The impact of globalization on the social behavior of the local cultural identity of the Sade community

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ABSTRACT

This study aims to examine the impact of globalization on the social behavior and local cultural identity of the Sade community, focusing on the changes that occurred before and after the transformation of Sade hamlet into a tourist destination. The research method used was qualitative using interviews as an instrument to obtain the views of various informants, including traditional leaders, master teachers, and the general public, regarding their perceptions of the impact of globalization. The results showed significant changes in several aspects, including consumption patterns, social values and norms, and the cultural identity of the Sade community. Globalization has affected people's consumption patterns, with an increasing preference for global products over traditional local products. In addition, there has been a shift in social values and norms, with individualistic values from global culture beginning to influence the social structure that was previously dominated by values of collectivity and solidarity in the Sade community. Changes in cultural identity also occur where interaction with global culture creates new dynamics in the understanding and experience of the Sade community's cultural identity. Awareness of the importance of cultural preservation and traditional values becomes crucial in maintaining the authenticity of local identity amidst the continuous flow of globalization.

Keywords: globalization, local cultural identity, social behavior, Sade community

INTRODUCTION

Indonesia consists of several regions, each of which has a distinctive culture that shows the identity of a region. The culture created in an area is a way of life that develops and is owned by a group of people and is passed down from generation to generation (Kasus & Mamasa, 2021). One of the regions with diverse destinations has its charm, located on the island of Lombok, namely the Central Lombok Regency. Central Lombok Regency has quite a popular tourist attraction, one of which is the Sade hamlet. Sade Hamlet is one of the tourist hamlets located in Rembita, Pujut District, Central Lombok Regency. This traditional hamlet offers Sasak tribal cultural attractions in the form of typical house architecture, local community habits, and also the community's creative work in the form of Lombok typical weaving and the process of making it (Sari & Nugroho, 2018). The form of culture that exists

in the living environment of the Sasak people of Sade village is manifested in traditional building architecture which contains aspects of values, norms, and regulations that apply in the living environment of the Sasak people of Lombok (Intania Kanina & Heru Subiyantoro., 2019).

The world is currently facing an era of globalization in which the development of science and technology is increasing. Globalization is an order of society that is worldwide and knows no regional boundaries. Globalization is essentially a process that comes from ideas that are raised, then offered to be followed by other nations, which finally reaches a point where the agreement becomes a common agreement of nations around the world (Hafizah, 2023). In its development, globalization has caused various problems in the field of national values, for example: the loss of an original cultural value from a region or nation, the degradation of national values, the decline in nationalism and patriotism, the loss of kinship and cooperation, the loss of self-confidence and westernized lifestyles (Munadhil Abdul Muqsith, 2020). Currently, the presence of globalization is unavoidable because globalization is able to influence the global order of society and does not recognize regional boundaries. Moreover, the development of technology and information, which is currently getting faster and faster, is able to help the process of disseminating the influence of globalization to all corners of the world (Ramdhani, 2021; Zahrawati, 2020).

Based on research conducted by previous researchers, related to this research, including, Sari & Nugroho (2018), Nisa et al., (2018), Wikayanto et al., (2019), Sudarsih (2019), Purnomo et al., (2020), Tolkach & Pratt (2021), Wibowo et al., (2022), Harefa (2022), NONCI et al., (2023), Sawaludin et al., (2023), Mashami et al., (2023), Sahira et al., (2023), Haslan (2023).The results of Sawaludin et al.,(2023) show that culture is a whole habit that is continuously rooted in community life, both in the form of knowledge, beliefs, arts, morals, laws, and customs. Culture is also the totality of beliefs, knowledge, morals, arts, laws, habits, and all other customary abilities acquired by a person as a community group. The culture of the Sade community in general has been contaminated with foreign cultures, thus affecting some of the lives and values of local wisdom. This does not mean eliminating the values in question, but the values remain attached and continue to be maintained, as well as the culture. The results of research by Sahira et al. (2023) showed that according to Koesoema, value is a device that is believed and carried out by society so that it can shape attitudes, behavior, thoughts, and feelings. Value is also something that is very valuable in human life because value is considered very good and beneficial for human life in carrying out daily life.

The results of the research by Hafizah, (2023) explain that globalization is also very influential on the cultural values of the Indonesian nation, which can affect the existing culture as seen from the increasing number of buildings that have begun to apply modern buildings, causing the aesthetic value and beauty value to begin to fade because there is no longer any cultural authenticity in the house which is a form of inheritance from ancestors. This can result in the degradation of customs and culture. As a result, many generations are more likely to favor Westernized cultures that are not by the culture of the Indonesian nation. Nahak (2019) also explained that public awareness of maintaining local culture is still very minimal nowadays. People prefer foreign cultures that are more practical and by the times. This does not mean that foreign cultures should not be adopted, but many foreign cultures are not by the nation's personality. Such as the entry of foreign culture, namely the culture of dressing more mini and open which is often known as the term "you can see" This is not by Indonesian culture which adheres to the value of manners and is supported by the majority of the population is Muslim who upholds the way of dressing by covering the *aurat*. Local culture can also be adapted to the times, while not leaving the characteristics of the original culture.

Hibatullah, (2022) explains that globalization also brings many foreign influences into Indonesia. Of the many foreign influences that enter Indonesia, not a few are also contrary to Pancasila and our culture but instead become a trend. One of the consequences is the degradation of our nation's customs and culture. Degradation itself can be interpreted as a decline, deterioration, or decline in the value of something. The increasingly modern information and communication technology is the main way foreign cultures enter Indonesia. Ramdhani (2021) explains that the positive impact of globalization has also been felt, such as the ease of accessing information. This can help in getting information easily. In addition, the positive effects of globalization can provide easy access to science and of course, there are many more positive effects of globalization. Eptiana et al. (2021) also explained that culture in a society is a certain value system that is used as a guide to life by residents who support this culture, which is used as a frame of reference in acting and behaving, so culture then becomes a tradition or is done repeatedly which is difficult to change because it has become integrated into social life. The culture created in an area contains norms, values, and concrete in the form of behavioral activities and behavior patterns.

The condition of Indonesian society, which is influenced by globalization, especially the Sade community in Rambitan Village, is not free from sociocultural changes, there is also that the impact of globalization on the social behavior of the local cultural identity of the Sade community is a phenomenon that continues to grow and become a very relevant topic and also as a process where relationships and interactions between countries, societies, and cultures are increasingly integrated and interrelated with each other. Therefore, with the previous researches that have been developed before, this research aims to strive for the unification of the world community in terms of lifestyle, orientation, and culture.

Based on this background, the preservation of local culture by the Sade community is the origin and foundation that the Sade community has a valuable culture and as part of civic skills. This can be noted from the various values that exist in the culture, such as the value of cooperation, equality, solidarity, and deliberation. Therefore, no one has examined the impact of globalization on the social behavior of the local cultural identity of the Sade community, although globalization can also have a huge impact on the culture of the Indonesian nation. However, many things can be obtained from this influence, which is not only a positive impact but also a negative impact. For this reason, it is expected to be able to sort out the impacts so as not to fall into the negative impact of the influence of globalization.

RESEARCH METHODS

The method in this research is qualitative, focusing on the changes that occurred before and after Sade Hamlet became a tourist hamlet. In this study, primary data were used which were obtained directly by researchers in the form of socio-cultural conditions before and after Sade hamlet became a tourist hamlet which included aspects of community livelihoods, organizational systems, and language (Sari & Nugroho, 2018). Qualitative research is research that emphasizes the analysis of deductive and inductive inference processes and analyzes the dynamics of relationships between observed phenomena using scientific logic. Data collection in this research uses interviews, observation, and documentation as well as field notes. Interviews will be conducted with research informants, namely community leaders, religious leaders, youth leaders, and customary leaders who are determined using snowball sampling techniques, data obtained through interviews and observations, and supplemented with document data and field notes that provide information or descriptions related to the research focus (Haslan, 2023). This research takes a lot of information from many previous studies. This is useful as a comparison, either the shortcomings or advantages that already exist in previous

studies. This research examines various information about the influence of globalization on the existence of the Indonesian national identity today. Various negative influences of globalization are a threat as well as a challenge to the existence of the national identity of the Indonesian nation. This is certainly the basis on which this article was created, by comparing various existing information from various articles in order to solve various problems that occur today through education as well as efforts to filter the various negative influences of globalization that enter Indonesia (Hikmawati, 2021).
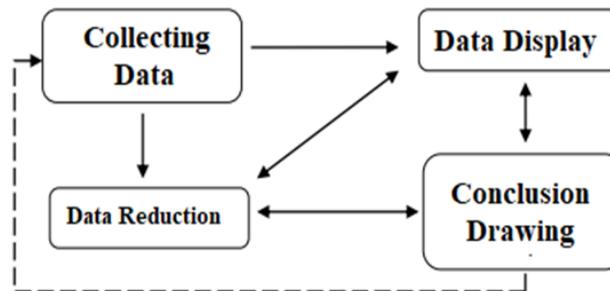

Figure 1. Data analysis framework

Miles & Huberman explained that there are 4 types of activities in data analysis, namely data collection, data reduction, data display, and conclusions (Fadli, 2021). (1) Data collection, this researcher conducted a literature study first to examine the impact of globalization in Sade, by looking at various previous studies and then verifying and conducting initial proof that the problem to be studied still exists and is preserved by the Sasak indigenous people. Then further conduct interviews with various informants ranging from traditional leaders, teachers, and the community regarding how the views, related to the impact of globalization. Observation was also carried out by researchers directly by coming to the Sade hamlet at the home of a local traditional leader who explained the impact of globalization on the Sade community; (2) Data reduction, which is the process of summarizing, selecting, and sorting from all data that has been taken to be adjusted to become valid data related to the impact of globalization to be analyzed; (3) Display data (presentation of data), after all the data obtained and reduced, the data related to the impact of globalization in a socio-cultural perspective are compiled and made into a research paper; (4) Conclusions are drawn from the results of the discussion regarding the impact of globalization that has been explained.

RESULTS AND DISCUSSION

The influence of globalization on the social behavior and local cultural identity of communities is a complex phenomenon that occurs due to the interaction between factors from the global and local scales. Globalization, which involves economic, political, and cultural integration between countries around the world, has had a significant impact on local communities. This includes changes in social behavior and the dynamics of their cultural identity. The introduction of new values, norms, and lifestyles by globalization is often not in line with local values and traditions. This can lead to local communities experiencing an identity crisis or trying to find a balance between their traditional cultural identity and an identity influenced by interaction with global culture. The impact of globalization on social behavior and local cultural identity is an important research topic in anthropology and sociology. To properly understand these dynamics requires an interdisciplinary approach that

considers interrelated economic, political, cultural, and technological factors (Frima & Fajar, 2023).

TM1 explains that: "With the influx of global culture, especially through mass media and information technology, the Sade community began to adopt more modern consumption patterns and a more practical lifestyle. "With the development of global culture, especially through the influence of mass media and information technology, the Sade community began to experience changes in their consumption patterns and lifestyles. They tend to adopt more modern consumption patterns that involve the use of products that are considered modern or trendy in global culture. In addition, the lifestyle of the Sade community also began to move towards a more practical direction, perhaps by choosing a more efficient or simple way of life in the context of daily life. This shows that global culture has had an impact on the behavior and daily life choices of the Sade community. A picture of a traditional house in Sade Village can be seen in Figure 1 and 2.
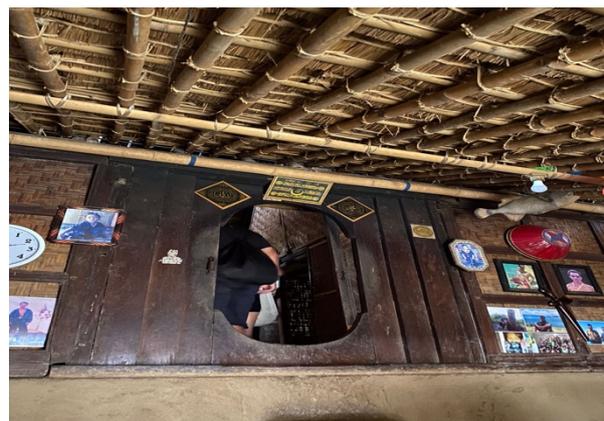

Figure 1. Traditional house outside

Figure 2. Traditional house inside

In Figures 1 and 2, it can be seen that the traditional house of the Sasak tribe in Sade called Bale Tani has a sliding wooden door called Lawang Gelung in a round oval shape with a very medium size, it is said that according to the residents here, the door is deliberately made not high so that when someone passes through the door it must bow, a reflex motion which is a way to respect someone who is in the house. Bale Tani traditional house constitutes an important element in the local culture of the Sade community on Lombok Island, Indonesia. In addition to its function as a residence, this traditional house also has significance as a symbol of the sustainability of the culture and traditions embraced by the Sade community. Bale Tani reflects the lifestyle and needs relevant to the Sade community in dealing with the unique natural environment around them.

Bale Tani is constructed using natural materials such as bamboo, wood and woven coconut leaves. Despite its simple structure, this traditional house is designed to be sturdy, with a roof that tends to be high and elongated. Bale Tani traditionally consists of one large room that serves as a place for various social and religious activities including traditional meetings and ceremonies as well as a residence for the extended family. One of the distinctive characteristics of Bale Tani is its floor, which is made from a mixture of clay and cow dung processed in a special way. This floor has a strong strength and is considered to symbolize fertility and prosperity for the family that occupies the house. Bale Tani is often decorated with carvings and weavings depicting traditional motifs and cultural values of the Sade community. This shows that this traditional house is not just a physical place, but also the center of social

and spiritual life for the Sade community. In addition, Bale Tani has an important value as part of the cultural heritage that must be maintained and preserved. Aside from being a place to live, Bale Tani also serves as the center of traditional economic activities for the Sade community including the making of ikat woven fabrics, handicrafts, as well as a location for meetings related to agricultural activities and daily life. As such, Bale Tani is not only a place of residence for individuals or families, but also an important symbol of the cultural identity and sustainability of the Sade community. The process of spinning yarn from cotton and the weaving process can be seen in Figures 3 and 4.

Figure 3. Cotton yarn spinning process   Figure 4. The weaving process

In Figure 3, the process of spinning yarn from cotton starts with the selection of high-quality cotton which is then cleaned of dirt and other substances through a cleaning process. Afterward, the clean cotton is fed into a card cleaning machine to open, comb, and flatten the fibers, resulting in a smooth and uniform cotton wipe. The cotton wipe then goes through an optional combing process to remove short fibers and fluff to produce longer, finer fibers. The fibers are then pulled repeatedly in the winding process to produce a finer and more uniform yarn. In the last stage, the fibers are spun together in the twisting process to form a strong and fine yarn which is further wound into large coils or cones for use in the next stage of textile production.

In Figure 4, there is a weaving process, which is an activity that involves making cloth or woven by arranging yarn fibers horizontally and vertically feed crosswise. Process This is Weaving begins with the preparation of warp and weft yarns which are usually made of natural or synthetic fibers. The warp threads are arranged on a loom called a dipper while the weft threads are pulled through the warp threads using a tool called a rapa. During the weaving process, the warp threads are alternately raised and lowered to form a woven pattern while the weft threads are inserted through the gaps between the warp threads using a loom. This process is repeated over and over again until the fabric is formed according to the desired design. The weaving process requires high skill and accuracy to produce a cloth with the desired strength, thickness, and pattern. In this case, people from outside the Sade community can also try in the process of making crafts in Sade village.

In addition, TM1 also mentions that "globalization has affected social interactions among members of the Sade community. Local traditions such as home gatherings and religious activities are being replaced by more individualistic activities, such as spending time on social media or modern entertainment venues." The impact of globalization is felt in social

interactions among the Sade community, which show significant changes in traditional patterns. Activities that were previously an integral part of daily life such as gatherings in homes and religious activities are now beginning to shift as they are replaced by more individualistic practices. This is reflected in the tendency of Sade community members to spend time on social media or visit modern entertainment venues. These changes indicate an adaptation to lifestyles influenced by global culture. Traditional values and practices that prioritize togetherness and communal activities are being eroded by preferences that emphasize more independent and personal activities. Along with these changes comes a transformation in the way Sade people interact, signaling the changing social dynamics within their community.

Changes in Consumption Patterns

The impact of globalization on the Sade community can be seen in their changing consumption patterns. The more accessible availability of outside products influences consumer preferences, causing a shift away from traditional local products towards those more commonly found in global culture. This reflects the Sade community's adaptation to an increasingly open global market, as well as their integration with internationally dominant consumption trends. As a result, local products that previously dominated the market may experience a decline in demand, while global products become more desirable and more frequently found within the Sade community. This confirms that globalization not only impacts economic and trade structures but also has a considerable impact on the consumption habits and local cultural identity of the Sade community.

TM2 explains that: "The impact of globalization on the social behavior and local cultural identity of the Sade community is quite significant. One of the impacts highlighted is the change in consumption patterns and lifestyles". The impact of globalization on the social behavior and local cultural identity of the Sade community shows great importance. One aspect to focus on is changes in consumption patterns and lifestyles. Previously, the Sade community generally followed consumption patterns and lifestyles rooted in strong local values and traditions. However, with increased interaction with global culture through mass media, information technology, and international trade, the consumption patterns and lifestyles of the Sade community have changed. More accessible availability of products from outside influences consumer preferences, and change requests from traditional local products to products that are more common in global culture. This process of adaptation to global consumption trends can also result in shifts in social values and norms that affect the cultural identity of the Sade community. Therefore, the impact of globalization on consumption patterns and lifestyles reflects a phenomenon that indicates significant changes in the social and cultural life of the Sade community.

Changes in Social Values and Norms

Values and social norms in the Sade community may undergo transformation in response to global influences. For example, traditional values that emphasize the importance of family and community may shift due to exposure to more individualistic values from global culture. This phenomenon reflects the Sade community's adaptation to globalization, which brings new and different mindsets and values. As a result, there are complex social dynamics within the Sade community where long-held values can be swayed by external influences. These changes not only affect social interactions and community structures but also create debates and reflections on cultural identity and the future direction of development within the Sade community.

TK explains that: "Globalization has affected social interactions among members of the Sade community. Local traditions such as home gatherings and religious activities are being replaced by more individualistic activities, such as spending time on social media or modern entertainment venues." The influence of globalization has affected the dynamics of social interaction among the Sade community. Local traditions such as home gatherings and religious activities have begun to decline as they are replaced by more individualistic activities such as the use of social media or visits to modern entertainment venues. This phenomenon shows a change in the pattern of social interaction where traditional values that prioritize togetherness and group activities are being displaced by preferences that lead to more independent and personal activities. Adaptation to lifestyles influenced by global culture has resulted in a transformation in the way Sade people interact, reflecting a significant shift in social dynamics within their community.

Changes in Cultural Identity

Interaction with global culture can induce changes or new complexities in the cultural identity of the Sade community. This can lead to conflicts between their local identity and new influences acquired from outside. Sade people, who previously identified themselves with strong local cultural values and traditions, may now face the challenge of adjusting to values, social norms, and lifestyles imported from global culture. This kind of identity conflict can create internal tensions among individuals as well as in the overall social dynamics of the Sade community. Thus, interaction with the culture of globalization not only brings about changes in cultural identity but also triggers processes of reflection and negotiations on how the Sade community understands and maintains their identity amid globalization that continues to move forward.

TA explained that: "The impact of globalization on the local cultural identity of the Sade community from a slightly different perspective. According to him, despite changes in social behavior and lifestyle the cultural identity of the Sade community still strongly survives. Although some traditional elements may be eroding, cultural values such as solidarity, cooperation, and a sense of community are still upheld by the Sade community".

In addition, TM1 also mentions that: "Globalization has affected social interactions among members of the Sade community. Local traditions such as home gatherings and religious activities are being replaced by more individualistic activities, such as spending time on social media or modern entertainment venues." The impact of globalization is felt in social interactions among the Sade community, which show significant changes in traditional patterns. Activities that were previously an integral part of daily life such as gatherings in homes and religious activities are now beginning to shift as they are replaced by more individualistic practices. This is reflected in the tendency of Sade community members to spend time on social media or visit modern entertainment venues. These changes indicate an adaptation to lifestyles influenced by global culture. Traditional values and practices that prioritize togetherness and communal activities are being eroded by preferences that emphasize more independent and personal activities. Along with these changes comes a transformation in the way Sade people interact, signaling the changing social dynamics within their community.

TA also emphasized the importance of education and cultural preservation in the face of globalization. According to him: "efforts to strengthen awareness of local cultural heritage and teach the younger generation about traditional values are key in maintaining the cultural identity of the Sade community amid continuous globalization." Raising awareness of local

cultural heritage and educating the younger generation about traditional values is a crucial step in maintaining the cultural identity of the Sade community in the era of continuous globalization. This effort is key to maintaining the uniqueness of local culture and preventing it from being eroded by encroaching external influences. Through this approach, the Sade community can strengthen their sense of cultural identity while remaining open to the changing world, so that they can maintain the right balance between tradition and modernity.

The impact of globalization on consumption patterns and lifestyles reflects a phenomenon that indicates significant changes in the social and cultural life of the Sade community. This is in line with Ramdhani (2021) those who explain that the impact of globalization has also been felt, such as the ease of accessing information. This can help in getting information easily. In addition, the positive effects of globalization can provide easy access to knowledge and of course, there are many more positive effects of globalization. The impact of globalization is not only reflected in economic and cultural transformation but also in easy access to information. The development of information technology the globalization-driven communication have facilitated easier and faster access to information for individuals across the world, including in remote areas. Through the internet, social media, and other online platforms, individuals can now quickly access a variety of information about news, knowledge, and culture from around the world. This not only results in a wider and faster exchange of information but also affects people's overall mindset and behavior by shaping a more global and connected perspective. Thus, the existence of globalization has a significant impact in expanding the range of access to information and enriching interactions between individuals in the information age.

Values and social norms in the Sade community can undergo transformation in response to global influences. This is also in line with Sahira et al., (2023) what shows that value is a device that is believed and carried out by a society so that it can shape attitudes, behavior, thoughts, and feelings. Value is also a very valuable thing in human life because value is considered very good and beneficial for human life in carrying out daily life. Social values and norms are the footing that is believed and carried out by a community as a guide in shaping the attitudes, behavior, thoughts, and feelings of individuals in it. These values reflect the principles of morals, ethics, and justice embraced by the community, while social norms act as unwritten rules that govern social interactions and determine the standards of behavior that are accepted or not. These two aspects work simultaneously in shaping the social structure of a group, influencing individual actions, and maintaining unity and harmony in society. Through this socialization process, individuals are influenced to understand, internalize, and comply with the social values and norms that apply in their environment to form a distinctive character and cultural identity for the community. Therefore, social values and norms have a central role in maintaining social order and stability in a society.

Interaction with global culture can induce changes or new complexities in the cultural identity of the Sade community. The importance of education and cultural preservation in maintaining local identity is highlighted by the findings. This indicates the need for concrete efforts to maintain local traditions while integrating the positive aspects of globalization. The interviews also highlighted the importance of intergenerational dialogue in addressing the cultural and social changes brought about by globalization. In addition, culture is the sum of beliefs, knowledge, morals, arts, laws, customs, and all other abilities acquired by a person as a group of people. The culture of the Sade community in general has been contaminated with

foreign cultures, thus affecting some of the lives and values of local wisdom. This does not mean eliminating the values in question, but the values remain attached and continue to be maintained, as well as the culture (Sawaludin et al., 2023).

Interaction with global culture can trigger changes or add new complexities to the cultural identity of the Sade community. This phenomenon occurs when elements from global culture, such as new values, norms, and practices, interact with existing local values and traditions. In this context, the urgency of education and cultural preservation efforts becomes the main focus in maintaining the authenticity and continuity of local identity. With an education that includes a deep understanding of traditional cultural values as well as efforts to preserve cultural heritage, the Sade community can maintain their uniqueness and cultural integrity, while remaining open to evolving global cultural influences. Therefore, awareness of the importance of cultural preservation is a crucial factor in maintaining local identity amidst ongoing globalization.

CONCLUSION

Based on the results of research with a qualitative approach that focuses on changes before and after the transformation of Sade Hamlet into a tourist destination, it can be concluded that globalization has a significant impact on the social behavior and local cultural identity of the Sade community. The change from a traditional neighborhood to a tourist destination has altered consumption patterns with the emergence of a preference for global products over traditional local products. In addition, there has been a shift in social values and norms where individualistic values from the global culture have begun to influence the social structure that was previously dominated by values of collectivity and solidarity in the Sade community. This has the potential to cause conflict in their cultural identity which must be adapted to new influences without losing the essence of local cultural identity.

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