



## Strategies for Maintaining Local Identity During Globalization: A Study of Urban Communities

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### ABSTRACT

*This article explores the challenges urban communities face in preserving local identity amid the rapid currents of globalization. Globalization exerts significant influence through the erosion of traditional cultural values, the dominance of mass popular culture, and the weakening of local spiritual practices. Employing a qualitative approach and literature review, the study investigates various strategies that can help communities sustain their cultural roots. These include implementing culture-based education, strengthening local spiritual and religious communities, revitalizing cultural public spaces, and engaging the younger generation in cultural preservation efforts. The findings indicate that local identity can endure when communities engage in adaptive and sustainable cultural resistance. Rather than rejecting globalization outright, the article emphasizes the importance of a critical and creative response that integrates local values with global influences. In conclusion, this article presents several practical recommendations for maintaining Indonesia's rich and diverse cultural identity in the face of increasingly globalized societal dynamics.*

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## 1. Introduction

Globalization is a dynamic process that connects countries and cultures through advances in technology, information and human mobility. This process accelerates the flow of goods, services, ideas and cultures between countries, creating an increasingly connected world without strict geographical boundaries. On the one hand, globalization brings positive impacts in the form of information openness, cultural exchange, and economic progress that encourages innovation and efficiency in various sectors of life. People's lives have become more modernised and access to global developments has become easier (Yasin, 2021).

Urban communities that tend to be open to outside influences are the most vulnerable to foreign cultural penetration. Through digital media, global music, films, and consumptive lifestyles, popular culture enters and often replaces long-rooted traditional values (Istiqomah & Widiyanto, 2020). As a result, the younger generation as the main users of technology began to imitate outside cultural identities, abandoning regional languages, traditional rituals, and local symbols that were considered irrelevant (Pasaribu, 2020). Several previous studies have highlighted the destructive impact of globalization on national identity. Research by Julianty et al. (2021) found that digital media accelerated the erosion of local cultural values among urban

youth. Mubah (2011) asserts that global cultural homogenisation weakens local wisdom and leads to a national identity crisis. Meanwhile, research by Annisa Azzahra Julianty et al (2021) also emphasised that the younger generation tends to prefer modern lifestyles that ignore their own culture.

Local identities formed from history, language, traditions and noble values are eroding. The fast-paced and consumptive life of urban society has made popular culture the new standard that is more accepted and considered modern. The younger generation, who are the most active group in global interaction, tend to prefer outside culture as their social identity. They often have no interest in exploring their own cultural roots because they are considered old-fashioned and irrelevant to today's life. Therefore, preserving and strengthening local identity is an important agenda in the face of globalization. Local cultural preservation strategies need to be carried out not only by the government through education and cultural policies, but also by the community actively. Strengthening local cultural communities, digitising cultural heritage, and organising festivals and public spaces that showcase the richness of local culture can be effective ways to revive a sense of pride in local identity. Therefore, this article seeks to fill this gap by examining adaptive and sustainable local identity preservation strategies. These strategies include culture-based education strengthening spiritual communities (Rubaidi, 2019), revitalising cultural public spaces (Julianty et al., 2021), and engaging the younger generation through digital technology. This study is expected to contribute to practical.

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## 2. Literature Review

### 2.1. *Impact of Globalization on Local Identity*

Globalization has brought about significant changes in people's lives, especially in terms of local identity. Through advances in technology, information and communication, globalization has accelerated cultural exchange between countries without clear boundaries. This has made it easier for people, especially the younger generation, to access and adopt foreign cultures that are considered more modern and practical. As a result, the local culture that has been the hallmark and identity of the community began to be marginalised and forgotten. For example, the style of dress, the use of foreign languages, and the mindset and behaviour of the community are now heavily influenced by outside cultures.

The impact of globalization is not only positive, such as easy access to information and knowledge, but also has a negative impact on the preservation of local identity. One of the most obvious impacts is the shift in cultural values that have been upheld. People are starting to abandon their customs, traditions and local languages, which should be an important legacy for future generations. This is exacerbated by the lack of interest of the next generation to learn and inherit local culture, so that local identity is increasingly endangered. In addition, globalization has also led to cultural homogenisation, where global culture dominated by developed countries, especially the West, becomes the standard followed by many developing countries, including Indonesia. This process is often referred to as 'westernisation' or 'Americanisation', resulting in local cultures losing competitiveness and appeal in the eyes of their own people. If not anticipated, this condition can lead to an identity crisis, where people no longer recognise and are proud of their own culture (Istiqomah & Widiyanto, 2020).

However, globalization can also be an opportunity to introduce local culture to the international level if managed well. Through technology and social media, local cultures can be promoted and appreciated by the world community. Therefore, it is important for the community and the government to take strategic steps in maintaining and strengthening local identity amidst the increasingly rapid globalization. Ultimately, globalization is an inevitability. The most important thing is how we can utilise its positive impact for the progress of the nation, while minimising its negative impact so that local identity is maintained and passed on to the next generation.

## ***2.2. Popular Culture Threats***

Popular culture is one of the fastest spreading global phenomena and is adopted by society, especially the younger generation. Popular culture is usually present through mass media, music, films, fashion, and lifestyles originating from developed countries. This phenomenon causes local culture to be increasingly pushed out and lose its place in people's hearts. Many young people are more proud to follow global trends rather than preserving the traditions and noble values of their own culture. The threat of popular culture is not only limited to the aspect of appearance or lifestyle, but also affects people's mindset and behaviour. The younger generation tends to imitate Western ways of dressing, speaking and behaving, which often contradict local cultural values. In fact, popular culture often brings values of individualism, consumerism and hedonism that can erode social solidarity and a sense of community (Istiqomah & Widiyanto, 2020).

In addition, popular culture has also led to a shift in identity, where people begin to conceal their true identity and prefer to display an identity that is in line with global trends. This can be seen from the increasing number of young people who are reluctant to use local languages, wear traditional clothes, or participate in traditional ceremonies. If left unchecked, this could lead to a loss of pride in one's own culture and weaken national identity. Popular culture also often brings values that go against the norms and ethics of local communities. For example, free lifestyles, promiscuity and consumptive behaviour are promoted through social media and global entertainment. This can lead to value conflicts and unrest in communities that still uphold traditional customs and norms (Istiqomah & Widiyanto, 2020).

However, popular culture does not always have a negative impact. If managed wisely, popular culture can be a means to introduce local culture to the international world. For example, through music, film, or fashion collaborations that highlight elements of local culture, the nation's identity can be maintained and even more recognised in the global arena.

## ***2.3. Strategies for Maintaining Local Identity***

Facing the challenges of globalization and the rapid flow of popular culture, an effective and integrated strategy is needed to maintain and strengthen local identity. One of the main strategies is through cultural value-based education. Education has an important role in instilling local cultural values to the younger generation. Cultural teaching should be included in the national education curriculum and taught from an early age, so that children recognise, love and preserve their own culture (Muhammad, 2017). In addition to education, the internalisation of local wisdom is also very important. The values of local wisdom should not be considered obsolete, but should be integrated with modern and universal values that are relevant to the times. Local wisdom can synergise with global issues such as democracy, human rights, and the environment, so that it remains relevant and appreciated by the wider community. Thus, local culture not only survives, but also develops and becomes part of the global identity.

Strengthening cultural communities is also an important strategy in maintaining local identity. Local cultural communities must be empowered to become the main actors in cultural preservation. Government and community support is needed, for example through cultural festivals, traditional arts training, and promotion of local cultural products. With a strong community, local culture can live on and be passed down to the next generation (Rubaidi, 2019). The utilisation of technology for the promotion of local culture is equally important. In today's digital era, social media and digital platforms can be used to introduce local culture to the national and international levels. Creative content that highlights the richness of local culture can be an attraction in itself while strengthening the nation's identity in the era of globalization. Through technology, local culture can reach a wider audience and gain appreciation from the world community.

Lastly, people need to have the ability to filter incoming foreign cultures, while maintaining the noble values of local culture. Not all foreign cultures must be rejected, but must be adjusted and filtered so as not to damage local identity. With these strategies, local identity can survive and thrive in the midst of increasingly strong globalization, so that Indonesia does not lose its identity as a nation with culture and personality.

### 3. Research Methods

This research uses a qualitative method with a library research approach. This method was chosen because it is in accordance with the research objectives that want to analyse and describe the impact of globalization on the local identity of urban communities, the threat of popular culture, and strategies for preserving local identity. The literature study was conducted by collecting data and information from various relevant sources, such as scientific articles, books, journals, theses, research reports, and official documents that discuss issues of globalization, urban culture, and local identity in Indonesia. The inclusion criteria for the literature included scientific articles published in the 2010-2024 timeframe, in Indonesian and English, and from national or international indexed journals. The literature selected is directly related to the themes of globalization, local cultural identity, and urban society (Izza dkk, 2020).

Data collection in this study did not involve direct field observations or interviews with respondents, but instead focused on an in-depth review of theories, concepts and previous research results. The selection and evaluation of literature sources was conducted systematically by adapting the PRISMA (Preferred Reporting Items for Systematic Reviews and Meta-Analyses) flow, which includes identification, screening, eligibility and inclusion stages. The research question was formulated using the PICO (Population, Intervention, Comparison, Outcome) approach, with the following details: Population refers to urban Indonesians, Intervention is the impact of globalization, Comparison is local culture versus global or popular culture, and Outcome is local identity preservation strategies. Literature that meets these criteria is then analysed descriptively using the content analysis method, by describing the phenomena found in the literature, identifying patterns, and comparing various findings to obtain a comprehensive synthesis and understanding of the issues raised (Page dkk, 2021).

Descriptive methods are used to systematically explain how globalization affects the lifestyle of urban communities, how popular culture poses a threat to local identity, and the strategies that have been and can be applied to maintain the existence of local culture amidst globalization. Analyses are conducted critically by linking theories and findings from various sources, resulting in a synthesis that contributes to the development of urban culture and local identity studies in Indonesia. This research aims to provide a complete picture of the dynamics of local identity in the era of globalization, and offer strategic recommendations that can be implemented by various parties, especially in urban communities. The keywords used in the literature search include: globalization, local identity, popular culture, urban society, cultural preservation, and global culture vs local culture. The search technique was conducted using Boolean operators such as AND, OR, and NOT, as well as phrase searching techniques using quotation marks, for example: 'local identity', 'globalization impact', and 'urban culture'. This literature study is expected to be a reference for future research that wants to examine similar issues with a more in-depth approach, both qualitatively and quantitatively (Izza et al., 2020).

### 4. Results

#### 4.1. *Impact of Globalization on Local Identity*

Globalization has significantly changed the lifestyle of urban communities, especially in big cities that are the centres of economic and cultural activity. Fast-paced and competitive city life creates an instant, individualistic and pragmatic culture that is very different from the traditional lifestyle of rural communities. Muh. Yasin's (2020) research in *Urban Cultural Development in the Era of Globalization* confirms that urbanisation brings social and cultural fragmentation, where urban communities are increasingly divided into various heterogeneous social groups and lack strong social ties. This has led to the emergence of a lifestyle that emphasises efficiency and personal achievement, so that local values such as gotong royong, simplicity, and spirituality have begun to be displaced by a more individualistic modern culture (Yasin, 2021).

The dominance of social media and popular culture that offers Western lifestyles as a symbol of modernity and success further reinforces this change. Social media has become the main space for young people to express themselves and seek identity, but they are often trapped in the consumption of homogenised global culture and ignore local cultural roots. Julianty study (2021) shows that the influence of globalization through information technology and digital media has eroded local cultural values and national identity. They found that young people in urban areas tend to imitate the language, fashion, and

social patterns of outside cultures that are considered more modern, resulting in a real identity crisis. (Julianty et al., 2021).

This identity crisis is not only seen in behavioural changes, but also in the changing values and orientation of urban life. Consumerism characterises urban society, which prefers social status symbols over the substantial values of its own culture. This is in line with the research findings, which state that urban communities are increasingly adopting a pragmatic and materialistic lifestyle, which ignores the social and cultural values that have been the foundation of life together. This phenomenon raises concerns about the loss of a sense of community and social solidarity that has been the hallmark of Indonesian culture, as stated by Pasaribu (2020) in his study of socio-cultural fragmentation in urban spaces.

Furthermore, the research also underlines that this change is greatly influenced by the young generation's lack of interest in learning and inheriting local culture. Globalization, which brings easy access to information and entertainment from abroad, makes them more interested in the uniform and popular global culture. In fact, as Mubah (2011) explains, local wisdom values are not obsolete, but can be synergised with modern and universal values so that they remain relevant in today's life. Therefore, it is important to make conscious efforts in education and cultural preservation so that the younger generation does not lose its identity and cultural identity (Mubah, 2021).

Overall, the impact of globalization on urban communities is not only a matter of lifestyle changes, but also a major challenge to the existence of local and national identities. These studies emphasise the need for collective awareness and well-planned strategies to safeguard local cultural values from being eroded by homogenous and dominant global cultural flows. Thus, urban communities can live a modern life without losing the cultural roots that are the identity and strength of the nation. Globalization has significantly changed the lifestyle of urban communities. The fast-paced and competitive city life creates an instant, individualistic and pragmatic culture. This is exacerbated by the dominance of social media and popular culture that offers western lifestyles as symbols of modernity and success. As a result, local values such as gotong royong, simplicity, and spirituality are being displaced. This identity crisis can be seen in the tendency of the younger generation to imitate outside cultures in terms of language, clothing, and social patterns. Consumerism characterises urban society, which prefers social status symbols over the substantial values of its own culture.

#### **4.2. Popular Culture Threats**

Popular culture, as a product of globalization, has very pragmatic, hedonistic and consumptive characteristics. This character arises because popular culture is designed to meet the needs of the market and the rapidly changing tastes of the masses, so it tends to prioritise entertainment and lifestyle aspects that are easily accessible and enjoyable. In urban society, popular culture is growing rapidly because access to information and technology is very easy and extensive. Muh. Yasin's (2020) research in *Urban Cultural Development in the Era of Globalization* reveals that the easy access to information and communication technology, especially social media and digital platforms, accelerates the penetration of popular culture into the lives of urban communities. Western music, Hollywood films, international celebrity-style dressing, and foreign-influenced ways of speaking are rapidly displacing traditional cultures that are considered old-fashioned and irrelevant by most urban communities.

Furthermore, popular culture brings not only lifestyles, but also ideologies that often contradict the nation's noble values such as Pancasila. In Annisa Azzahra Julianty et al's (2021) study on the influence of globalization on the existence of Indonesia's national identity, it was found that popular culture brings values of individualism and moral relativism that are opposite to the values of collectivism and gotong royong that characterise Indonesian culture. Popular culture that emphasises unlimited freedom and consumption as a symbol of success can erode the sense of social solidarity and moral norms that have been maintained by society. Without a proper cultural filtering process, urban communities, especially the younger generation, risk being uprooted from their cultural roots, resulting in an identity crisis that threatens the sustainability of local and national culture.

This phenomenon is exacerbated by the social structure of urban communities that tend to be heterogeneous and individualistic, as described by Pasaribu (2020). In the context of cities, secondary social interactions and loose social control allow popular culture to enter without much resistance. Heterogeneous and spatially dispersed urban communities experience social fragmentation, which leads to weak social ties and solidarity. This condition makes pragmatic and consumptive popular culture easy

to accept because it offers an instant and easily accessible identity, replacing local cultural identities that are more complex and require a long process to understand and implement.

However, although popular culture brings many challenges, globalization also opens up opportunities to preserve and promote local culture if managed wisely. Mubah (2011) asserts that local wisdom values are not obsolete and should be abandoned, but can be synergised with universal and modern values brought by globalization. Therefore, there is a need for selective cultural filtering strategies and education that instils local cultural values from an early age so that the younger generation can sort and choose foreign cultural influences that are in accordance with the noble values of the nation. Education and the role of cultural communities are key in strengthening the resilience of local culture amidst the swift flow of popular culture.

#### **4.3. *Strategies for Maintaining Local Identity***

Maintaining and strengthening local identity in the midst of globalization is a major challenge that requires a strategic and integrated approach. One of the main strategies that is very important is culture-based education. Schools and educational institutions need to integrate local cultural values in the learning curriculum in a systematic and sustainable manner. Character education based on local wisdom not only teaches academic knowledge, but also instils noble values such as mutual cooperation, simplicity, and love for the country to the younger generation. Tenritatta's research (2021) confirms that national character building through cultural education is the main foundation in shaping a strong identity rooted in traditional values while being able to adapt to modernity. Thus, the younger generation is not only consumers of global culture, but also preservers of local cultural heritage (Tenritatta, 2022). Another study conducted by Jaya and Pradoto (2016) showed that despite major transformations in the Sosrowijayan Wetan area due to globalization and the influx of international tourists, most local residents still maintain the traditional Javanese way of life and feel strong ties to their community. However, this transformation has also caused tensions in cultural values and social structures, so local cultural resilience is crucial to prevent wider problems of multicultural interaction. Adaptation strategies are key in maintaining the sustainability of local identity amidst the influence of globalization.

Strengthening spiritual communities is an effective strategy in maintaining the balance of life in urban communities that are vulnerable to the influence of a pragmatic and consumptive global culture. Studies on Sufism in urban communities show that religious communities, especially those that adopt a modern Sufism approach, are able to become a space of resistance to the profane values of globalization. Sufism approaches that combine spirituality with the dynamics of urban life provide alternative values that balance material and spiritual needs. This has proven effective in maintaining the identity and character of urban communities so as not to be alienated by popular culture that tends to erode the noble values of the nation. This approach also affirms the importance of spirituality as part of the cultural identity that must be preserved amidst globalization.

Furthermore, the provision of public spaces for cultural expression is a strategic step that should not be overlooked. The government and local communities must play an active role in providing open spaces for traditional art performances, cultural discussions, and local festivals as a medium to express cultural identity and strengthen a sense of community. Research by Annisa Azzahra Julianty et al (2021) states that cultural public spaces are an important means of maintaining the existence of local culture while building social solidarity in a heterogeneous and individualistic urban society. Cultural festivals and traditional art performances not only introduce culture to the wider community, but also increase awareness and pride in the nation's cultural heritage. A study by Hidayat, et al (2019) showed that city branding in Kota Tua Jakarta is part of the city's development strategy to maintain and highlight local identity in the face of global competition. However, the implementation of city branding is not running optimally due to the local government's lack of attention to cultural and historical aspects. City branding requires strong synergy between the government, local communities, and other stakeholders to produce a positive impact in strengthening the city's image and identity. Another study by Hudalah, et al (2020) revealed that major infrastructure projects such as the Trans Java Toll Road, Jakarta-Bandung High Speed Rail, and Kertajati Aerocity have reshaped the spatial structure of Java Island. These projects encourage the formation of new megaregions that transcend traditional metropolitan boundaries. This regional integration is characterized by shifting spatial functions and increased connectivity between cities. This transformation is a complex process with selective, indirect, and public-private partnership-based state intervention. Research from Firzal (2018) The identity of Pekanbaru city is being reshaped through an urban architectural strategy that emphasizes symbols of Malay culture, such as building

forms, distinctive ornaments, and urban layout. This transformation is carried out as part of the local government's agenda to strengthen the image of local culture after decentralization.

It is also important to actively involve the younger generation in cultural preservation through creative programs that are relevant to the times. The younger generation must become agents of change as well as cultural guardians through the digitization of local culture, the creation of educational content on social media, and the formation and incubation of youth-led cultural communities. By utilizing information and communication technology, local culture can be reached by a wider audience and packaged in a format that appeals to millennials and Z generations. Research on the influence of globalization on the existence of national identity emphasizes that technologically and culturally literate young people have great potential in strengthening national identity if given adequate space and support. Therefore, collaboration between the government, educational institutions and cultural communities is needed to create an ecosystem that supports the preservation of local culture in a sustainable manner.

Overall, the strategy to maintain local identity must be holistic and involve various elements of society. Culture-based education, strengthening spiritual communities, providing cultural public spaces, and involving the younger generation are important pillars that complement each other in facing the challenges of globalization. With the implementation of these strategies, local identity can not only survive, but also thrive and contribute to strengthening the identity of the Indonesian nation in a dynamic global era. The results of the literature analysis show that globalization has a direct impact on the existence of the local identity of Indonesian urban communities. Through the literature review, several main patterns and trends were found, namely the increasingly strong influence of global culture on the younger generation, the weakening of local wisdom, and the importance of educational, spiritual, and community approaches to maintain the sustainability of cultural identity. To support these findings, the following is a summary of the results of the literature review analyzed.

Tabel 1. Literature Study

No	Writer	Year	Topic	Key Finding	Relevance
1	Julianty et al.	2021	Globalization & National Identity	Global culture is shifting local culture, especially in the younger generation.	Demonstrates the need for cultural preservation strategies.
2	Istiqomah & Widiyanto	2020	Pop Culture vs Local Identity	Popular culture undermines local norms, identity crisis emerges.	Supports the need for foreign cultural filtering.
3	Mubah	2011	Revitalization of Local Culture	Local wisdom can be synergized with universal values.	Basic cultural adaptive strategy.
4	Tenritatta	2022	Urban & Local Culture	Local identity can be strengthened through cultural education.	Strengthening the educative approach.
5	Rubaidi	2019	Spirituality Community	Urban Sufism becomes a form of cultural resistance.	Spiritual approach in preservation.
6	Jaya & Pradoto	2016	Continuity of Local Identity in Multicultural Environment	Local initiatives in strengthening cultural resilience are crucial to maintaining the sustainability of local identity.	Challenges of local identity preservation in the era of globalization.
7	Hidayat, dkk	2019	City branding strategy	Kota Tua Jakarta is a symbol of the city's cultural and historical identity.	City development based on local culture and identity in the era of global competition between cities.

8	Firzal	2018	The city's identity is not fixed	Malay culture is used as the main reference in shaping the city's identity.	How local cultural and political identities are used in reshaping the face of the city post-decentralization.
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## 5. Discussion

Globalization brings major changes in the lives of urban communities, especially in terms of local cultural identity. Muh. Yasin's research (2020) shows that the fast-paced and competitive city life has given birth to an instant, individualistic, and pragmatic culture. The dominance of social media and popular culture that makes Western lifestyles a symbol of success accelerates the shift of local values such as gotong royong, simplicity, and spirituality. This not only affects lifestyle, but also creates an identity crisis, especially among the younger generation. This finding is in line with the research of Annisa Azzahra Julianty et al (2021), which emphasizes that globalization brings values of individualism and moral relativism that contradict the principles of collectivism and local wisdom contained in Pancasila. However, although various studies have successfully revealed the negative impacts of globalization, there is still a gap in understanding how urban communities actively resist or adapt to these changes. In this context, it is important to not only see urban communities as passive objects affected by globalization, but also as actors who have the potential to carry out cultural resistance creatively and contextually. For example, through strengthening local value-based communities, revitalizing cultural spaces, or digitizing cultural heritage. This research shows that amidst the pressure of globalization, there are spaces of resistance that have not been sufficiently explored by previous research. Therefore, a more transformative and interdisciplinary approach is needed in looking at the relationship between local culture and global flows.

Popular culture as a product of globalization has a pragmatic, hedonistic and consumptive character that is very different from the traditional values of Indonesian society. Research shows that popular culture is growing rapidly in urban communities due to easy access to technology and information, so that Western music, movies, styles of dress, and western ways of speaking are rapidly displacing traditional cultures that are considered old-fashioned and irrelevant. This threat is not only about lifestyle changes, but also has the potential to erode national identity if there is no proper cultural filtering. Heterogeneous and individualistic urban communities are vulnerable to being uprooted from their own cultural roots, which can lead to a loss of the sense of pride and social solidarity that has characterized Indonesian society. Facing these challenges, various strategies to maintain and strengthen local identity need to be implemented systematically and sustainably. Culture-based education is the main pillar in building the identity of the younger generation, by incorporating local wisdom values in the education curriculum. This is important so that the younger generation does not only become consumers of global culture, but also preservers of local culture. In addition, strengthening spiritual communities, such as modern Sufism communities in urban communities, can be a space of resistance to the profane values of globalization, maintaining a balance between material and spiritual needs. Providing public spaces for cultural expression, such as art festivals and cultural discussions, also plays an important role in strengthening a sense of community and local identity. Finally, the active involvement of the younger generation through creative programs of local cultural digitization and technology-based cultural communities is an effective strategy to bridge tradition and modernity.

This discussion emphasized that globalization is not an insurmountable threat, but a challenge that must be responded to with the right strategy so that local identity is preserved. The role of education, communities, government, and the younger generation is crucial in filtering foreign cultural influences and strengthening local cultural values. Thus, the Indonesian nation can undergo modernization without losing its cultural roots and identity, maintaining cultural diversity as a wealth that must be preserved in the era of globalization.

## 6. Conclusion

Urban communities in Indonesia are currently facing serious challenges in maintaining and strengthening local identity in the midst of globalization. The onslaught of information and outside culture that enters without adequate filtering has great potential to damage noble values, cultural roots, and community identity. This phenomenon is further exacerbated by the rapid development of technology and social media that accelerates the spread of popular culture and global lifestyles that are often not in line with local norms and wisdom. As revealed in the research of Muh. Yasin (2020) and Annisa Azzahra Julianty et al (2021), urban communities tend to be more easily exposed to and adopt outside cultures that are considered more modern and practical, while the younger generation's interest in learning and inheriting their own culture is decreasing.

However, globalization should not always be seen as an absolute threat to the preservation of local identity. If responded to wisely, globalization can actually be an opportunity to enrich local culture and introduce it to the international level. The key lies in the ability of the community, especially the younger generation, to filter and adapt to external influences, so that the positive values of globalization can be taken without losing their own cultural roots. These studies also emphasize that national and local identities are dynamic, which can continue to evolve as long as they remain grounded in the basic values inherited by the ancestors.

Various strategies have proven effective to maintain and strengthen local identity in the era of globalization. Culture-based education is the main foundation, where schools and educational institutions are expected to integrate local wisdom values in the curriculum and daily learning. In addition, strengthening spiritual communities such as modern Sufism communities in urban communities can be a space for resistance to profane values brought by globalization, while maintaining a balance between material and spiritual needs. Providing public spaces for cultural expression, such as art festivals, cultural discussions, and traditional performances, is also very important to strengthen a sense of community and pride in local identity. No less important, the active involvement of the younger generation through creative programs, cultural digitization, and technology-based cultural communities is key to ensuring the sustainability of cultural heritage in the midst of changing times. With the implementation of these strategies, local identity is not only able to survive, but can also develop as a force in the face of global change. Urban communities are expected to be active subjects who not only accept, but also process and utilize the flow of globalization to strengthen the nation's identity. Thus, Indonesia can stand firm as a nation with culture, character, and the ability to compete in the global arena without losing its roots and original identity.

However, this research is still exploratory and based on literature studies, thus opening up opportunities for further research that is more contextual and participatory. Future research can be directed at field studies that explore the real practices of cultural resistance in urban communities, including how young people utilize technology to preserve local culture. In addition, an interdisciplinary approach that combines the perspectives of sociology, anthropology and digital media is also important to understand the contemporary dynamics of local identity more holistically and deeply.

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