

The Impact of Globalization on Changes in Modern Society from an Educational Perspective

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Abstract— Advances in science and technology have encouraged the process of globalization, which has a great influence on human life, especially in social and cultural aspects. Globalization is changing people's daily norms, values, and practices, including language, food, fashion, and entertainment. In Indonesia, which has a rich cultural diversity, globalization often leads to a shift in traditional values. This research aims to identify the positive and negative impacts of globalization on local values and culture as well as the challenges faced by modern society. Through a qualitative approach and literature study, this study finds that globalization can enrich life experiences and open up economic opportunities, but it also threatens local cultural identity and encourages the emergence of hedonism among the younger generation. Therefore, it is important for the community to find a balance between the adoption of global elements and the preservation of local culture in order to preserve their identity and cultural heritage.

Keywords— Globalization; Cultural Identity; Social Impact; Modern society

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I. INTRODUCTION

The advancement of science and technology has had a significant impact on human life. The process of economic, social, and cultural integration known as globalization has had a significant impact on societies and cultures around the world. According to Fithratullah (2019), culture is one of the most important aspects of societal identity that is most affected by globalization. Cultural changes not only encompass aspects such as social norms, values, and beliefs, but also everyday aspects like language, food, fashion, and entertainment. Previous studies on social change and globalization have provided important insights into how the world has changed in recent decades. (Abdumajidova, 2021).

Art is an aspect of life that refers to beauty or is aesthetic in nature. According to The Liang Gie (1997) in Ana (2018), the journal Ana (2018) also mentions that Monroe Beardsley, a modern aesthetician in the 20th century, revealed that there are three fundamental elements that constitute the nature of creating something good and beautiful in art. Among them are unity, complexity, and seriousness. (intensity). Art is a cultural product of human civilization, a representation of the culture created by a community or nation. Theoretically, art or the arts are defined as the cultural manifestations (thoughts and feelings, will, and works) of humans that meet aesthetic criteria. (Anshari, 1986 dalam Ana, 2018).

Indonesia, as the largest archipelagic country in the world, has a very rich and unique cultural diversity.

Consisting of more than 17,000 islands, with over 300 ethnic groups and more than 700 different languages, Indonesia is a true example of cultural pluralism. Each region in Indonesia has its own unique traditions, arts, and customs, creating a captivating cultural diversity. Traditional arts are identical with activities believed to unite physical exercise with the magical and serve as a bridge between ritual values and concepts of simplicity.

Change from one direction to a more advanced or improved one is called modernization in many aspects of human life. In fact, modernization can be defined as the process of shifting from traditional methods to newer and more advanced ones with the main goal of improving human welfare. Modernization is defined historically, relatively, and analytically. According to historians, modernization is equivalent to "Westernization," and is considered a pioneer of societal values in several respects. Here it means that modernization is an effort to meet standards that are considered more modern. So, the analytical definition means incorporating aspects of modern society into traditional or pre-modern society.

The problem formulation in this research is: 1. How does globalization affect changes in social structure within modern society? 2. What are the positive and negative impacts of globalization on the values and local cultures of modern society? 3. How can modern society overcome the challenges posed by globalization? This research aims to analyze and identify the impact of globalization on changes in social structure, the positive and negative effects of

globalization on local values and culture, and the challenges faced by modern society.

II. METHOD

The research conducted by the researcher uses a qualitative approach with a literature study type. A literature study (Library Research) is a research process that involves the collection, analysis, and synthesis of information from various written sources, such as books, articles, journals, and previous research results that are relevant to the research problem and objectives. The book is considered a data source that will be processed and analyzed as is commonly done by historians, literary scholars, and linguists. (Danial A.R, 2009:80). The research he conducted involved reviewing and comparing library sources to obtain theoretical data. The main purpose of the literature study is to understand and examine a specific topic based on existing literature, as well as to provide a theoretical foundation for the ongoing research.

III. RESULT AND DISCUSSION

Globalization Affects Changes in Social Structure in Modern Society

Globalization is a concept related to internationalization, universalization, liberalization, and westernization, characterized by the increasingly advanced development of technology, information, and knowledge, which can be referred to as modernization. Therefore, it can be said that globalization and modernization are two interconnected and inseparable phenomena, which have even brought profound impacts on the social structure in modern society. This process of global interaction affects various aspects of social life in society, ranging from changes in interaction patterns to the transformation of cultural values and social structures. For example, globalization influences many aspects of life, from the economy, culture, to politics. Even the interaction between global behavior and local social structures creates complex dynamics. (Nasution, 2017).

For example, in the economic field, capitalism accompanying globalization is becoming more entrenched. The presence of modern malls, fast-food restaurants like McDonald's and CFC, as well as other imported goods, has changed the consumption patterns of society. This is gradually shifting the role of traditional markets, which were previously the center of the community's economic and social life. Teenagers, as the largest age group in Indonesia, have become the main visitors of these malls, creating a lifestyle-based consumption pattern. As a result, economic classes have become more visible, the gap between the rich and the poor has widened, and the local ethos that once prioritized the value of mutual cooperation has been replaced by a capitalist orientation centered on money.

Furthermore, in culture, globalization is changing the perspectives and habits of society. Local traditions such as the gotong-royong system are starting to be abandoned,

while cultural values such as teaching honor and responsibility are increasingly losing their influence. This change is also evident in the marriage system, where the traditional ceremonies that were once very sacred and involved large families are now simplified or even neglected, replaced by the decisions of the individual prospective brides and grooms.

Meanwhile, in politics, globalization introduces a new governance model that refers to the concept of the nation-state. In Indonesia, the implementation of regional autonomy is one form of adopting this model. Nevertheless, regional autonomy also creates paradoxes. On one hand, it strengthens social structures and local power, but on the other hand, the original positive values of the region often do not form the basis of that power. In fact, the implementation of regional autonomy is sometimes used for certain interests that are not fully aligned with the democratic principles adopted from abroad.

The Positive and Negative Impacts Of Globalization On The Values and Local Culture Of Modern Society

Local cultural values can be defined as a collection of beliefs, norms, customs, traditions, and practices that have developed within a specific local community or society. (Belay et al., 2023). These values are shaped by history, geographical environment, social interactions, and shared experiences among the members of the community. This includes the way they communicate, celebrate, express themselves through art, religious practices, and their approach to social relationships and the environment. Local cultural values serve as a social glue that strengthens communal identity, provides a sense of belonging and pride to its members, while also distinguishing them from other groups. (Artiani et al., 2023).

"Changes occur due to the influence of modernization and globalization, which are starting to enter the lives of village communities." (Ratna Istriyani 2024:43) Traditional values are beginning to shift with the influx of global cultural influences. For example, clothing styles, music, and food influenced by Western culture are becoming increasingly popular among the younger generation. Local traditions are starting to erode and are being replaced by newer, more modern, and global practices.

Globalization can fundamentally change habits and even deeply rooted cultures in society, starting from lifestyle changes and even influencing the values and norms of the society itself. Especially with the presence of affordable and easily accessible media, which makes it easier for people to access information from all over the world. They continue to absorb and apply all the information they receive without considering the potential impact of globalization. This can have both positive and negative impacts on local culture.

Because too much foreign cultural influence can have a negative impact. One of the main impacts is the loss of local

cultural identity, which can threaten the continuity of inherited traditions and values. Additionally, the influx of foreign cultures that contradict local values can trigger cultural conflicts and divisions within society. The more dominant foreign culture also risks creating cultural imbalances, where local culture is considered less valuable or even neglected. This is exacerbated by economic impacts, such as the decline of the economy due to the popularity of imported goods, including fast food, which replace local products.

Moreover, continuous exposure to foreign cultures can also lead to cultural erosion, either through the replacement of traditions or the modification of local traditions to align with foreign cultures. As a result, the values and norms adhered to by the community are displaced by foreign values that do not always align with the local culture. Moreover, the community's dependence on foreign cultures increasingly threatens the sustainability of local cultures and reduces cultural autonomy in maintaining the community's identity. (Jadidah et al., 2023)

Although globalization brings challenges, there are many positive impacts that can be derived from its progress. One of them is the increase in science and technology, which encourages society to think more advanced and be adaptive to changes. Globalization also expands opportunities in the economic sector, especially trade, allowing society to compete on an international level. In addition, cultural exchange also brings diversity that enriches people's life experiences and broadens their perspectives on different worldviews. This also encourages innovation and creativity in various fields such as art, music, fashion, and design, thereby producing unique works by blending different cultural elements.

Even more than that, the younger generation benefits from broader educational opportunities, such as learning foreign languages, foods, and cultural arts. This exposure to foreign cultures also enhances intercultural understanding and tolerance, reduces prejudice, and strengthens cross-cultural cooperation. Not only that, the creativity of the local community can grow by adopting new ideas from foreign cultures, enriching the local culture without losing its identity. Tourism also becomes a sector that benefits, as local culture becomes more recognized and appreciated, which ultimately raises awareness of cultural heritage and supports the local economy. (Hafizah, 2023).

Challenges In Globalization

Globalization has led to the emergence of threats to Indonesia's traditional arts and culture. In the last century, global forces combined with the influence of international media, news channels, communication technology, and increased global connections have caused more and more people around the world to be affected by defined events.

Cultural exchange causes social change in society, according to modern exchange theory. influenced by

experimental psychology, which means it is related to micro social theory. This micro goal emphasizes the consideration of motivation, with experimental manipulation of personal motives. For example, how people perform activities based on their individualistic nature. Experimental psychology is a field of learning theory that generally posits that human actions can be sharpened, controlled, and predicted by changes in the environment. (Wirawan 2012, 173-174).

The emergence of hedonistic culture is one of the social changes occurring among Indonesia's younger generation. This changes the society aged 18 to 25. Hedonism is pleasure and enjoyment as the main goals in life. Adherents of this ideology claim they live as freely as possible to satisfy their limitless desires. Basically, hedonism is a way of life that believes people should be happy and joyful. solely for happiness, without caring about the environment. This has become a disease for the next generation in Indonesia, and it seems that this symptom has already started to emerge among the Indonesian people. As citizens aware of this negative trend, those who value the nation's politeness certainly regret it and do not want hedonism to further invade our nation.

IV. CONCLUSION

Globalization has had a significant impact on the social structure, values, and local culture in modern society. The processes of internationalization, liberalization, and technological development have created greater interconnectedness among individuals worldwide. This has implications for increasingly complex patterns of social interaction and the transformation of existing cultural values.

On one hand, globalization has a positive impact, such as increased access to education, training, and broader economic opportunities. Society can leverage new knowledge and technology, as well as interact with diverse cultures, which in turn enriches life experiences and fosters innovation. Cultural exchange can also enhance understanding and tolerance between cultures, as well as support the preservation of cultural heritage through the tourism sector.

However, globalization also brings serious challenges, including the loss of local cultural identity and the erosion of traditions. Society is often exposed to foreign cultures that can threaten long-held values and norms. The phenomenon of hedonism that has emerged among the younger generation reflects the negative impact of globalization, where pleasure and enjoyment are often made the primary goals of life, neglecting social and environmental responsibilities.

Therefore, it is important for society to find a balance between adopting the positive elements of globalization and preserving local culture. Collaborative efforts in education, culture, and public policy are necessary to address these challenges and ensure that local cultural

identities are preserved in the ever-changing global era. Through an inclusive approach, society can integrate global values without losing its identity and cultural heritage, which are the nation's wealth.

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