

Challenges of Generation Z in Maintaining Local Culture As a National Identity in Globalization Era

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Abstract

The era of globalization has brought Generation Z to experience expansion of contact with modern outside cultures so that local culture begins to erode because Generation Z prefers to absorb foreign cultures which are considered more practical. This will endanger the existence of local culture as the national identity of the Indonesian nation. This study aims to find out what kind of challenges need to be considered by Generation Z in maintaining local culture as the national identity of the Indonesian nation. This research used a qualitative method by obtaining data based on literature review by collecting data from 10 scientific journals related to the theme. There are several challenges in maintaining local culture such as, Generation Z are very easily influenced by foreign cultures so that they love and respect foreign cultures more than local cultures, the lack of awareness of the younger generation to maintain local culture, the lack of filtering of foreign cultures, cultural invasion, until the recognition of the local culture of the Indonesian nation by other countries.

Keywords : Local Culture, Generation Z, Globalization

Abstrak

Era globalisasi telah membawa Generasi Z mengalami perluasan kontak dengan budaya luar yang modern sehingga budaya lokal mulai tergerus karena Generasi Z lebih suka menyerap budaya asing yang dianggap lebih praktis. Hal ini akan membahayakan eksistensi budaya lokal sebagai identitas nasional bangsa Indonesia. Penelitian ini bertujuan untuk mengetahui tantangan seperti apa yang perlu diperhatikan oleh Generasi Z dalam mempertahankan budaya lokal sebagai identitas nasional bangsa Indonesia. Penelitian ini menggunakan metode kualitatif dengan memperoleh data berdasarkan studi pustaka dengan mengumpulkan data dari 10 jurnal ilmiah yang terkait dengan tema. Ada beberapa tantangan dalam mempertahankan budaya lokal seperti, Generasi Z sangat mudah terpengaruh oleh budaya asing sehingga mereka lebih mencintai dan menghargai budaya asing daripada

budaya lokal, kurangnya kesadaran generasi muda untuk menjaga budaya lokal, kurangnya penyaringan, budaya asing, serbuan budaya, hingga pengakuan budaya lokal bangsa Indonesia oleh negara lain.

Kata Kunci: Budaya Lokal, Generasi Z, Globalisasi

INTRODUCTION

Indonesia is a large country that was formed as a result of going through a long history, so it has a wide area and consists of various regions with local cultural diversity. Starting from Sabang to Merauke, Indonesia has various ethnic groups, languages, religions, races, and different traditions. This is a feature of Indonesia as a pluralistic country. The diverse and unique local culture of the Indonesian nation is a national identity because it cannot be found in other countries and becomes an attraction for the eyes of the world. according to (Nurdiansyah, El Faisal, & Sulkipani, 2021), In a multicultural country like Indonesia, the value of local cultural wisdom plays an important role in strengthening national identity in the international world so that it is a characteristic of a nation. The existence of local culture and the value of its wisdom is able to strengthen the commitment of the Indonesian people to foster a sense of love for the homeland to every citizen, including Generation Z. Indonesian local culture is the main wealth of the Indonesian people, so it is very important to maintain it.

According to (Isbandiyah & Supriyanto, 2019), local culture is local knowledge that has been integrated with belief systems, norms, and culture and is expressed through traditions that are adhered to over a long period of time. Local culture and its wisdom reflect the way of life of a particular society. Local culture is a major component that is very important to build a nationalist identity (Adha, Perdana, & Supriyono, 2021). Local culture is an element that cannot be separated from the life of the Indonesian people. Humans are the creators of culture, but besides that, humans are also a product of the culture in which they live. Local culture and its values are the ancestral heritage of the Indonesian nation that must be preserved (Kholidah, 2019).

Although many positive things have been obtained in the era of globalization, the rapid growth and sophistication of technology can also become a boomerang for Indonesia. This causes direct social interaction by the younger generation such as students to decrease so that they do not recognize social and cultural diversity in society (Sudargini & Purwanto, 2020). As part of the younger generation, Generation Z is the successor of the millennial generation. Generation Z who were born in 1997-2012 and are now in the age range of 6-25 years. Growing along with the development of the globalization era, Generation Z is called the "Mobile Generation" because they live where the changing times require them to depend on smartphones and gadgets which have become the primary needs of Generation Z to be fulfilled. Now the Indonesian people are dominated by Generation Z. The population of adolescent age (Generation Z) will become the productive age group in 2020-2035. Generation Z will be a determinant of the success of development in the future, Therefore, Generation Z must be a quality resource (Lailiyah et al., 2021) Not only influencing the progress of the nation, Generation Z is also expected to be able to maintain local culture as an important identity for the Indonesian nation. Being at an age that is vulnerable to being

influenced by foreign cultures creates challenges in the resilience of local culture as a national identity. Due to technological developments in the era of globalization, all information can be accessed so easily without any filtering.

Foreign culture has a lot of influence on the national identity of the Indonesian nation, therefore as a good citizen, it is necessary to have a wise attitude in choosing and sorting out foreign cultures. Because if it is not sorted out properly, foreign cultures will actually have the potential to reduce our nation's national identity (Dinar, et.al., 2021).

Foreign culture is quickly absorbed by Generation Z, thus endangering the existence of local culture and values. Not all foreign cultures are in accordance with the values contained in the local culture of the Indonesian nation, but Generation Z unfortunately does not realize that foreign culture will slowly eliminate local culture which has long been the identity and guideline for the life of the Indonesian nation. Maintaining national identity is very important because it is a manifestation of cultural values that have grown and developed in various aspects of the lives of hundreds of tribes which are then compiled into Indonesian national culture (Hendrizar, 2020). Generation Z is the hope of the nation and future leaders, therefore on the shoulders of Generation Z, the fate of the Indonesian nation is at stake. If Generation Z in Indonesia has superior qualities and a strong spirit to maintain regional culture based on faith and noble character, then the Indonesian nation will become a great nation.

However, as the next generation of the nation that is supposed to maintain the existence of local culture, Generation Z is actually vulnerable to foreign cultural influences, so they are slowly leaving local culture. This is a challenge in an effort to maintain local culture as a national identity. If not maintained, local culture will be lost along with the times and the national identity of the Indonesian nation will be questioned. The challenge in maintaining local culture is very important to be considered by Generation Z so that in the future, the right solution can be found so that local culture as a national identity does not disappear along with the development of the era of globalization. Therefore, the author is interested in examining how the challenges of Generation Z are in maintaining local culture as a national identity in the era of globalization.

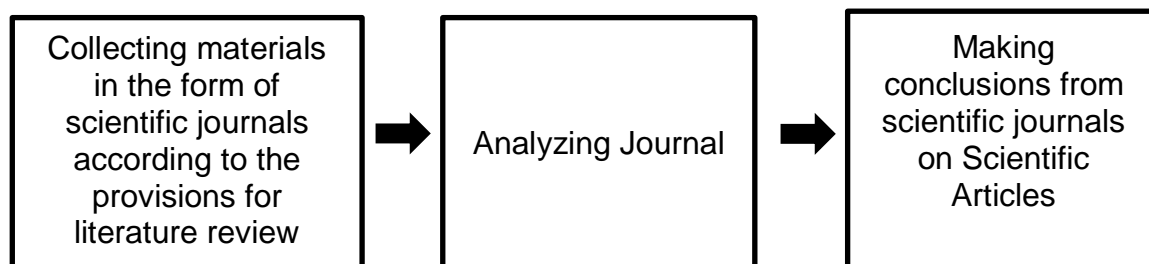
RESEARCH METHOD

In this study, the author uses a literature review method. Literature review method is a systematic method for carrying out an activity, evaluating, and synthesizing the results of research work produced by researches and practitioners. The author's literature review was done by looking for 10 scientific journals related to the discussion of this research. The literature review technique aims to make an analysis of existing knowledge related to the topic to be studied. The author collects several sources related to the research topic, where this time the topic we use is Maintaining Local Culture as National Identity in the Era of Globalization. Then, the author will analyze and take important points from each source that can answer questions related to the topics discussed. In this research, The author wants to know what and how the challenges must be faced by Generation Z in maintaining local culture in the era of globalization. There are several stages in this research. First,

researchers collect materials in the form of scientific journals to be analyzed. The scientific journal that the author uses has several criteria:

1. A scientific journal obtained from Google Scholar and published in the last three years (2019-2021).
2. Contain keywords related to the research topic discussed. In this study, the authors used the keywords local culture, national identity, globalization era and Generation Z.

In the second stage, the authors began to search for and collect journal sources to be analyzed. Then in the last stage, the writer draws conclusions from what has been analyzed. The following is a flowchart of this research method:



Picture 1. Flowchart This Research.

RESULT AND DISCUSSION

The following are the results of research obtained from 10 scientific journal articles published in the last three years, namely 2019-2021. The journal that the author uses in this study relates to the challenge of maintaining local culture as a national identity in the era of globalization with the keywords local culture, globalization era, national identity and Generation Z.

Table 1. Author, Purpose and Research Result.

No.	Author, Year and Journal Title	Purpose	Research result
1.	(Nahak, 2019), "Upaya Melestarikan Budaya Indonesia di Era Globalisasi	To analyze the efforts that can be made to maintain the existence of Indonesian culture in the era of globalization	The awareness of the younger generation to maintain local culture is still very minimal. The lack of cultural learning is the cause of the fading of local culture for the younger generation because it is considered unimportant. In this case, the role of the younger generation is highly expected to maintain the

			original Indonesian culture both with culture experience and culture knowledge.
2.	(Aulia, Dewi, & Furnamasari, 2021) "Mengenal Identitas Nasional Indonesia sebagai Jati Diri Bangsa untuk Menghadapi Tantangan di Era Globalisasi"	To find out about Indonesia's national identity which is the identity of the nation	There are three positions of national identity as national identity, namely as a unifier of the nation, as a characteristic, and as a reference or basis for the state to develop the potential of the state. Local culture is part of the national identity, but the entry of foreign cultural influences in the era of globalization makes local culture containing the values of the nation's character threatened to be eroded.
3.	Putra, Lalu. (2019), "Menangkal Pengaruh Globalisasi dan Anomali Budaya Melalui Kearifan Lokal Nusantara"	To analyze how globalization affects and cultural anomalies because it is a challenge in maintaining local culture which is a national identity	Globalization demands a process of transformation of local cultural values, and even has an impact on changing the nature of the morality of local communities. Local wisdom values such as simplicity, solidarity and kinship are trapped in liberalization which is contrary to the orientation of local wisdom. This makes globalization a complicated and considerate thing to enter into the local cultural system.
4.	(Azima, Furnamasari, & Dewi, 2021), "Pengaruh Masuknya Budaya Asing Terhadap Bangsa"	To find out whether the entry of foreign culture affects the existence of Indonesian local culture	In addition to having a positive impact, globalization also has a negative impact on

Indonesia di Era Globalisasi”	in the era of globalization so that it will be a challenge for Generation Z in maintaining local culture	Indonesian local culture. Indonesian local culture is starting to erode as a result of being absorbed without being filtered by the community. Now the Indonesian people tend to love foreign cultures to the point of threatening the fading of the spirit of nationalism. The powerlessness in dealing with foreign cultures can potentially lead to the disappearance of local culture as a national identity.
5. (Wulandari, Furnamasari, & Dewi, 2021), “Urgensi Rasa Nasionalisme pada Generasi Z di Tengah Era Globalisasi”	To analyze the problems that need to be considered regarding the sense of nationalism of Generation Z in the era of globalization because it will be a challenge for Generation Z in maintaining local culture as a national identity.	Each generation has different characteristics so the challenges are also different. The sense of nationalism becomes an urgency because Generation Z, who tends to be easily exposed to new values and understandings from the outside, shows a lack of appreciation for local culture. Generation Z's sense of nationalism thins over time because they prefer to follow western patterns and lifestyles that are not in accordance with Indonesian cultural values.
6. (Yul & Ramadani, 2020), “Globalisasi: Tantangan dan Upaya Merawat Identitas Nasional”	To analyze how the challenges in maintaining/maintaining national identity	In maintaining or maintaining national identity in the era of globalization, there are several challenges such as the emergence of

		hedonism, the fading of the spirit of nationalism and patriotism, the fading of mutual cooperation and courtesy. To deal with this, it is necessary to instill the values contained in Pancasila to the younger generation.
7.	(Budiarto, 2020), "Dampak <i>Cultural Invasion</i> Terhadap Kebudayaan Lokal: Studi Kasus Terhadap Bahasa Daerah"	To analyze how the impact of cultural invasion on local culture is a challenge for Generation Z in maintaining local culture as a national identity
		<i>Cultural Invasion</i> is a challenge in maintaining the existence of local culture because it has the potential to destroy the integrity of the receiving culture that threatens the resilience of indigenous local cultural diversity. Cultural Invasion is more targeting the younger generation who are saturated with their local culture and indulge them with foreign culture. An example occurs in regional languages in Indonesia. Regional languages in several regions are now in critical condition and are in danger of extinction as people tend to be more influenced by global culture.
8.	(Adha et al., 2021), "Nilai Pluralistik: Eksistensi Jatidiri Bangsa Indonesia Dilandasi Aktualisasi Penguatan Identitas Nasional".	To analyze the value of the diversity of the Indonesian nation which is part of the identity and national identity of the Indonesian nation so as to know the importance of strengthening the
		National identity goes hand in hand with ethnicity, so local identity in society is developed under the umbrella of a pluralism structure because local identity is a characteristic of a community group in

	national identity that must be maintained by Generation Z in the era of globalization.	various regions in Indonesia. Local values, customs, culture and traditions are the main components to build a national identity.
9. (Hamdani, 2021), “Pendidikan Era Digital yang Mereduksi Nilai Budaya”.	To analyze how important it is to inculcate cultural values through education in the digital era.	In developing culture, the main thing to do is to instill awareness and strengthen national identity in every individual, especially the younger generation, which can be done through education. It is necessary to inculcate cultural values and technological literacy in order to be able to filter information so that it is not easily influenced by global issues. The role of the community, especially the younger generation, is very important to implement local cultural values that are embedded because society, education and culture are related and cannot be separated.
10. (Hendrizar, 2020), “Mengulas Identitas Nasional Bangsa Indonesia Terkini”.	To analyze how current conditions or problems are related to Indonesian local culture which is part of national identity.	There are threats to the existence of national identity, which in this case can be seen from local culture, such as music, songs, dances, to regional food, which have been recognized by other countries and the lifestyle of the younger generation has been influenced by western culture, so that indigenous Indonesian culture has begun to

erode.

Local culture as a National Identity

Indonesia is a country that has a variety of cultures and traditions in each region. Cultural diversity in Indonesia is part of the identity and national identity of the Indonesian nation. Local culture such as regional dances, traditional food, regional music, and the values of local wisdom are things that cannot be separated from the identity of the Indonesian nation. Although there is diversity, the Indonesian people are able to live side by side and make the noble values of local culture as a guide for living in society. National identity is a unifying nation that can strengthen community relations in carrying out and achieving and realizing the ideals and future of the nation (Adha et al., 2021). According to (Bulan, 2019). In the context of globalization, national identity is a dynamic condition formed due to ethnic, territorial, religious, linguistic, and development factors. The existence of local culture as a national identity needs to be maintained in line with advances in technological development. As part of the young generation of Indonesia, it is an obligation for Generation Z to make efforts to maintain local culture so that it does not erode along with the progress of the times.

Generation Z in Globalization Era

Currently, the generation is divided into Generation X, Generation Y and Generation Z. Generation Z is a term for the generation born around 1997-2000s whose current age range is 11-24 years. Generation Z is a generation that is at school age, starting from the junior high, high school, college level (Nasution, 2020). Some of the Z generation have even entered the job market. In the context of Indonesia, Generation Z is the generation after the New Order or can also be referred to as the Reform Generation (Primahendra, Sumbogo, Lensun, & Sugiyanto, 2020). Generation Z was born and grew up with the development of technology. Generation Z has different characteristics from other generations where they will not be able to be productive if they don't stay connected to the internet. This makes Generation Z spend a lot of time absorbing and receiving information from digital media.

The Challenges of Generation Z in Maintaining Local Culture as a National Identity in the Globalization Era:

However, in order to maintain local culture as a national identity, there are challenges that need to be considered by the younger generation. Generation Z According to (Wulandari et al., 2021), each generation has different characteristics so that each of the challenges faced are different. In accordance with the characteristics of Generation Z, this generation tends to be easily influenced by new understandings and external values. This can be seen from the changing lifestyle patterns that imitate the lifestyles of foreign cultures so that they lack an appreciation of their own culture. Based on the results of research by Muslim, et al. (2021) there are challenges in maintaining local culture in the context of Pencak Silat such as the lack of a number of qualified athletes in the competition because not many people can do Pencak Silat.

According to (Saputra, 2020), Generation Z really feels the impact of globalization where they are born and grow along with the development of the internet which can lead to the displacement of the local wisdom culture that surrounds them. Generation Z is

threatened with forgetting the shape of their identity and national identity. They prefer to live according to western values that are not in accordance with the noble values of the local Indonesian culture. Cultural values usually contain a habit, as well as characteristics that have been embedded for a long time in a particular society. According to (Hamdani, 2021), the development of technology in the era of globalization, the cultural values possessed by the Indonesian people have not been implemented optimally such as the decline in honest behavior, courtesy, and mutual cooperation among the younger generation. Those are the challenges in maintaining local culture because Generation Z (which is supposed to be the protector of the existence of national identity) will instead become the main factor causing the loss of national identity itself.

The era of globalization has made major changes in people's lives. The emergence of foreign cultures threatens the existence of local Indonesian culture. According to (Azima et al., 2021), the era of globalization creates a current of modernization, where the younger generation of Indonesians are more interested in following foreign cultures and slowly do not realize that they have lost the spirit of nationalism that should have been embedded in them. In facing the era of globalization, it is important for Generation Z to strengthen the resilience of local culture so that it is not easy to absorb all foreign cultures without being filtered. Helplessness in facing the era of globalization that erodes the existence of local culture is the same as allowing the loss of a source of national identity that begins with a local identity crisis.

Generation Z is more interested in enjoying and exploring something new and instant, thus making them tend to prefer foreign cultures offered through various digital platforms over local cultural products (Darmansa, Haldani, & Tresnadi, 2019). The existence of previous local cultures has become less competitive with foreign cultures that have entered due to globalization. For example, there is a culture of "mabar" (playing together) online games that are more popular with the younger generation than cultures that have physical activities such as dancing traditional dances, playing traditional games, village Pencak Silat, etc. (Aufadina & Irfansyah, 2021). Local cultures such as folk songs, regional dances to Indonesian regional specialties which are the national identity of the Indonesian people are even threatened because they have been patented by other countries (Hendrizal, 2020).

If the local culture of the Indonesian nation disappears, the Indonesian nation will also lose its national identity. Maintaining local culture as a national identity is an urgency for Generation Z so that cultural values and diversity in society are not lost. The era of globalization makes Generation Z tend to follow the development of existing trends so that Generation Z is hedonistic, consumptive, and individualistic. The strengthening of national identity by Generation Z can be revived by starting to love local culture and preserve it. Today's youth no longer question ideology at the level of national meaning, but tend to concentrate more on pursuing achievements in the economic field and the struggle for prestige both socially and economically, even to politics (Januarharyono, 2019). These are the challenges for Generation Z in the era of globalization.

According to (Funay, 2020), that it is time that local culture is not only seen as a primordial identity, but also as a friendly and easy-to-understand solution for the community to continue their respective lives in Indonesia. Therefore, it is very important for Generation Z

to maintain local culture because it is part of the national identity of the Indonesian nation. National identity can be interpreted as a characteristic, sign, or identity attached to a nation. This identity has an important function because it provides a description of something. Without identity, something will be difficult to identify and obtain clear, correct and precise information (Nurohman & Gunawan, 2019), likewise with the national identity of the Indonesian nation. As a nation and state, the Indonesian nation needs a high intensity of nationalism from the younger generation to maintain the existence of the Indonesian nation and state (Widiyono, 2019).

According to Bintari and Darmawan (2016), youth are the inheritor of a generation that should have a positive vision and goals because they are the center of attention from various groups in all fields. Youth must be able to maintain local traditions and wisdom as national identity. However, young people often experience quite complex problems such as lack of idealism, a crisis of patriotism and nationalism, the uncertainty of the younger generation about the future, the unbalanced number of young people with educational facilities, and there are various nutritional, mental, and social problems. This condition is a threat and a disturbance to national security in the cultural field (Rahmi, Prastowo, Biwono, & Puspitasari, 2021).

CONCLUSION

Local culture is a characteristic as well as being part of the identity of the Indonesian nation. Without local culture and its values, the Indonesian nation will not have an identity. As part of the nation's next generation, Generation Z is expected to maintain local culture because it is the main thing in the national identity of the Indonesian nation. As the nation's next generation, Generation Z itself is actually in the midst of a situation that is vulnerable to eroding local culture, so it will threaten the resilience of the national identity itself. The identity of the Indonesian nation will slowly disappear if Generation Z as the nation's successor itself does not realize the importance of maintaining their own nation's local culture.

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