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THE INFLUENCE OF GLOBALIZATION ON THE EXISTENCE OF LOCAL CULTURE IN INDONESIA

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Abstract

Globalization touches all the important aspects of life through the presence of information technology development accelerating the globalization process and has a positive and negative impact on the existence of local culture in Indonesia. The purpose of this article is to determine the effect of globalization on the existence of local culture in Indonesia, so as to increase public awareness of the nation to uphold the identity of the nation's own culture. Data collecting method is done by secondary data through literature study and institution data, while primary data is done through interview with cultural and society figures with purposive sampling technique. The method of analysis is done by qualitative method through explorative descriptive. The results of the study show that globalization raises various problems to the existence of local culture in Indonesia, one of which is the decrease of love towards the culture of the nation, the erosion of cultural values, the occurrence of cultural acculturation which further develops into the mass culture. So some things that need to be done in overcoming the influence of globalization is to increase the share of knowledge about the nation's culture in the Indonesia education and selects the emergence of the globalization of new culture and negatively impact the existence of the local culture in Indonesia.

Keywords: *effect, globalization, existence, nation, culture.*

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