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The Role of Digital Technology in the Preservation and Resilience of Local Culture in the Era of Globalization

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Abstract

The development of globalization increasingly affects the existence of local culture in Indonesia. The era of globalization and the increasing influence of digital technology has aroused the interest of Indonesians in external cultures. These day, the advancement of technology and the rapid change of the current of globalization is a challenge for the Indonesian people in their efforts to preserve their culture. Today's development of digital technology makes it easier for people around the world to access a variety of information and to know the developments a country is experiencing. This article is compiled using the method of study literature to discuss how the role of digital technology in the preservation of local culture. An effort that can be made is to implement cultural literacy and citizenship within the scope of the school as well as publicly digitally. The preservation of Indonesian culture must continue because its culture and values are an important part of the identity of the Indonesians.

Keywords: Digital Technology, Preservation, Globalyzation, Resilience, Local Culture

Introduction

Nowadays, digital technology plays a big role in human life. The rapid advancement of digital technology such as the development of information and communication technology has made it one of the necessary things for every human being. In the era of globalization, the role of digital technology in preserving and enhancing local culture is very important. Digital technologies offer significant potential in documenting, surveying and preserving cultural heritage (Deniz, 2023) [9], while also assisting in the development of community media innovations to preserve local wisdom (Paschalidou *et al*., 2022) [28]. According to Miarso in (Artasya & Mustaghfiroh, 2020) [5] Technology is a form of process that increases added value. The process that runs can use or produce certain products, where the products produced are not separate from other existing products. The development of digital technology has increasingly affected the existence of cultures in Indonesia. Indonesian culture is the entire local culture that exists in every region in Indonesia.

Indonesian culture is always changing from time to time because people want change, and this change occurs very quickly due to the entry of elements of globalization into Indonesian culture. Globalization is the advancement of a country that is characterized by easy interaction both politically, technologically, economically, socially and culturally. According to Murti in (Syahfitri & Matang, 2023) [39] the era of globalization is a time when a country undergoes significant changes influenced by technology. It is possible that the era of globalization will result in a transformation in the lifestyle of contemporary society. As a result, people are more likely to choose new cultures that are considered more suitable for their needs than local cultures.

Digital technology plays an important role in preserving and enhancing local cultural resilience in the era of globalization (Deniz, 2023) [9]. Digitization enables the documentation and transmission of traditional cultural heritage, ensuring its survival for future generations (Perera, 2023) [29]. By leveraging digital platforms, communities can protect their unique customs, languages and knowledge, combating the risk of cultural erosion and extinction posed by modernization and globalization (Aisyah Syamsuddin, 2021) [2].

According to Tobroni in (Zuhriah, 2022) [44] The elements of globalization have uncontrollably penetrated the national culture which is the incarnation of local culture in every region from Sabang to Merauke. Basically, globalization begins to change the habits and culture that already exist in society, starting with lifestyle changes that will have an impact on norms and tastes in

society. (Yuliyanti *et al*., 2024) [43]. Culture is an evolving way of life shared by a group of people, and passed down from generation to generation. Culture is made up of many complex elements, including religious and political systems, customs, languages, tools, clothing, buildings, and works of art (Saras Yulistiawan *et al*., 2023) [34].

Cultural preservation is undergoing major changes in the age of computers and the internet. Digital technology plays an important role in preserving culture and creating valuable online heritage (Fitriyah *et al*., 2023) [13]. Throughout history, cultural documentation and preservation has typically relied on physical materials such as books, paintings, and historical archives. Today, however, digital technology allows for the virtual preservation of culture, protecting it from damage and loss that can occur to physical items. There are many advantages of digital technology for cultural preservation, such as interactivity, immutability, reduced cost and space, and easy access to the whole world. In the era of globalization, local cultural preservation requires digital tools to record, promote, and display local culture (Fitriyah *et al*., 2023) [13].

Digital technology is a tool that digitizes local cultures and allows people around the world to access them without geographical restrictions. Through digitization and the use of online platforms, digital technology can also help access and preserve cultural heritage (Agustinova, 2022) [1]. However, technology can also be harmful if not used properly. Examples include art forgery, audio engineering, digital manipulation, and other technologies that can damage cultural heritage. In today's technological era, the government can help preserve cultural heritage by providing regulations, funding for preservation activities, and adequate infrastructure (Sentanu & Mahadiansar, 2020) [36]. In today's technological era, the preservation of cultural heritage can be achieved and passed on to future generations with proper efforts and cooperation from various stakeholders. As technology develops, local cultures become more accessible and recognizable to people around the world. Technological advancements also make preserving oral traditions, arts and daily customs easier. This opens up new opportunities to preserve local cultures that may be endangered in the current era of globalization (Febrianty *et al*., 2023) [10].

The resilience of Indonesian local culture in the face of rapid globalization is an important topic that needs to be addressed (Nasution & Suhairi, 2023) [26]. The government and the community must work together to maintain and develop local culture. Indonesian culture must be preserved and applied in all aspects of life in this era of increasing globalization. We must make progress in the fields of art, culture, and local culture that can attract the attention of the world (Haminah Sabiah Vitry, 2024) [15]. For local cultures to thrive and survive, economic and social development must be considered. Governments should create strong cultural policies and raise public awareness of the principles of local culture. They should also improve people's ability to understand and use local culture (Nasution & Suhairi, 2023) [26].

The government should create a strong cultural policy and raise public awareness of local cultural principles (Yazid Ziyadi & Tiara Maulia, 2024) [42]. Communities must be strengthened to understand and use local culture. To ensure the younger generation has a deeper understanding of Indonesian culture, local education should be improved in schools. Local cultural resilience is aided by social networks

and technology (Yazid Ziyadi & Tiara Maulia, 2024) [42]. To promote local culture, social media and new technologies must be used appropriately and responsibly. In addition, it is important to explain the function of local cultural organizations and cultural groups in maintaining and developing local culture. In an increasingly globalized world, equality and cooperation between the government, society, and local cultural organizations are essential to maintain Indonesian culture (Alfisyahrin, 2023) [4].

In terminology, globalization is simply accepted or recognized by people around the world. The discussion of globalization as a process driven by the rapid development of science and technology can radically change the world (Nasution & Suhairi, 2023) [26]. Globalization is often talked about by many people. Globalization describes a condition where the flow of different goods and services between countries around the world can flow freely and is open for trade (Aisyah Syamsuddin, 2021) [2]. Local wisdom previously served as a fortress to protect Indonesia from the influence of foreign cultures. However, today, many Indonesians have abandoned this local wisdom and are influenced by foreign cultures that are not in accordance with the nation's identity (Febrianty *et al*., 2023) [10]. Public awareness to maintain local culture is currently still very minimal. People prefer foreign cultures that are more practical and in accordance with the times (Zuhriah, 2022) [44]. This does not mean that foreign cultures should not be adopted, but many foreign cultures are not in accordance with the nation's personality. Learning about culture, therefore, must be instilled from an early age (Zuhriah, 2022) [44].

Literature studies that examine the role of technology in the preservation of local culture have been widespread by providing an overview of this issue, but there is still room for deeper exploration related to several aspects that are still not widely studied. Therefore, this research aims to find out more about what are the roles of digital technology in the preservation and resilience of local culture in the era of globalization, what are the challenges faced by digital technology in preserving and maintaining local culture, and how to preserve and maintain local culture in this digital era of globalization.

Based on this, this research was conducted considering that local culture is one of the things that needs to be maintained and preserved. Especially now that digital technology has coexisted with humans and globalization is occurring in a country due to the influence of digital technology. With this approach, it is hoped that the author can provide readers with a deep understanding of the role of digital technology in the preservation and resilience of local culture in the era of globalization, the challenges faced by digital technology in preserving and maintaining local culture, and how to preserve and maintain local culture in this digital era of globalization.

Materials and Methods
This research uses qualitative methods with data collection techniques by collecting material from the library. This type of research uses library research, namely literature studies (Suargana & Anggraeni Dewi, 2021). Through a comprehensive literature review, the author collected and analyzed various relevant sources of information, such as scientific journals, books, and other publications, to support and strengthen the arguments put forward in this study. In

addition, this study also uses literature studies that provide an overview of the role of digital technology in the preservation of local culture in the era of globalization. With this method, it is expected that the generation can have a good impact and quality in terms of social and cultural fields.

Results and Discussion

The era of globalization poses a challenge to the development of Indonesian local culture (Syahfitri & Matang, 2023) [39]. Digital technology plays an important role in developing digital skills and overseeing the acceleration of information (Maulana Ahmad *et al*., 2024) [23]. The Indonesian government has set a target to have 50 million digitally literate people by 2024. To achieve this goal, the Ministry of Communication and Information Technology will work with the National Movement for Digital Literacy (GNLD) and other partners to help strengthen Indonesia's digital skills, digital ethics, digital security and digital culture (Oktari Jasmien, 2023) [27]. In the beginning, technology developed slowly. But along with the advancement of the level of culture and human civilization, technological development is developing rapidly (S. A. V. Putri, 2021) [32]. The more advanced the culture, the more developed the technology because technology is the development of a rapidly advancing culture (Wisman & Cukei, 2023) [41].

Digital technology also contributes to the development of the media industry. The globalization of information provided by the media industry requires adaptation to existing technological advances (Sukana, 2024) [38]. The goal is to meet the growing need for information in the era of globalization. For example, digital technology helps education. In the digital era, the development of technology and information is accelerating so that learning becomes easier and more sustainable. Information technology also helps in organizing virtual courses by using the Internet as an educational medium (Atikah *et al*., 2021) [6]. In the digital era, information technology can also help control information, reduce the distance between lecturers and students, and facilitate dialog and communication. The design of digital technology development in the development of local culture in the era of globalization must be tailored to the needs and desires of local communities (Mustari, 2023) [24]. In the era of globalization, digital technology should be used as a means to strengthen the nation and national values, so that people can monitor and control information at an increasingly fast pace in this era of globalization (Haminah Sabiah Vitry, 2024) [15]. Given that Indonesian people today prefer foreign cultures that are considered more interesting or unique and practical (Firmansyah, 2023) [12]. Many local cultures are in decline due to the lack of interest of future generations to learn and pass them on. According to Malinowski in (Haminah Sabiah Vitry, 2024) [15], a higher and active culture will influence a lower and passive culture through cultural contact. Malinowski's theory can be seen in the shift of our cultural values towards the West (Intan Cahyani Putri, 2023) [18]. In the face of increasing globalization, the preservation of local culture is an important component in maintaining the identity of a community group. Various traditions, values, languages, arts, and other heritage passed down from generation to generation are part of local culture (Haminah Sabiah Vitry, 2024) [15].

However, along with the dominance of mass media and the internet over global culture, the challenge of preserving local culture has become increasingly difficult in the modern era (A. A. Putri, 2024) [31]. One of the important roles of digital technology in preserving local culture is as a medium for storing and disseminating information through digital platforms such as websites and mobile applications. For example, websites and apps that immortalize the traditions, folklore and traditional arts of a region can serve as a valuable source of knowledge for younger generations who no longer have a way of knowing about the culture (Widyasih, 2023) [40]. In addition, digital technology has made it easier to document local culture. Technologies such as digital cameras, audio and video recordings allow cultural researchers and local communities to capture and document various aspects of culture thoroughly (Ilhaq & Kurniawan, 2021) [17]. Digital documents with their results can be accessed for research, learning and cultural promotion purposes. Digital technology not only enables storage, but also allows people to work together and interact to strengthen local culture. Through online forums, discussion groups and collaborative platforms, local residents can interact and exchange cultural knowledge (Halum *et al*., 2021) [14].

The sophistication of communication and Information media as a product of the modern era has been able to transfer culture to all corners of the pulse of global community life very easily and quickly (Harefa *et al*., 2020) [16]. The arrival of global culture causes acculturation which often blows the values of Indigenous culture (local) from its roots which then replaces its existence. Multicultural education is the education of cultural diversity in response to demographic and cultural changes in the environment of a particular society or the world as a whole. Multicultural Education aims to improve competence in several cultures (Alfindo, 2023) [3]. The educational paradigm of multiculturalism is very useful to build cohesiveness, solidity and intimacy among ethnic, racial, religious and cultural diversity. The implementation of multicultural education will help students understand, accept and appreciate others of different ethnic, cultural and personality values (Sarmini & Setyowati, 2020) [35]. Multicultural education is implemented not only through formal education but also can be implemented in community life and in the family. On the formal route, formal education institutions must increase the portion of local content. While in the non-formal channels can empower humanists, Indigenous leaders and indigenous institutions (Retnoningsih, 2020) [33]. Multicultural education will be quite significant in fostering learners so as not to be uprooted from the cultural roots that he had before, when dealing with socio-cultural realities in the era of globalization. Because consciously or not, in the current era of globalization, intercultural meetings become a serious "threat" to learners. To respond to the global reality, students should be given awareness of diverse knowledge, so that they have a broad competence in global knowledge, including in cultural aspects (Sarmini & Setyowati, 2020) [35].

Digital technology can pose a threat to the preservation of cultural heritage in the digital age. For example, art forgery, sound engineering and digital manipulation can damage or alter cultural heritage (Syahfitri & Matang, 2023) [39]. Technology can interfere with the preservation of cultural heritage based on certain standards and principles. Mistakes

made in the process of responding to globalization can result in the loss of local culture (Jadidah *et al.*, 2023) [19]. In the digital age, preventing threats to cultural preservation involves utilizing digital tools and methodologies to mitigate risks to cultural heritage at risk. By embracing digital methods, such as digital recording, photogrammetry and data curation, archaeologists can increase the scale and reach of capturing, analyzing, managing, curating and disseminating cultural heritage knowledge in a sustainable manner (Lercari *et al.*, 2022) [21].

According to Mubah (Agustinova, 2022) [1], mistakes in formulating strategies to maintain the existence of local culture can also result in local culture being increasingly abandoned by people who are now increasingly fond of the culture brought by globalization. Sociologically, technology has a deeper meaning than devices (Malimbe *et al.*, 2021) [22]. Technology sets the framework for the intangible culture of a group. If the group's technology changes, the way people think will also change. This also impacts the way they interact with other groups (Mustari, 2023) [24].

In the digital age, preserving cultural heritage is also challenging due to a lack of public awareness (Soemiratmadja & Fatmawati, 2023) [37]. Many communities do not understand and grasp the importance of cultural heritage preservation. As a result, the community lacks support for cultural heritage preservation efforts both in the form of participation and financial support. In addition, the use of digital technology can cause cultural shifts. Globalization and modernization continue to shift social interactions towards the use of slang rather than local languages, potentially erasing cultural identity. Appropriate measures are needed to address the negative effects that the use of digital technology has on Indonesian culture (Ilhaq & Kurniawan, 2021) [17]. Adequate technological infrastructure throughout Indonesia, including in rural areas, can be assisted by the government. To raise awareness of Indonesian culture and the importance of its preservation, the government, educational institutions and local communities can work together (Ciptadi & Mulyaningsih, 2022) [7].

Basically, culture has three forms, namely ideal form, behavioral form and physical form. Various forms of culture exist in people's lives, where each form of culture must be considered and preserved. The culture that we have is our identity (Demartoto, 2022) [8]. The following are ways that can be used as an alternative in fostering cultural awareness for all of us: **(1)** The early promotion of multicultural attitudes. Early on, one should cultivate a mindset of tolerance for different cultures in order to prepare one's mind to respond to current differences. A person who possesses this mental preparedness will not minimize the cultures of others. The individual will get a deeper comprehension of the significance of acknowledging and honoring the cultures of others in order to effectively facilitate social integration. **(2)** Socialization to a culture through schooling. One of the most important strategies to combat cultural degradation in the younger generation is to include local cultural policies into educational curricula. For instance, music, dance, and literary arts have all been utilized as required local curriculum for pupils. Students are immediately instructed by this activity that our culture is valuable and should be preserved. Our prosperity comes from our culture. **(3)** The application of several cultures in an endeavor to maintain cultural diversity. One sensible

method to remind us all that we are the ones who should always conserve the culture we have is to arrange dance or music performances. We are all essentially reminded of the value of cultural preservation by this endeavor. Both traditional and modern culture are represented in the cultural arts. They are not apart from one another.

Local cultural resilience is essential in facing the challenges of globalization (Syahfitri & Matang, 2023) [39]. Local cultures are often at risk of disappearing or becoming homogenized as a result of the rapid flow of information and the dominant influence of global culture (Ilhaq & Kurniawan, 2021) [17]. Maintaining and preserving community traditions, languages, arts and values is part of local cultural resilience. For example, in some areas, local communities form arts and cultural groups to maintain and promote their traditions through performances, workshops and other activities. This is one of the approaches used to develop local cultural resilience. This method allows the younger generation to participate directly in learning and practicing the culture. As a result, they will inherit knowledge and skills from previous generations (Jadidah *et al.*, 2023) [19]. In addition, to strengthen local cultural resilience, collaboration between non-governmental organizations, local governments, and local communities is essential (Priyomarsono, 2021) [30]. In addition to preserving cultural heritage, programs to develop sustainable culture, support local creative industries, and encourage cultural tourism can make a significant contribution to local economic growth. In addition to companies' internal efforts, it is important to utilize digital technology as a tool to strengthen local cultural resilience (Firman Hidayat *et al.*, 2023) [11]. In today's computer and internet age, technology has enormous potential to increase the breadth and influence of cultural preservation efforts (Priyomarsono, 2021) [30].

How to maintain and preserve local culture can also be done in different ways. According to Sendjaja in (Nahak, 2019) [25], there are two ways that people, especially young people, can preserve and maintain local culture, namely *(1) Cultural experience*, preserving culture by being directly involved in cultural experiences. For example, if the culture involves dancing, it is advisable to learn and master the dance and then perform it every year at a certain event. *(2) Cultural knowledge*, preserving culture by establishing a cultural information center that can be used for various purposes, such as educational purposes or regional tourism potential. As according to (Wisman & Cukei, 2023) [41], that can be done to strengthen local cultural resilience in the era of globalization in two ways, namely *(1)* development and preservation of local cultural values through the use of advances in information and communication technology. When adapted to the development of communication and information media, unique local cultures can become high value-added products. Efforts should be made to use the media as a tool to promote local culture throughout the world. If this is achieved, local culture will become more attractive, which can have an impact on other attractions such as trade and investment. To achieve this, international and national media are needed that have the ability to enhance the position of local culture on the world stage. *(2)* Counter culture or local media efforts to stop outside media. Local media, consisting of print media (such as newspapers, magazines), electronic media (such as television and radio), and digital media (such as websites, blogs, and local applications), are beginning to emerge by highlighting the

characteristics of local communities. This is in line with the statement that successful technology grows out of local culture and can anticipate the direction of cultural development and future conditions. Therefore, local culture can be influenced in the preservation and development of its values by using the advances in communication and information technology. Through communication and information media, they can be promoted to the rest of the world, increasing their attractiveness and role in the world (Khumairoh, 2022) [20].

Digital technology can also provide a platform for local communities to interact, share stories and collaborate to strengthen their cultural identity. However, the use of digital technologies to preserve local cultures can also pose certain challenges, such as the risk of cultural homogenization by the dominant global culture, as well as the fear of losing cultural authenticity in the digital age. Therefore, it is important for local communities, governments and other stakeholders to take a balanced approach to the use of digital technologies, taking into account both long-term sustainability and cultural preservation (Haminah Sabiah Vitry, 2024) [15]. With that, local cultural resilience is not only about preserving cultural heritage but also strengthening cultural sovereignty and cultural identity in the face of increasing globalization challenges (Priyomarsono, 2021) [30].

Conclusions
Digital technology plays an important role in preserving culture and creating valuable online heritage. Today, however, digital technology enables the preservation of culture virtually, protecting it from damage and loss that can occur to physical items. There are many advantages of digital technology for cultural preservation, such as interactivity, immutability, reduced cost and space, and easy access to the rest of the world. Digital technology is a tool that digitizes local culture and allows people around the world to access it without geographical restrictions. Through digitization and the use of online platforms, digital technology can also help access and preserve cultural heritage. In today's technological era, the government can help preserve cultural heritage by providing regulations, funds for preservation activities, and adequate infrastructure. Cultural heritage preservation can be achieved and passed on to future generations with the right efforts and cooperation from various stakeholders. As technology develops, local cultures are becoming more accessible and recognizable to people around the world.

Maintaining and preserving community traditions, languages, arts and values is part of local cultural resilience. Moreover, to strengthen local cultural resilience, collaboration between non-governmental organizations, local governments, and local communities is essential. Digital technology can also be a platform for local communities to interact, share stories and collaborate to strengthen their cultural identity. It is important for local communities, governments and other stakeholders to take a balanced approach to the use of digital technologies, taking into account long-term sustainability and cultural preservation. Thus, local cultural resilience is not just about preserving cultural heritage but also strengthening cultural sovereignty and cultural identity in the face of increasing challenges of globalization.

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