiah Kandengarang Tingang*, Vol. 14, No. 1 (Januari 2013), 6. DOI: <https://doi.org/10.37304/jikt.v14i1.202>

experience. However, if not used properly, it will pose serious challenges to the sustainability of local culture.

Many people think that globalization is destroying and threatening local wisdom culture. In line with what Yasraf said in the article written by Naomi, if the homonegation of foreign culture is stronger, then local culture will be dragged into the flow of globalization. And it will be a serious threat if local culture does not develop, because it is feared that local culture will have its identity stolen and used for global capitalist interests..<sup>2</sup>

In situations like this, cultural resilience is the key to maintaining ancestral heritage and local wisdom so that it remains relevant for future generations. Cultural resilience in the era of globalization is an increasingly important issue. This resilience is not only about maintaining old traditions, but how local culture can develop without losing its essence amid changing times.

This phenomenon of change caused by the flow of global homogeneity is very interesting to reveal. Because this change indirectly changes people's taste for local wisdom. So that Indonesian people adopt culture from outside rather than the local culture itself.

## RESEARCH METHODS

This journal examines various approaches to scientific research, with a focus on qualitative methods. This research uses qualitative descriptive analysis to collect and analyze data from various literature sources. This research explores how local communities maintain cultural traditions and wisdom amidst globalization.

## DISCUSSION

### 1. Understanding Culture

Culture and Culture are words that we often hear in everyday life. There are many experts and experts who provide an understanding of culture. Culture is often associated with race and ethnicity. The behavior of Javanese people is said to be Javanese culture, the behavior of Madurese people is said to be Madurese culture, as well as the behavior of Western people is called Western culture.

Indonesia is a multicultural country with various cultures, ethnicities and languages. Culture is the result of people's experiences in the past. According to KBBI Online, culture is something that has become a habit and is difficult to change, culture is also usually called customs.

Culture is also a complex whole that includes knowledge, beliefs, morals, customs, arts and other abilities acquired by humans as part of society.<sup>3</sup>

Culture according to Soekamto in Eva is the origin of the Sanskrit word "Buddayah" which is the plural form of Budhi which means reason. That means, culture is everything related to reason and reason.<sup>4</sup>

According to Michael, culture is a person's way of life from generation to generation which is transferred through various learning

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<sup>2</sup> Naomi Diah Budi, "Budaya Lokal di Era Global", *Jurnal Ilmu Pengetahuan dan Karya Seni*, vol. 20, no. 2, (2018), 3. DOI: <http://dx.doi.org/10.26887/ekse.v20i2.392>

<sup>3</sup> Sitasi Zagoto, dkk, *Budaya Nias*, (Jawa Barat: CV Jejak Publisher, 2023), 8.

<sup>4</sup> Eva Maryamah, "Pengembangan Budaya Sekolah", *Tarbawi*. Vol. 2, No 2, 2016, (05 November 2024), 89

processes to create a way of life that best suits him and his environment. Culture is the shared basis that a group of people learns to solve problems of internal integration and external adaptation.

Each of the definitions above shows that culture is the life of society, whether abstract or in form. Culture is a community's habits or customs inherited from ancestors which are very difficult to change.

## 2. Understanding Local Wisdom

Local wisdom can also be called cultural identity, which can be interpreted as cultural identity. According to the Big Indonesian Dictionary, wisdom is wisdom or intelligence, which is something that society needs to interact. Meanwhile, local is a place or a place where life grows which may be different from other places or a place of value.

Local wisdom is any form of wisdom that is based on values that are believed to be good, which are implemented and maintained continuously from generation to generation (over a long period of time) by a group of people or an area in a particular environment where the community lives.

Local wisdom in society can be known through songs, proverbs, advice, fairy tales, slogans that are usually carried out every day. As Ridwan said in Marthen, the local wisdom of ablution is a cultural tradition that is reflected in the values that apply in society. Local wisdom is expressed in the form of words of wisdom, advice, proverbs, rhymes, poems, rules, principles and so on which become the habits of certain communities..<sup>5</sup>

I Ketut defines local wisdom as past culture which should be used as a guide to life and must be preserved. One example of local wisdom that is often heard is from the East Java area "Rawe rawe rantas, Malang Malang Putung". Noble wisdom is the socio-cultural values of each tribe that must be preserved. Starting from education, health and advice from ancestors.

So it can be concluded from each definition of local wisdom, namely a culture that exists from ancestors that must be preserved. Local wisdom can be seen from the poetry and proverbs of the past passed down from ancestors. The heritage of local wisdom must be preserved to be passed on to future generations.

## 3. How to Maintain Local Heritage and Wisdom in the Era of Globalization

Culture and society are like writing and reading, they cannot be separated from each other. Besides all that, Indonesia is a country with natural beauty and cultural diversity that attracts tourists from various countries to visit Indonesia. They are very enthusiastic about seeing the natural beauty of nature in Indonesia. This allows for the exchange of language and behavior between people.

The current era is dominated by the digital native generation, where humans were born amidst rapid technological developments. This challenges the community to maintain human values and local wisdom amidst the rapid pace of technology and information flow.

Indonesia memiliki banyak peninggalan sejarah yang diwariskan oleh nenek moyang terdahulu. Budaya seperti ini seharusnya dibanggakan oleh masyarakat Indonesia, mulai dari kuliner, fashion

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<sup>5</sup> Marthen Rummar, "Kearifan Lokal dan Penerapannya di Sekolah", *Jurnal Syntax Transformation*, vol. 3, No 12, (Desember 2022), 1582. DOI: <https://doi.org/10.46799/jst.v3i12.655>

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Now Indonesia is very eager to promote Indonesian culture on a global level, due to the fact that more people abroad know Indonesian culture than Indonesians themselves. One of them is batik, which originates from Indonesian culture and is now one of the cultures favored by people abroad. On October 2 2009, UNESCO designated batik as Indonesia's cultural heritage and designated it as National Batik Day.

In the era of globalization which is characterized by free competition and is accompanied by advances in modern information technology, this has resulted in a lot of western culture entering the sidelines of Indonesian education. The rapid transformation of social media in the world, such as TikTok and Instagram, has made the public and students aware of western world culture.

Society will continue to think forward along with the progress of globalization and information flows. Not always, people continue to rely on traditional tools such as tin telephones or string telephones. The advance of globalization has really helped people in every inch of life. Just like we feel in this modern era. Almost all needs depend on sophisticated technology.

Many have written about ways to preserve local wisdom heritage. Preserving is the same as safeguarding the legacies of our ancestors which are passed down to each generation. However, here the author will summarize several ways to preserve local wisdom, especially for education and millennials.

a. Education

Education has a central role in maintaining local wisdom. Education is one of the media that can preserve culture in Indonesia. Starting from traditional dances, ethnic groups, regional languages, traditional arts and other Indonesian culture. Education is an important element in preserving culture, because if culture lives amidst education, it will create students who understand culture.

One example of conservation in the realm of education is by including cultural values in the school curriculum system. Like including Javanese language subjects. The Javanese language education program aims to develop knowledge and skills in the Javanese language as a form of preserving Javanese culture. Preserving Javanese culture must be done from an early age. Because the Javanese language contains character values and moral values

related to character and good language for communicating with other people.<sup>6</sup>

Education has an important role in preserving local wisdom culture in Indonesia. By training students to love the cultures in Indonesia, introducing them to culture from an early age is very helpful in preserving local wisdom. Likewise, teachers and all school components play an important role in preserving local wisdom for students.

b. Technology

Technology is the result of the development of human intelligence which must be processed properly. With technology, humans are greatly helped in carrying out daily activities. In ancient times, before there was technology in the form of telephones, someone had to approach the person they were talking to when they wanted to communicate. However, nowadays there are applications such as WhatsApp, Telegram, Twitter and Instagram which make it easier for people to communicate long distances.

Another technological development is an online shop that can be accessed by everyone. So people can order goods or food without coming directly to the shop. According to Johan, people have now switched to fast food such as pizza, because they consider it more attractive and practical than local food. People think that globalization offers speed and efficiency. Not only in terms of food, people consider local traditional clothing to be too complicated, such as Javanese customs which recommend wearing kebaya. So they switch to practical clothing such as t-shirts, shirts, skirts and trousers.

However, if used well, technology can be used to introduce local culture to the international arena. Namely by using social media such as Tiktok and other social media.

Indonesia is a country that has cultural, ethnic and tribal diversity. This diversity is what the Indonesian people should be proud of. The occurrence of globalization is a window to introduce Indonesia with all its diversity. This aims to make Indonesian culture known to all people and also attract people to explore the culture that exists in Indonesia.

c. Government policy

The government also has an important role in maintaining local Indonesian cultural wisdom. This is done through policies that accommodate local cultural preservation needs.

The efforts made by the government are by affirming Article 32 of the 1945 Constitution which states "the government is promoting Indonesian national culture, to be able to emphasize that culture is a pillar of the nation's life". When changes were made to the 1945 Constitution at the beginning of the reform period through an amendment process, the promotion of culture remained a priority. Article 32 of the 1945 Constitution was developed into "the state shall advance Indonesian national culture amidst world civilization by guaranteeing the people's freedom to maintain and develop their cultural values".

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<sup>6</sup> Umi Nadhiroh, bagus Wahyu Setyawan, " Peranan Pembelajaran Bahasa Jawa dalam Melestarikan Budaya Jawa", *Jisabda*, vol. 3, No. 1, (Desember 2021), 5. DOI: <https://doi.org/10.26877/jisabda.v3i1.9223>

The government's role can also be in the form of organizing local cultural exhibitions to be held so that local culture is known to the public. The government must be creative and build networks to collaborate in supporting cultural preservation. In this way, local culture will continue to be known by every level of society.

## CONCLUSION

Cultural resilience in the era of globalization is an urgent need to ensure that local heritage and wisdom are maintained amidst the changing times. Globalization, although it brings many benefits, also puts significant pressure on local culture, both in the form of homogenization of values and the erosion of traditions. In this context, cultural resilience is an important foundation for a nation to maintain its identity.

Through cultural education, tradition-based innovation, and the use of digital technology, local culture can be preserved and adapted to the dynamics of modernity. Apart from that, the active role of the community, government support and the involvement of the younger generation are the main keys in maintaining cultural continuity amidst the challenges of globalization.

In conclusion, maintaining cultural resilience is not just about preserving the heritage of the past, but also creating synergy between tradition and developments over time. In this way, local culture not only remains alive, but also develops and becomes a force in shaping a future rooted in local wisdom. This effort is important to pass on to future generations as national identity and pride in an increasingly connected world.

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