



The Impact of Media Globalization Influences the Young Generation's Perception of Foreign and Local Culture

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Abstract

Globalization, a phenomenon that is transforming the way people live around the world, is accelerated by advances in information and communication technology. This process creates new challenges, including the impact on local cultural identities, which are becoming increasingly complex in the era of globalization. The younger generation, as the nation's successors, serves as a bridge between global trends and local cultures. They are often exposed to foreign cultures through mass media, where more engaging and viral content shifts preferences toward local cultures. In the Indonesian context, there are concerns that old values and norms are at risk of being influenced by the currents of globalization, especially among Generation Z, who are more susceptible to westernization and individualism. This study explores how social media and access to information influence the younger generation's perceptions of foreign cultures, as well as their impact on the preservation of local cultures. Qualitative methods with literature studies were used to analyze these dynamics. The results show that while there are positive impacts, such as improved social skills through global cultural communities, negative impacts dominate, with a growing loss of appreciation for local cultures. In facing these challenges, it is crucial to find a balance between openness to global culture and the preservation of national identity to keep local cultures alive and relevant in the modern era.

INTRODUCTION

Globalization is a unique phenomenon in human civilization that is constantly evolving within a global society and is part of that global human process. The advent of information and communication technology has accelerated this globalization process. Globalization creates various new challenges and problems that must be addressed and resolved in an effort to harness globalization for the benefit of life (Surahman, 2016).

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It is undeniable that globalization has become a buzzword throughout the world since the beginning of the 21st century. Pros and cons have always colored the journey of globalization as a phenomenon. Changes occur comprehensively, are felt collectively, and affect many people (across regions, across countries, across cultures) that influence our lifestyles and environment. The world is indeed always changing, and globalization is a connected world (*connected world*) as if without limits; or to borrow McLuhan's term as *global village* (Fatahllah et al., 2021). The 21st century can also be described as the century in which the world has entered the era of globalization. In this era of globalization, mass media plays a crucial role in conveying information to the public. Mass media can persuade and influence the public, even changing their views and behavior.

Globalization has many interpretations from various perspectives. Some interpret it as a process of shrinking the world or making it resemble a small village. Others argue that globalization is an effort to unify the world's people in terms of lifestyle, orientation, and culture. Another definition of globalization, as stated by Barker (2004), is that globalization is a global economic, social, cultural, and political connection that is increasingly moving in various directions across the globe and permeating our consciousness (Inayati, 2019).

Globalization has become one of the most dominant phenomena in the contemporary era, bringing broad and complex impacts across various areas of human life. One of the most prominent aspects of globalization is its influence on local cultural identities. Cultural identities, which encompass an individual's sense of belonging, affiliation, and attachment to a particular community or country, have become increasingly complex and changing in the context of globalization. Globalization requires countries to be open to advances in various fields, such as science, social, cultural, economic, and political. This allows people to easily access information and interact without boundaries (Wahida et al., 2023).

The younger generation is the nation's successor and will create a better nation and state. The current era of increasingly advanced development will influence future generations, especially in Indonesia. A quality education can provide a better life. The younger generation is always curious and eager to advance in various fields, and they also tend to get bored easily with things they find monotonous. The emergence of globalization seems to be a supporting tool and a starting point for the younger generation to reach various things, both domestically and internationally. They consider globalization to be the beginning of progress for them (Artisna et al., 2020).

Globalization is the process of the influx of technology, information, communication, ideas, worldviews, and other cultural aspects between countries, leading to cultural exchange, thus blurring the boundaries of a country. Globalization has several elements, including interconnectedness in economic, political, cultural, environmental, and technological aspects. The second element is integration, where globalization becomes the process of uniting the interests, needs, and problems of the global community. The next element is interconnectedness, which is often interpreted as globalization linking the world's monetary systems with one another (Budiwibowo, 2016).

Globalization indirectly influences Generation Z, leading many of them to set aside norms and culture for the sake of personal satisfaction and enjoyment. Globalization itself has various impacts, both positive and negative. These impacts have a significant impact on all aspects of life, from education and social life to economics. Science, Technology, and Communication (IPTEK) have also undergone changes. However, the economy has had the greatest impact on all countries, especially Indonesia (Pratama et al., 2023).

Furthermore, the moral crisis among Generation Z is also deeply concerning, as their morality has changed as a result of foreign influences entering Indonesia. These changes are readily absorbed without proper filtering and consideration of the behaviors that teenagers should adopt. While they once possessed admirable morals, evident in their good manners, language, and politeness, these behaviors are now deeply concerning. The future progress and decline of a nation rests with the younger generation. National character also determines the quality of Human Resources (HR), as these qualities determine a nation's progress. Quality attitudes and character can be cultivated and implemented from an early age (Casika et al., 2023).

Without early moral education, deviant behavior can emerge as adults. Especially in this era of globalization, without an understanding of norms accompanied by strengthening faith, deviant behavior such as free sex, drugs, pornography, theft, lying to parents, and so on can occur. Deviance itself is an action or behavior that does not align with the norms and values adopted within the family and community (Made & Ketut, 2020).

In the Indonesian context, media globalization is a key driver accelerating the penetration of foreign culture into society, particularly among the younger generation. Mass media such as television, the internet, and digital platforms like YouTube, TikTok, and Instagram not only provide rapid access to information but also shape perceptions through engaging and viral visual content. This content often portrays a glamorous Western lifestyle, from fashion and music to individualistic social norms, thus unconsciously shifting the younger generation's preferences away from local culture and toward global trends. Research by Suryani (2022) shows that exposure to digital media for more than five hours a day among Indonesian adolescents is positively correlated with a decreased appreciation for traditional arts such as the Saman dance or batik, which are replaced by K-pop or imported streetwear.

Indonesia is an archipelagic nation comprised of diverse ethnicities, languages, and customs and cultures. This diversity constitutes the identity of the Indonesian nation and must be carefully preserved. A sense of unity, integrity, and nationalism must be maintained to prevent erosion by the impacts of globalization. Students, as a group vulnerable to the effects of globalization, face a greater challenge in maintaining their national identity. Social and cultural diversity in Indonesia is a factor in the establishment of a more global culture and arts scene. The existence of traditional arts is often considered a cultural expression and identity based on the local wisdom and uniqueness of a community. Furthermore, traditional arts have existed and developed through the traditions and customs of a community, as well as to maintain social collectivity (Nurhasanah et al., 2021).

conclude how the younger generation perceives and values local traditional culture in order to preserve it. Culture is a way of life that develops and is shared by a group of people and is passed down from generation to generation. Culture is formed from many elements, including customs, language, clothing, and a comprehensive lifestyle that is complex, abstract, and broad. Culture is also communicable knowledge, learned behavioral traits that are also present in members of a social group. E.B. Taylor, the father of cultural anthropology, defines culture as a complex whole that includes knowledge, beliefs, arts, morals, laws, customs, and other abilities or habits acquired by members of a society (Kusniyati & Sitanggang, 2016). The entry of foreign cultures in Indonesia since they colonized the Indonesian nation, and also through trade that developed at that time. However, the very rapid development of technology as it is now makes it very easy for people to access information in any field, so this technological development is also a triggering factor for the ease of foreign cultures entering Indonesia. Many TV stations show examples of the

lifestyles of teenagers who follow Western fashion and mostly deviate from morals, even though Indonesia itself is known for its politeness and noble character.

Younger generations' perceptions of foreign cultures are often dominated by images of superiority, where local culture is perceived as outdated or less prestigious than global elements promoted by the media. This is evident in a national survey conducted by the Ministry of Education and Culture (2023), which found that 65% of respondents aged 18-25 preferred following international fashion trends to wearing traditional attire at formal events. This influence is reinforced by social media algorithms that prioritize popular content, creating echo chambers where local culture is rarely featured. As a result, an identity dilemma has emerged among Generation Z and millennials, where they feel caught between national pride and the pressure to "go global" for social relevance.

Therefore, this research is relevant to uncover the dynamics of these perceptions in order to formulate strategies for preserving local culture. Titled "The Impact of Media Globalization on Younger Generations' Perceptions of Foreign and Local Cultures," it aims to analyze and maintain national identity in the era of globalization. We hope to provide better insight into how this global phenomenon shapes our world today and in the future.

METHODS

The method used in this research is a qualitative approach with library research as the primary method, combined with normative and empirical legal elements to enrich the analysis. The researcher collected secondary data from various reliable sources, including scientific journals, books, and articles such as those by Syam (2015), Irmania (2021), and Fadillah et al. (2023), to compare the strengths and weaknesses of previous research related to the impact of globalization on the perceptions of the younger generation. This approach allows for an in-depth examination of the influence of media globalization on the existence of local versus foreign cultural identities, with a focus on the Indonesian context.

A normative juridical approach was conducted through a literature review exploring legal principles, cultural theories from scholars such as E.B. Taylor, and laws and regulations related to cultural preservation (e.g., Law No. 5 of 2017 concerning the Advancement of Culture). Data were collected from academic databases such as Google Scholar, Sinta, and university repositories, with the following inclusion criteria: publications from 2015–2023, relevant to globalization, the younger generation, and Indonesian culture. Thematic content analysis was applied to identify patterns of positive (cultural exchange) and negative (westernization) impacts, as recommended (Julianty et al., 2022). An empirical approach was conducted through direct research on the research object through observation and interviews related to the research problem (Julianty, 2022).

RESULT AND DISCUSSION

Globalization and the Interests of the Younger Generation. Globalization, which has been felt since the end of the 20th century, has forced the world community, including the Indonesian nation, to prepare to accept the reality of the influx of external influences into all aspects of national life. One aspect affected is culture. In relation to culture, culture can be interpreted as the values embraced by a society or the perceptions held by citizens regarding various things. Or culture can also be defined as its manifestation, which includes ideas or concepts, which are manifested in our traditional arts (Syam, 2015). Globalization expands society's access to various foreign cultures. Popular culture from the West, for example, is now present in the form of films, music, fashion, and lifestyles that are easily accessible through digital platforms. As a result, local cultural identities are starting to

erode, especially among the younger generation who are more frequently exposed to global culture than local traditions (Dakhi & Dompak, 2025). Over time, it has become normal and inevitable for a society to experience other cultures, especially when those cultures are present in the form of popular culture products. This arises primarily from the intersection known as globalization, a term commonly used to describe interactions where the world becomes one and seemingly borderless. With globalization, popular cultural products from other countries can transcend geographical boundaries, thus expanding their reach (Bastian, 2019).

This phenomenon is known as cultural homogenization, where the unique characteristics of local cultures are at risk of being lost and replaced by global standards. For example, Western-style fast food is replacing traditional foods in many places, or the increasingly dominant use of English among the younger generation is replacing regional languages. However, globalization also provides opportunities for local communities to promote their culture to the world. Through social media, local cultures can be introduced globally, thus creating a cultural identity that is unique. *hybrid* combining local elements with global influences (Yuliyanto & Kom, 2025). The current wave of globalization has impacted the development of Indonesian culture. The rapid flow of information and telecommunications has led to a tendency towards the fading of cultural preservation values (Julianty, 2022). The development of the 3Ts (Transportation, Telecommunication, and Technology) has resulted in a diminished desire to preserve one's own culture. Indonesian culture, which was once characterized by hospitality, mutual cooperation, and politeness, has shifted to Western culture. Globalization has permeated various social and cultural value systems (including Indonesia), thus opening up value conflicts between technology and indigenous values (Simanjuntak et al., 2021). The rapid influx of globalization into society has had a profound impact and change on people's lives, especially among the younger generation. The younger generation has a greater potential to be influenced by this current of globalization because they are more open-minded and receptive to various innovations. This influence transforms their mindsets into more progressive and modern ones, enabling the Indonesian nation to develop and progress. However, many young people are also more negatively affected by these changes, risking the loss of their Indonesian identity (Irmania, 2021). One impact of globalization is the ease with which the South Korean entertainment industry is consumed massively in other countries, including Indonesia. The role of media, both mass and electronic, has significantly facilitated this phenomenon. This is evident in the ease with which Indonesian youth can access information about all things Korean, from fashion styles to other cultural products, such as music and drama (Fadillah et al., 2023). Korean culture has enabled its fans to not only keep up with developments in entertainment but also shape the habit of consuming Korean products. Korean culture can be considered not only effective in gaining fans but also successfully turning those fans into consumers of its products. Following Korean culture provides numerous benefits to the respondents' lives. In addition to serving as a means of learning and cultural exchange through language and understanding of Korea, Korean culture also indirectly creates a strong image that can change the perspectives of its fans, one of which is changing their views on beauty standards (Fahirra & Andjarwati, 2022).

The impact of the spread of South Korean culture in Indonesia has not had a negative domino effect. Respondents actually experienced many positive benefits from following the Korean Wave, including helping them socialize and interact with other Korean culture enthusiasts, even those from abroad. Respondents also said that they often identify with Korean culture. *girl band* or *boyband* and network with the same fanbase community. This helps them get the latest information from time to

time (Pramadya & Oktaviani, 2021).

For example, westernization, in this era of globalization, is considered one of the factors that diminish local culture because many Western values are diffused into local values. The fading of local culture, or the lack of local cultural existence, is caused by the lack or loss of interest or passion of the younger generation in local culture. The diversity of Western culture that has entered has become something new and has become a particular attraction for the younger generation to learn and apply it in their daily lives. Not all Western culture is bad, but if its application cannot be balanced with the application of local culture, then the existence of local culture will be threatened and eventually disappear. The younger generation of Indonesia has greater potential, which is expected to be able to maintain the sustainability of Indonesian culture, which is part of the Indonesian national identity (Shobach et al., 2022).

On the one hand, positive impacts were seen in 45% of respondents who experienced improved social skills through K-pop fan communities, as reported (Pramadya & Oktaviani, 2021), where cross-cultural interactions enriched language exchange and global networks. However, negative impacts dominated, with 58% of respondents experiencing westernization that faded local values such as mutual cooperation, replaced by individualism and Western beauty standards (Fahirra & Andjarwati, 2022). This reinforces the argument (Shobach et al., 2022) that the lack of interest among the younger generation risks diminishing national identity, particularly through mass media and the 3T's (transportation, telecommunications, and technology).

Globalization has brought significant changes in how societies view cultural identity, traditions, and nationalism. While it opens up opportunities for local communities to introduce their cultures to the world, it also carries the risk of losing traditional values. For Indonesia, it is crucial to find a balance between openness to global influences and efforts to preserve the richness of local culture and traditions. With inclusive nationalism, Indonesia can maintain its national identity while actively participating on the global stage.

The Impact of Globalization on Local Culture. Cultural changes that occur in traditional societies, namely the change from a closed society to a more open society, from homogeneous values to pluralism of values and social norms is one of the impacts of globalization. Foreign culture and local culture are two different concepts in the context of foreign culture. Referring to the culture of a foreign country or a culture that is not a local culture (Suparno et al., 2018). Foreign culture can influence local culture through various channels, such as mass media, international tourism, commercial institutions, and the international foreign cultural industry can have positive and negative impacts on local culture. Globalization brings the influx of foreign cultures, including lifestyles and values that may differ from traditional values and Pancasila. Local culture is a culture that grows and develops in a particular community group or region, local culture Referring to the original culture of a particular community group, local culture can form a national culture that belongs to the entire community, local culture can be threatened by its survival due to the influence of foreign culture (Jadidah et al., 2023).

Social media plays a very dominant role in the lives of today's young generation. Platforms such as Instagram, TikTok, and YouTube are not only entertainment media, but also spaces for self-expression and social interaction. Social media allows teenagers to build their desired self-image, seek recognition from others, and express their aspirations and values (Agma, 2025). However, social media also has a significant negative impact on identity formation. First, social media creates standards of beauty, success, and happiness that are often unrealistic. Second, social media encourages high conformity behavior. Teenagers tend to adapt to

certain groups or trends to gain recognition and acceptance within their community. Third, social media has also become a rapid and massive means of disseminating foreign information and culture. Foreign content, such as K-pop music, Western fashion, and hedonistic lifestyles, is highly accessible and often more appealing to younger generations than local content (Sanjaya et al., 2025).

This has led the younger generation to increasingly identify with global culture, while weakening their ties to local cultures. According to Nurmansyah (2024), social media significantly influences adolescents' self-perception, particularly in terms of social evaluation and recognition from others. The process of self-validation through likes, comments, and followers creates a dependence on external recognition, which in turn can impact their self-esteem and mental well-being.

The younger generation must navigate two worlds that often have conflicting values and norms. On the one hand, they are taught to appreciate and preserve the nation's culture and traditional values. On the other hand, they are also encouraged to follow global trends that are considered more modern and relevant. This tension creates identity confusion, where adolescents find it difficult to determine who they truly are and what values they should uphold. Many adolescents feel alienated from local culture, perceiving it as outdated or uninteresting (Zulkarnain, 2025).

Conversely, they also don't fully feel part of the global culture due to differences in social and cultural contexts. This identity crisis also impacts a weakened sense of nationalism. As the younger generation identifies more with global culture, their love for their homeland and pride in their national culture diminish. This has the potential to threaten national unity in the future, as national identity is a crucial foundation for building social solidarity and togetherness. Globalization brings diverse foreign cultural influences into local cultures. These influences can have both positive and negative impacts, depending on the perspective and the social and cultural context involved (Jadidah et al., 2023). The following are some of the main impacts that can be observed: Positive Impacts

a) Enriching Cultural Exchange: Globalization encourages intense cultural interactions, where foreign cultures can add diversity and enrich local cultures. Local communities become more open to various world perspectives, which broadens their horizons of thought and understanding of global life. b). Encouragement of Innovation and Creativity; The influx of foreign cultural influences often provides new inspiration for the development of art, music, fashion, and design. By combining different cultural elements, local communities can create innovative and unique forms of work, reflecting a blend of tradition and modernity. c). Wider Educational Opportunities; Foreign cultures also play a role in opening up broader educational opportunities, especially for the younger generation. Learning the languages, arts, and foods of various countries gives them broader insights and prepares them to compete on the international stage (Basri, 2023). d). Increasing Intercultural Understanding and Tolerance; Through exposure to foreign cultures, local communities can develop a more tolerant attitude and appreciate differences. This is important in building harmonious intercultural relationships, reducing prejudice, and encouraging cooperation across cultural boundaries. e). Increasing Local Creativity; Exposure to foreign cultures often inspires local creativity. People can use new ideas they learn from abroad to create something fresh and innovative, enriching local culture with new concepts. f). Tourism Development that Boosts the Economy; Globalization also contributes to the development of tourism, which has a positive impact on public awareness of the importance of cultural heritage. Culture-based tourism can boost the local economy by strengthening the cultural sector and the traditions introduced to tourists. Negative Impacts. a). Loss of Local Cultural Identity; One of the greatest threats of globalization is the possibility of the loss of local cultural identity. When a more dominant foreign culture continues to penetrate,

long-held local values can be pushed aside and slowly disappear, threatening the preservation of existing traditions (Bangun & Kasim, 2024). b). Conflicting Cultural Values; When foreign cultural values contradict local norms, cultural conflict can arise. This can create divisions in society, especially if some people begin to adopt the new culture while others cling to traditional values. c). Inequality in Cultural Appreciation; A stronger foreign culture can cause an imbalance in appreciation for local culture. The dominance of foreign culture often makes local culture seen as less valuable, even ignored by its own community, who prefer cultures that are considered more modern or global. d). Economic Impacts that Detrimental to the Local Economy; In some cases, the presence of foreign cultural goods such as fast food or imported products can affect.

The current of globalization on local culture is a change that occurs in local culture due to the current of globalization, Foreign culture influences cultural changes in Indonesia, as in other countries, through various factors (Suneki, S. (2012). Here are some factors that influence cultural change in Indonesia: a). Mass media and digital technology: The expansion of global media such as film, television, music and the internet brings cultural elements from outside into Indonesia. The use of social media and digital platforms also facilitates cultural exchange between Indonesia and the outside world. b). Economic Globalization: Indonesia's involvement in international trade and foreign investment has brought an influx of global products, brands and lifestyles. This can influence consumer preferences and behavioral patterns. International Trade The increase in trade in goods and services between countries is one of the most distinctive features of economic globalization. c). Education and mobility: Opportunities for education abroad and international mobility offer direct experience of foreign cultures. People who study or live abroad often bring with them the cultural influences they experience.

Globalization impacts nearly every aspect of society, including culture. Culture can be defined as the values held by a society and the perceptions held about various things. One of the results of a person's thoughts and discoveries is art. The rapid development of information and telecommunications has led to a tendency towards the fading of cultural preservation values. Regional cultures in Indonesia are increasingly disappearing from society. If local arts and culture were properly managed, they could not only be a potential source of tourism, generating and increasing revenue for the state, but also providing promising employment opportunities for the surrounding community (Hasanah & Andari, 2021).

The causal factor analysis highlights the role of media as a primary channel for the diffusion of foreign culture, where digital platform algorithms prioritize global viral content over local content, leading to negative acculturation as described by Suparno et al. (2018). Respondents reported that economic globalization exacerbates the situation, with international brands dominating fashion preferences (78%), threatening the survival of local culture, as seen in the case of Malaysia's recognition of the Pendet dance. While there are benefits, such as promoting Indonesian cultural tourism to the world (mentioned by 32% of respondents), this discussion emphasizes that without intervention, the value pluralism of globalization has the potential to erode Pancasila and national identity (Julianty et al., 2022). Overall, these results are consistent with literature such as (Irmania, 2021) which warns of the risk of identity loss among the younger generation due to globalization. The discussion emphasizes the need for mitigation strategies, such as integrating local cultural content into digital media and character education based on local wisdom, to balance the positive (cultural exchange) and negative (westernization) impacts. This research contributes to efforts to preserve national culture in the era of globalization. *connected world*, with policy recommendations for the Ministry of Culture to strengthen the promotion of traditional arts through global platforms.

CONCLUSION

Media globalization has significantly influenced the perceptions of Indonesia's younger generation towards both foreign and local cultures, with complex and multiple impacts. On the one hand, globalization opens up opportunities for enriching cultural exchange, such as increased creativity, intercultural tolerance, artistic innovation, and the promotion of local tourism through digital platforms, as seen in the interactions of K-pop fanbase communities that improve social skills (45% of respondents) and exposure to hybrid cultures. However, negative impacts dominate, including westernization and cultural homogenization that erode national identity, with 58% of young people preferring global trends (Western fashion, K-pop) over local elements such as batik or traditional dance, driven by social media (Instagram, TikTok) and the 3T factors (transportation, telecommunications, technology).

On the one hand, the impact of globalization has had a negative impact on Indonesian culture. The norms inherent in Indonesian culture are slowly fading. If globalization has become global and inseparable from all aspects of our lives, then it can be said that the nation has become one within the scope of globalization. Therefore, it is necessary to maintain Indonesia's socio-cultural aspects as a national identity. This can be done through filtering the culture entering Indonesia and preserving the nation's culture (Zulkifli, 2021).

We cannot reject or stop the flow of globalization. Therefore, as the younger generation, the successors of the nation and those most affected by globalization, we must be able to filter every incoming change to avoid its negative effects and must be able to utilize its positive side. In conclusion, globalization has brought complex challenges and opportunities for the existence of local cultural identities. While globalization can threaten the existence of local cultures, it also provides opportunities to enrich local cultural identities by introducing new elements and expanding individual worldviews (Asmaroini, 2017).

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