

The Influence of Mass Media Globalisation on the Development of Indonesian Culture

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ABSTRACT

The advent of mass media globalisation has exerted a significant impact on Indonesian culture. The objective of this study is to identify and analyse the impact of mass media globalisation on Indonesian culture. The advancement of mass media has become increasingly sophisticated in conjunction with the evolution of communication technology in the contemporary era. It can be seen, therefore, that the development of mass media technology has an impact on the culture and behaviour of Indonesian society. The research method employed is descriptive analysis with a qualitative approach. Data were collected through literature studies based on books and related articles. The results demonstrate that mass media globalisation exerts a multifaceted influence on Indonesian culture. On the one hand, the adoption of global media technology and content has facilitated advances in information access and cross-cultural interaction. However, on the other hand, mass media globalisation also presents challenges to local cultural diversity and national identity.

Keywords: Globalisation, mass media, mass media influence, indonesian cultural development



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1. INTRODUCTION

In the context of globalisation and the rapid development of information technology, the role of mass media in shaping and influencing a nation's culture has become increasingly significant. In Indonesia, mass media has become an integral aspect of the daily lives of the populace, serving as a pivotal conduit for the dissemination of cultural values, social norms, and the representation of national identity. However, as technology advances and mass media penetration becomes more widespread, it becomes pertinent to consider the influence of mass media on the development of Indonesian culture.

This study will examine the intricate interplay between mass media and Indonesian culture, with the objective of gaining a deeper understanding of the ways in which mass media shape, influence and reflect the evolution of Indonesian culture in the contemporary era. An understanding of this will facilitate a more comprehensive insight into the role of mass media in shaping cultural identity and explore its potential impact on Indonesian society and culture as a whole.

In the context of Indonesia's rich cultural diversity and traditions, the influence of mass media can play a complex role in shaping people's mindsets, values and behaviours. It is therefore important to gain a deep understanding of the ways in which mass media contributes to the enrichment of Indonesian culture, while also acknowledging the challenges presented by the rapid and extensive flow of information through mass media in maintaining cultural diversity. It is hoped that this research will provide deeper insights into the relationship between mass media and the development of Indonesian culture, as well as offering guidance on the development of policies that support cultural diversity in Indonesia.

The advent of communication technology and globalisation has brought about a shift in cultural nuances and values, influencing people's tastes and lifestyles. The increasing accessibility and affordability of media has led to a proliferation of information about new civilisations from across the globe. This has led to a recognition within society that not all citizens are able to assess.

2. LITERATURE REVIEW

2.1 Mass Media Globalisation

The term 'mass media globalisation' is used to describe the phenomenon whereby mass media, including television, radio, the internet and social media, exert a significant and far-reaching influence on a global scale. In this context, mass media are no longer constrained by national boundaries, but instead have the capacity to reach audiences on a global scale. In light of the significant impact mass media has on shaping the perceptions of its audience, it is evident that the advancement of mass media in Indonesia will be inevitable. The globalisation of mass media is a process that occurs organically. Globalisation serves to reduce the differences that exist between countries in terms of spatial, temporal and cultural dimensions.

The process of globalisation has been underway since the arrival of Hinduism, Buddhism and Islam in the archipelago. This process may be interpreted as a form of globalisation. At that time, the limitations imposed by geography and culture on the archipelago were dismantled, paving the way for cultural integration with the values espoused by these religions. However, in the context of globalisation in the field of communication, globalisation progresses in line with the advancement of information technology and communication technology. In other words, the accelerated growth of communication tools has the effect of accelerating globalisation. The advent of foreign cultural influences through electronic and other media has brought about a newfound freedom of access to mass media, which will undoubtedly exert a significant impact on the cultural values of Indonesia. It is therefore incumbent upon the Indonesian people to exercise discernment with regard to the development of globalisation, particularly in relation to the influx of foreign cultures that may have an impact upon the Indonesian nation (Wisman, 2023).

Globalisation can be defined as the tendency of society to merge with the world, particularly in the realms of science, technology, and mass communication media. Furthermore, Western scholars posit that globalisation is a pervasive and limitless process that permeates all aspects of life, including politics, society, and economics. This phenomenon is believed to be accessible to all humans across the globe. The advent of globalisation in Indonesia has had a profound impact on the behaviours and attitudes of the younger generation. Of particular note is the growing influence of globalisation in the realms of fashion, cuisine and leisure (Aris, 2023).

Globalisation occurs through two dimensions in the interactions between nations: the dimensions of space and time. The scope for interaction and communication on a global scale is becoming increasingly limited in terms of both space and time. Globalisation is a process that occurs in all areas of life, including ideology, politics, economics, socio-culture, defence and security, and others. The influx of foreign cultures into Indonesia is not inherently problematic. Rather, it can provide insights and inspiration for self-expression and the development of creative ideas. However, it is important to acknowledge the potential negative implications of the influx of foreign cultures into Indonesia. It is crucial for the Indonesian people to exercise discernment and avoid emulating these practices. (Balqis, Ismi Luthfya, 2024) Information and communication technology constitutes a significant enabler of globalisation. In the contemporary era, the advancement of technology has reached such a pace that a vast array of information, encompassing diverse forms and interests, can be disseminated across the globe with remarkable swiftness. It is therefore inevitable that globalisation will continue to occur. Nevertheless, it is crucial to acknowledge the necessity of preserving Indonesian culture through various initiatives. One such approach is the shaping and education of the younger generation, facilitated by teachers in schools. This entails imparting insights and a comprehensive understanding of the significance of fostering an attitude of concern for Indonesian culture (Hidayat, 2020).

The presence of globalisation certainly has an impact on the life of a country, including Indonesia. The influence includes two sides, namely positive influence and negative influence. The influence of globalisation in various fields of life such as political life, economics, ideology, socio-culture and others will affect the values of nationalism towards the nation. Globalisation of mass media that looks more modern allows it to attract the attention of young people, especially foreign cultures that enter Indonesia. With the entry of foreign cultures into Indonesia, this can now slowly fade the local cultural values of the Indonesian people, including Indonesian cultural traditions. (Siburian, 2021).

2.2 The term "culture" is defined as follows:

The term 'culture' is derived from the Sanskrit language, specifically from the word 'buddhiyah', which is the plural form of 'buddhi' (also spelled 'budi' or 'intellect'). The latter is defined as pertaining to the human mind and intellect. In the English language, the term "culture" is used to describe a system of shared beliefs, values, customs, and behaviors that characterize a particular society or group. This concept is derived from the Latin word "colere," which translates to "to cultivate" or "to work." An additional interpretation is that of cultivating the land or farming. Additionally, the term "culture" is occasionally rendered as "kultur" in Indonesian.

In terms of knowledge, culture is a unit of ideas that exist within the human mind, rather than a symptom consisting of habits and the results of human behaviour. Culture is comprised of a set of values, norms, and prohibitions that guide actions within a social and cultural context. The advent of numerous mass media platforms has the potential to erode Indonesian culture, as it renders the Indonesian populace increasingly dependent on mass media technology (Yoga, 2018).

Culture can be defined as a way of life that develops and is shared by a group of people and is passed down from generation to generation. The formation of culture is a complex process that encompasses a multitude of elements, including religious and political systems, customs, languages, tools, clothing, buildings, and works of art. Language, like culture, is an integral aspect of the human experience; many individuals perceive it as a genetically inherited trait. When one attempts to communicate with individuals from disparate cultural backgrounds and adapt to their distinctive characteristics, it becomes evident that

culture is a learned phenomenon. Culture can be defined as an overall pattern of life. It is a complex, abstract, and broad concept. A multitude of cultural factors influence communicative behaviour. These socio-cultural elements are distributed throughout society and underpin a multitude of human social activities.

3. RESEARCH METHODS

The research method employed is descriptive analysis with a qualitative approach. The data was gathered through a systematic review of the literature, based on a synthesis of relevant books and articles. This approach enabled the researcher to gather data from validated academic sources, thereby guaranteeing the precision and dependability of the information employed in the analysis. The books and journal articles selected were chosen based on their relevance to the research topic, as well as their tendency to cover a range of perspectives and provide an in-depth understanding of the issue under study.

4. RESULTS AND DISCUSSION

4.1 Results

The role of mass media in the dissemination of Indonesian culture is of great significance and complexity. It plays a pivotal part in influencing how people perceive, understand and value local culture. The term "mass media" encompasses a multitude of platforms, including television, radio, print media, and digital media, which possess a considerable reach and are capable of disseminating information to diverse segments of society. In the context of Indonesia, which is characterised by a rich cultural diversity, mass media serves as an effective tool for the promotion and preservation of traditions, arts, languages and customs that exist in various regions. Conversely, the utilisation of mass media facilitates interactions with others, offering convenience to its users. However, as a user of mass media, it is imperative to exercise vigilance to prevent undesirable outcomes (Zahid, 2019).

One method through which mass media facilitates the dissemination of Indonesian culture is through the medium of television programmes. Television programmes, including soap operas, films and documentaries, frequently incorporate elements of Indonesian culture, whether through narrative, setting, costume or musical elements. To illustrate, soap operas and films set in villages frequently depict traditional dances, ceremonies, and the everyday lives of individuals who adhere to local cultural norms. This not only provides entertainment, but also serves to educate the audience about Indonesia's rich cultural heritage. Documentary programmes that review the traditions and lives of indigenous people represent an effective means of documenting and disseminating knowledge about cultures that may not be widely known by the general public. Furthermore, foreign cultures are also introduced to Indonesia through television programmes, which can have a detrimental impact on the Indonesian people. It is therefore essential to maintain a high level of vigilance in order to effectively address the challenges posed by the rapid globalisation of mass media. (Hijrah, 2023).

Radio also plays an important role in the dissemination of culture, particularly in regions that may not be accessible via television or the internet. Radio broadcasts facilitate the dissemination of traditional songs, folklore, and information regarding local cultural events to a broad audience. Community radio, frequently managed by local residents, also serves to conserve regional languages and dialects, in addition to disseminating information regarding cultural activities within their respective communities.

Print media, including newspapers and magazines, also facilitate the dissemination of culture. The dissemination of information on local arts, history and traditions, as well as cultural events, provides a comprehensive insight into Indonesian culture and facilitates its preservation. Print media frequently include sections dedicated to culture and tourism, thereby facilitating the dissemination of the diverse cultural traditions of different regions to a broader audience.

The advent of digital media, and in particular social media, has precipitated a profound transformation in the manner in which culture is disseminated and appreciated. Online platforms such as YouTube, Instagram and TikTok facilitate the rapid and convenient dissemination of cultural content among individuals and communities. Videos of traditional dances, cooking tutorials showcasing regional specialities, and other content showcasing Indonesian culture can rapidly achieve a high level of engagement, reaching millions of people. Furthermore, social media facilitates direct engagement between content creators and audiences, thereby fostering a dynamic space for dialogue and information exchange. Furthermore, the presence of cultural influencers and online communities dedicated to promoting Indonesian culture serves to capture the attention of younger demographics and global audiences. However, mass media also encounters obstacles in disseminating Indonesian culture. One of the principal challenges is the prevalence of foreign culture through global media. Foreign films, music, and television programmes frequently enjoy greater popularity and occupy a dominant position in local media programming. This can result in the marginalisation of local culture and a decline in the younger generation's interest in their own culture. Consequently, it is vital for the government and relevant stakeholders to facilitate the production of high-quality and engaging local content.

The implementation of policies such as the mandatory airing of local content on television, coupled with the provision of incentives for local content creators, has the potential to address this challenge. Furthermore,

there is the challenge of accurate and authentic cultural representation. On occasion, mass media may engage in stereotyping or oversimplification of the intricacies of specific cultures for commercial gain. This can result in a lack of appreciation for the full richness and diversity of Indonesian culture. It is therefore incumbent upon the media to act as responsible educational agents, ensuring that the cultural representations presented are accurate and respectful of the authenticity of the culture in question. The technological mastery of developed countries exerts control over the globalisation of Indonesia. This has the effect of reducing the level of interest in preserving the local cultural traditions of Indonesian society (Surahman, 2013).

In the context of the digital age, the convergence of mass media and technology has the potential to facilitate new avenues for the preservation of cultural heritage. The digitisation of cultural artefacts, the creation of digital archives and the development of applications based on local culture can facilitate the documentation and dissemination of cultural knowledge. To illustrate, mobile applications that furnish information on traditional dances, folk music and folklore can serve as an efficacious pedagogical instrument for the younger generation. Furthermore, virtual reality (VR) and augmented reality (AR) can be employed to create immersive cultural experiences, enabling individuals to "visit" cultural sites or "experience" traditional ceremonies without having to be in those locations.

In conclusion, the impact of mass media on the dissemination of Indonesian culture is considerable and multifaceted. The mass media serves not only as a means of entertainment, but also as a tool for the dissemination of knowledge and the preservation of cultural heritage. In order to optimise this role, it is essential to garner support from a multitude of stakeholders, including governmental entities, the media industry, and the general public. Therefore, the mass media can continue to fulfil a role in the preservation and promotion of Indonesia's cultural heritage in the context of an increasingly globalised world. By combining their efforts, it is possible to introduce, appreciate and preserve Indonesia's rich culture among current and future generations, both locally and globally.

Indonesia is a country with a rich and diverse cultural heritage, encompassing a multitude of ethnic and religious groups. Each of these cultures is characterised by high social and artistic values. However, in the current context, Indonesian culture is facing a gradual decline. This is largely due to the impact of technological advancement, which has the potential to negatively affect Indonesia's traditional culture.

With the advent of electronic media, Western culture has gained significant access to Indonesia. This has led to shifts in Indonesian society, both in terms of mindset and behaviour. The influence of Western culture in Indonesia is a multifaceted phenomenon, encompassing both positive and negative aspects.

The contemporary era of globalisation has facilitated the influx of foreign cultures through a multitude of avenues, including mass media, the Internet, and tourism. Western popular culture, including music, film and fashion, has become integrated into the daily lives of urban Indonesians, resulting in a more cosmopolitan lifestyle. However, the process of globalisation also presents challenges to the preservation of local cultures. Those belonging to younger generations, who are more exposed to foreign cultures, often display a greater interest in global trends than in the traditions of their ancestors. Nevertheless, Indonesian culture has demonstrated remarkable adaptability. Rather than erasing local identity, foreign cultural influences are often absorbed and reworked into something uniquely Indonesian. For instance, wayang kulit has Indian roots but has evolved into a distinctive art form imbued with local values. Consequently, Indonesian culture is the product of a dynamic interplay between indigenous traditions and external influences, resulting in a multifaceted and diverse cultural heritage.

4. CONCLUSION

The phenomenon of globalisation exerts a profound impact on the evolution of cultural forms, manifesting in individual, collective and community-based cultural expressions. The positive aspects of globalisation that can be integrated into cultural practices will undoubtedly confer significant benefits, thereby enhancing the quality of community life. It is imperative that the cultural identity of each region be preserved and reinforced, and that the resilience of the individual be strengthened against the influence of immoral offers. The inevitability of change is a given, and it is therefore incumbent upon us to play a role in shaping the cultural landscape of the future. This entails determining the nature of the culture that will be introduced, how it will be fixed and maintained. The solution to these issues lies within each individual. It is through our collective actions that we can facilitate positive change towards a more prosperous and culturally rich Indonesian nation. Globalisation is inextricably linked to the advancement of information and communication technology. These technological advances are a consequence of modernity and the efforts of human existence on Earth. It thus falls upon humanity as a whole to confront the negative consequences of technological advancement. Indonesia is among the countries that have not implemented any restrictions on foreign elements entering their territory. This has resulted in a lack of accommodation for these elements, preventing direct contact with the people. In light of this, it is crucial to exercise selectivity in the context of the increasingly sophisticated globalisation developments. This approach enables Indonesians to derive benefits from the advancement of mass media globalisation.

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