THE IMPACT OF GLOBALIZATION ON THE TRANSFORMATION OF SOCIAL AND CULTURAL VALUES OF INDONESIAN PEOPLE IN THE MODERN ERA OF CONTEMPORARY DIGITAL DYNAMIC GLOBAL

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Article Info	Abstract
	Globalization is an inseparable phenomenon from the development of the modern world which is characterized by advances in technology, communication, and information. The flow of globalization has a great influence on various aspects of life, including the social and cultural values of the Indonesian people. This article aims to examine the impact of globalization on changes in social and cultural values, both positive and negative. The research method used is a literature study by analyzing various literature sources in the form of books, national and international journals, and other relevant documents. The results of the study show that globalization encourages changes in people's mindsets, lifestyles, and social interactions, which has implications for shifting traditional values. On the other hand, globalization also opens up opportunities for the strengthening of local culture through adaptation and innovation. The conclusion of this study emphasizes that globalization is inevitable, but needs to be addressed critically so that the nation's social and cultural values are maintained. **Keywords:** Globalization, socio-cultural values, society

INTRODUCTION

Globalization represents a global phenomenon that has become inseparable from the dynamics of contemporary society. The rapid development of information, communication, and transportation technologies has significantly accelerated the exchange of information, goods, services, and cultural values across national boundaries. As a result, globalization has created a world characterized by intense interconnectedness, where social interactions increasingly transcend spatial and temporal limitations. These transformations have generated profound implications for social and cultural life, particularly in countries such as Indonesia, which

possesses a long-standing diversity of cultures, traditions, and social values shaped through historical processes (Robertson & White, 2020).

Indonesia is widely recognized as a multicultural nation, comprising hundreds of ethnic groups, regional languages, and local traditions that collectively form the foundation of its national identity. Social values such as mutual cooperation, solidarity, deliberation, and communal harmony have long played a central role in shaping Indonesian society. These values are transmitted across generations through family institutions, educational systems, and community-based socialization processes. However, the intensification of globalization, accompanied by the rapid expansion of digital and mass media, has increasingly influenced public mindsets, attitudes, and patterns of behavior, particularly among younger generations (Kymlicka, 2021).

The advancement of digital technologies, especially the widespread use of the internet and social media platforms, has become a major driver of the accelerated penetration of global culture into everyday life. Global popular cultures that emphasize consumerism, individualism, and lifestyle-oriented values are now more accessible and widely adopted. This phenomenon raises growing concerns regarding the gradual transformation of local social and cultural values that have traditionally functioned as the social glue within communities. Consequently, globalization is often perceived as a significant challenge to the preservation of national culture and collective identity (Couldry & Hepp, 2020).

Despite these concerns, globalization also offers substantial opportunities for Indonesian society. It facilitates broader cultural exchanges and encourages openness, tolerance, and adaptability toward change. Through tourism, creative industries, performing arts, and digital platforms, local cultures can be promoted and recognized at the international level. When managed strategically and inclusively, globalization has the potential to strengthen cultural resilience rather than undermine it. Therefore, globalization should not be viewed solely as a source of cultural erosion, but also as a catalyst for innovation and cultural revitalization (Pieterse, 2021).

The impact of globalization on social values is particularly evident in the transformation of social interaction patterns. Face-to-face, communal interactions are increasingly being replaced by virtual and individualized forms of communication mediated by digital technologies. Social relationships tend to become more pragmatic and instrumental, while the sense of collective togetherness may weaken. These shifts contribute to the loosening of social bonds and the growing prominence of individualistic orientations within social life (Castells, 2020).

Furthermore, globalization influences cultural value systems through the diffusion of new ideologies and worldviews. Traditional values that emphasize moderation, communal responsibility, and social harmony often encounter global narratives that prioritize individual freedom, competition, and material achievement. This intersection of value systems can generate social tension when not accompanied by adequate cultural literacy and critical education. Without deliberate efforts to contextualize global influences, societies may experience value disorientation and cultural fragmentation (Delanty, 2020).

In the context of national development, socio-cultural changes driven by globalization must be addressed through a critical and holistic perspective. Development strategies that focus exclusively on economic growth without integrating social and cultural considerations risk undermining national identity and social cohesion. Strengthening social and cultural values therefore becomes a strategic necessity in responding to globalization. Culturally grounded education, the reinforcement of family roles, and active community participation in cultural preservation represent key strategies for ensuring the sustainability of socio-cultural values in a rapidly globalizing environment (UNESCO, 2021).

The academic examination of globalization's impact on the social and cultural values of Indonesian society is essential for understanding the dynamics of ongoing transformation. Such understanding provides a foundation for formulating socio-cultural policies and strategies capable of balancing global openness with the preservation of national identity. Without a comprehensive and critical approach, societies risk losing the cultural roots that serve as sources of identity, social solidarity, and collective resilience.

Based on these considerations, this article aims to examine in depth the impact of globalization on the social and cultural values of Indonesian society. The analysis focuses on value transformations, emerging challenges, and potential opportunities in responding to globalization. Through this examination, the article seeks to contribute to socio-cultural scholarship and to inform the development of social policies and practices oriented toward cultural sustainability in the global era.

METHODS

This study uses a qualitative approach with the library research method to examine in depth the impact of globalization on the social and cultural values of the Indonesian people. The qualitative approach was chosen because it allows researchers to comprehensively understand socio-cultural phenomena through the interpretation of previous research concepts, theories, and findings. The literature study method is used by examining various relevant written sources, both in the form of textbooks, articles from national and international scientific journals, research reports, and official documents related to globalization and socio-cultural change.

Data collection is carried out through systematic literature search by utilizing academic databases, such as indexed scientific journals, university repositories, and scientific book publishers. The selected sources were selected based on the relevance of the topic, the author's credibility, and the novelty of the publication to ensure the validity of the data. The data collected included theoretical concepts about globalization, social values, and culture, as well as empirical research results that discussed socio-cultural changes in Indonesia.

Data analysis was carried out using descriptive-analytical analysis techniques. In the initial stage, the data that has been collected is classified based on the themes and focus of the study, such as the positive and negative impacts of globalization and strategies for the preservation of socio-cultural values. Next, the data was analyzed by comparing various views and findings from the existing literature to find patterns, similarities, and differences. This analysis process is carried out critically to produce a complete and in-depth synthesis.

To maintain the validity of the data, this study applied the source triangulation technique by comparing information from various different references. Thus, the results of the study obtained are not only descriptive, but also analytical and reflective. This research method is expected to be able to provide a comprehensive overview of the dynamics of changing social and cultural values of Indonesian society in the midst of globalization and become the basis for further studies and socio-cultural policy making.

RESULT AND DISCUSSION

The results of the study show that globalization has brought significant changes to the social and cultural values of the Indonesian people. These changes can be seen in various aspects of social life, ranging from the pattern of interaction between individuals, value orientation, to the way people interpret cultural identity. Globalization accelerates the flow of information and cultural exchange across countries which ultimately affects social structures and value systems that have long been rooted in Indonesian society. This phenomenon marks the occurrence of a complex and multidimensional social transformation.

One of the main impacts of globalization is the change in the pattern of social interaction of the community. Social interaction, which was previously dominated by face-to-face meetings and communal relationships, is now increasingly shifting towards digital technology-based interactions. Social media and online communication platforms have changed the way individuals communicate, build relationships, and express themselves. While technology has made communication easier and expanded social networks, these changes have also contributed to a decrease in the intensity of face-to-face interaction and a weakening of traditional social bonds based on togetherness and solidarity.

Changes in social values can also be seen in the increasing tendency of individualism in people's lives. Globalization brings global values that emphasize individual freedom, personal achievement, and material orientation. These values are often at odds with traditional Indonesian social values that uphold mutual cooperation, deliberation, and common interests. As a result, there has been a shift in value orientation, especially in urban environments and among the younger generation who are more intensely exposed to global culture.

In the field of culture, globalization affects the way people view and practice local traditions. Global popular culture, such as music, movies, fashion, and lifestyle, is increasingly dominating people's cultural spaces. This global cultural dominance has the potential to shift local culture to a marginal position, especially if it is not supported by sustainable preservation efforts. However, the results of the study also show that globalization does not always have a negative impact on local culture. In some cases, globalization has actually encouraged cultural revitalization through adaptation and innovation.

The use of digital technology is one of the important factors in efforts to preserve and develop local culture. Social media, video platforms, and tourism websites are used to introduce local arts, traditions, and wisdom to the wider community, including international audiences. This shows that globalization can be a strategic means to strengthen the existence of local culture if it is managed creatively and oriented towards the nation's cultural values.

The results of the study also reveal that the impact of globalization on social and cultural values is greatly influenced by the social context and the level of people's readiness to face change. Societies with high levels of education and cultural literacy tend to be better able to filter global influences and maintain local values. On the other hand, societies that lack a strong cultural understanding are more susceptible to the penetration of global values that are not in line with the character of the local culture.

The role of family and education is very important in the process of internalizing social and cultural values in the midst of globalization. The family serves as the primary socialization agent that instills basic values in individuals from an early age. Formal education also has a strategic role in shaping cultural awareness and critical attitudes towards global influences. A curriculum that integrates character education and local culture can be an effective instrument in maintaining the sustainability of socio-cultural values.

From a policy perspective, the results of the study show the need for an active role of the government in protecting and developing national culture. Cultural policies that are responsive to global change need to be designed with the balance between openness and the protection of local cultures. Support for local cultural communities, artists, and cultural actors is an important step in strengthening cultural resilience in the midst of globalization.

Further discussion shows that globalization also gives rise to new dynamics in the cultural identity of the Indonesian people. Cultural identity is no longer static, but dynamic and continues to evolve along with global interaction. This process can result in hybrid cultural forms that combine local and global elements. This hybrid culture reflects the ability of people to adapt without completely losing their cultural identity of origin.

However, the process of cultural hybridization also contains risks if it is not accompanied by strong cultural awareness. Without a clear foundation of values, people can experience identity crises and lose cultural orientation. Therefore, strengthening social and cultural values must be an integral part of the national development strategy. Local values that are universal, such as tolerance, solidarity, and social justice, can be the basis for building societies that are open but rooted in one's own culture.

Overall, these results and discussions show that globalization has a complex impact on the social and cultural values of Indonesian society. Globalization is not a completely destructive or completely beneficial phenomenon, but rather a process that brings both challenges and opportunities. The main key in dealing with globalization lies in the ability of the community and the state to manage change wisely, critically, and oriented towards the preservation of the nation's social and cultural values.

CONCLUSION

Globalization is an inseparable phenomenon from the life of modern society and has had a significant impact on the social and cultural values of the Indonesian people. The results of the study show that globalization encourages changes in social interaction patterns, value orientation, and cultural practices of the community. Traditional values such as mutual cooperation, togetherness, and social solidarity tend to shift due to the entry of global values that emphasize individualism, personal freedom, and material orientation. This change is most evident in urban communities and the younger generation who are more intensely exposed to global information and cultural flows through digital technology.

However, globalization not only brings negative impacts, but also opens up opportunities for the strengthening and development of local culture. The use of technology and digital media allows local culture to be known more widely and adapt to the times without losing the essence of its basic values. In this context, globalization can be understood as an ambivalent process, where the impact is highly dependent on the readiness and ability of the community to respond to it critically and selectively.

Therefore, collective efforts from various parties, including families, educational institutions, communities, and the government, are needed to strengthen the nation's social and cultural values. Education based on local character and culture, responsive cultural policies, and active participation of the community in the preservation of traditions are important strategies in facing the challenges of globalization. With the right approach, globalization can be used as a means to enrich socio-cultural life while maintaining the identity and identity of the Indonesian nation in a sustainable manner.

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