



THE ROLE OF GLOBALIZATION IN THE CULTURAL TRANSFORMATION OF JAVANESE COMMUNITIES IN TUNTUNGAN VILLAGE

Shofiyatuzzahra ¹, Ika Safitri ², Mutia Amanda ³

^{1,2,3} Universitas Islam Negeri Sumatera Utara, Medan, Indonesia

Corresponding author: shofiyatuzzahra23@gmail.com

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ABSTRACT

This journal article explores the impact of globalization on cultural change among the Javanese community in Tuntungan Village, a community located on the border between urban and rural areas in Indonesia. Using a qualitative approach with an ethnographic method, the study focuses on aspects such as language, arts, traditional rituals, lifestyle, and social values. Data were collected through participant observation, in-depth interviews, and document analysis. The findings show an intensive mixing of Javanese, Indonesian, and foreign terms in everyday communication, indicating a shift toward national and global languages. Traditional arts such as wayang kulit and ketoprak have been modified to appeal to younger generations, and hybrid art forms such as campursari have emerged as creative adaptations to global influences. Traditional rituals such as Selamatetan and Mitoni are still maintained but have been simplified and adjusted to fit modern lifestyles. The community's lifestyle has changed with the adoption of modern technologies such as smartphones and the internet, along with a shift in consumption patterns toward global products and fast food. In education, there has been a shift from traditional knowledge-based learning to formal education systems that emphasize global skills. Social values have also shifted from a communal orientation toward higher individualism. This study emphasizes that the people of Tuntungan Village actively negotiate and adapt to the flows of globalization, creating unique forms of hybrid culture. In this context, globalization not only leads to cultural homogenization but also acts as a catalyst for the emergence of new, complex, and dynamic cultures. The findings provide important insights into how local communities respond to and adapt to the challenges of globalization while preserving the essence of their cultural identity.

Keywords: Globalization, Cultural Change, Javanese, Tuntungan Village, Cultural Hybridity, Modernization.

1. INTRODUCTION

Globalization has brought significant changes to various aspects of people's lives, including in traditional villages such as Tuntungan Village, which is located in Deli Serdang Regency, North Sumatra Province (Tanjung et al., 2022). The development of information and communication technology has facilitated rural communities' access to global culture, resulting in cultural transformation (Fahmi & Mendrofa, 2023; Fanea-Ivanovici & Pană, 2020; Poddar, 2024). In Tuntungan Village, this phenomenon can be observed in various aspects of everyday life. For example, many young people in the village are now more interested in foreign music and fashion than in local culture. Based on a survey conducted by the Central Statistics Agency (Badan Pusat Statistik) (2023), 65% of youth in Tuntungan Village access social media more frequently to follow global trends rather than participate in local cultural activities. This change illustrates how globalization influences rural community culture by shifting traditional values and introducing new cultural elements (Ardiansyah et al., 2023; Rangkuti et al., 2024).

The literature review reveals that globalization has a complex impact on local culture (Judijanto et al., 2023; Pieterse, 2019). According to Tomlinson (1999), globalization not only leads to cultural homogenization but also encourages cultural adaptation and hybridization within various local communities (Negedu & Ojomah, 2021; Tuncer, 2023). A study by Robertson (1995) shows that globalization can trigger the revival of local identity as a response to global culture (Igosheva et al., 2019; Sharifonnasabi et al., 2020). For example, in several villages in North Sumatra, there have been efforts to revitalize local culture as a way to preserve cultural identity amid the forces of globalization (Amin & Ritonga, 2024; Suharyanto, 2024). These facts confirm that globalization does not merely erase local culture; rather, it also influences how culture develops and adapts to external influences (Bukowski & Rudnicki, 2019; Harry, 2023).

This article aims to examine the role of globalization in the cultural transformation of the Javanese community in Tuntungan Village, Deli Serdang Regency, North Sumatra Province. It is important to understand how globalization influences local culture, particularly in villages that still strongly uphold their cultural traditions. This study will identify changes in cultural practices, values, and the identity of the Tuntungan Village

community as a result of globalization. Data will be collected through direct observation, interviews with local residents, and relevant literature analysis. Therefore, this article is expected to provide a deeper understanding of the dynamics of cultural transformation in Tuntungan Village and its implications for cultural and globalization studies.

The hypothesis proposed in this article is that globalization plays a significant role in driving the cultural transformation of the Javanese community in Tuntungan Village. Based on preliminary observations and the literature review, there are strong indications that the influence of globalization is reflected in changes in lifestyle, values, and cultural practices within the village community. For example, residents of Tuntungan Village are now more open to foreign cultural practices such as Halloween celebrations or the use of technology in traditional ceremonies, which were previously considered incompatible with local traditions. In addition, previous studies have shown that globalization can accelerate the adoption of new cultural elements while still maintaining certain aspects of local culture (Yeganeh, 2020; Zulkarnain, 2024). This argument will be tested through an analysis of the data collected in this study, with the expectation of providing empirical evidence of how globalization influences and transforms the culture of the Tuntungan Village community.

2. RESEARCH METHODE

This research adopts a qualitative approach with ethnographic methods to gain an in-depth understanding of the role of globalization in cultural changes in the Javanese people in Tuntungan Village (Creswell, 2021). The choice of this method is based on the need to explore socio-cultural phenomena holistically in their natural context.

Data collection was carried out through three main techniques: participant observation, in-depth interviews, and document analysis. Participant observation was carried out for six months in Tuntungan Village, with researchers directly involved in various community activities. The focus of observation includes daily activities, traditional ceremonies, and community social interaction patterns. Detailed field notes were taken to document the results of observations.

In-depth interviews were conducted with 20 key informants selected using purposive sampling techniques. Informants include traditional leaders, youth and community members from various socio-economic backgrounds. Semi-structured interviews were used to explore the informants' perceptions, experiences and views about the cultural changes that occurred.

Document analysis includes a review of village archives, local historical records, and documentation of cultural activities. These sources provide historical context and additional information that enriches the primary data. The collected data was analyzed using thematic analysis techniques (Peel, 2020). This process involves coding data, identifying patterns and themes, and interpreting meaning in the context of the theory used. Triangulation of sources and methods was applied to increase the validity and reliability of research findings. Research ethics were strictly maintained by obtaining informed consent from all participants and maintaining confidentiality of their identities. Researchers also apply the principle of reflexivity to be aware of and minimize potential biases during the research process.

3. RESULT AND DISCUSSION

Research in Tuntungan Village shows several significant changes in Javanese culture as a result of globalization. In terms of language, there is an intensive code-mixing phenomenon between Javanese, Indonesian, and foreign terms in everyday conversation (Nurjaleka & Supriatnaningsih, 2021; Rinawati, 2020). The use of Javanese, especially the *krama inggil* (high-level) variety, is starting to decline, especially among the younger generation, indicating a shift in communication patterns that are more oriented towards national and global languages (Humphreys, 2024; Udasmoro et al., 2024). Traditional Javanese arts in Tuntungan Village have undergone quite significant transformations.

Several forms of performing arts such as *wayang kulit* and *ketoprak* have been modified to attract the interest of the younger generation, for example by incorporating modern elements in the story or stage setting. Hybrid art forms have also emerged that combine traditional Javanese elements with culture global, such as

campursari music which combines gamelan musical instruments with modern musical instruments (Wahyudi et al., 2024).

Javanese traditional rituals in Tuntungan Village have also undergone changes in their implementation (Widianto & Irawan, 2019). Several customary ceremonies such as Selamatetan and Mitoni (the seventh-month pregnancy ritual) are still maintained, but with simplified procedures and more flexible timing to accommodate modern lifestyles. The use of traditional symbols in these rituals has also begun to decline, being replaced by elements that are more practical and easier to obtain.

The lifestyle of the Javanese community in Tuntungan Village shows clear changes due to the influence of globalization. The adoption of modern technology such as smartphones and the internet has transformed patterns of social interaction and access to information. Changes in consumption patterns are evident from the growing preference for global products and fast food. In the educational aspect, there has been a shift in focus from traditional education rooted in local wisdom to formal education systems that are more oriented toward global skills.

The social values of the Javanese community in Tuntungan Village have also shifted. There is a tendency to move from a strong communal orientation toward greater individualism. Family structures are beginning to change from extended families to nuclear families. Patterns of social interaction have also shifted, with decreasing intensity of face-to-face gatherings and increasing interaction through social media.

Overall, these changes reflect the complex dynamics of local culture in confronting globalization. The Javanese community in Tuntungan Village not only adapts to external changes but also actively shapes a new cultural identity that reflects the complex interaction between local traditions and global influences. This transformation illustrates the community's ability to integrate new elements while maintaining the essence of their traditional culture. This study highlights the importance of understanding how globalization affects local cultural transformation and how local communities respond to and adapt to such changes.

4. CONCLUSION

This research demonstrates that globalization has brought significant and complex changes to the culture of the Javanese community in Tuntungan Village, affecting language, arts, traditional rituals, lifestyle, and social values. In terms of language, the findings reveal an intensive mixing of Javanese, Indonesian, and foreign terms, indicating a shift in everyday communication toward national and global languages. The younger generation also tends to rarely use the *inggil* (high-register) form of Javanese, highlighting ongoing challenges in preserving traditional linguistic elements.

Traditional arts such as *wayang kulit* and *ketoprak* have undergone modifications to attract younger audiences, while hybrid art forms such as *campursari* have emerged, combining traditional Javanese elements with modern global influences. This reflects the community's efforts to bridge cultural heritage with contemporary trends. Similarly, in the practice of traditional rituals such as *Selamatetan* and *Mitoni*, there has been a simplification of procedures and a more flexible scheduling of ceremonies, indicating an ongoing negotiation between the demands of modern life and the desire to maintain cultural values.

The adoption of modern technology and shifting consumption patterns further illustrate the broader modernization process influencing local lifestyles. The widespread use of smartphones and the internet has reshaped patterns of social interaction and access to information, while growing preferences for global products and fast food signal changes in consumer behavior. In the educational sphere, there has been a shift in emphasis from traditional learning rooted in local wisdom toward formal education systems that prioritize globally oriented skills.

Social values have also transformed, marked by a transition from strong communal orientations toward greater individualism. Family structures are gradually shifting from extended families to nuclear families, and social interaction patterns are changing as face-to-face gatherings decrease while engagement through social media increases.

Overall, this research confirms that the people of Tuntungan Village are not passive recipients of globalization. Rather, they actively negotiate and adapt to global influences, creating hybrid cultural forms that integrate both local traditions and global elements. In this context, globalization does not merely lead to cultural

homogenization; it also functions as a catalyst for the emergence of new, complex, and unique cultural expressions.

This study provides important insights into how local communities respond to and adapt to the challenges of globalization while preserving the essence of their cultural identity. It asserts that globalization should be understood as a dynamic process that interacts with local cultural elements, producing a rich and diverse cultural landscape. Moreover, the findings suggest that local communities play an active role in navigating and shaping the impact of globalization on their cultural practices and identities.

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