



Globalization and Local Cultural Identity in Merauke

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Abstract. This study aims to explore the opportunities and challenges presented by globalization in relation to local cultural identity in Merauke, focusing on various aspects such as the influence of mass media and technology, as well as changes in the lifestyles and values of indigenous communities. The research addresses an urgent need to understand how indigenous peoples navigate the pressures of globalization while striving to preserve their cultural richness and uniqueness. Merauke, as a region deeply embedded in local wisdom, faces significant globalization impacts, making it a compelling case study. This qualitative research employs a library research method to gather data, primarily through the examination of documents and scholarly articles related to globalization and its effects on local identity in Merauke Regency. Data analysis was conducted using the interactive model developed by Miles and Huberman. The findings reveal that globalization has a profound influence on local cultural identity in Merauke Regency. While some positive effects were noted, such as improved access to technology and information, the negative impacts—particularly those threatening the sustainability of local cultural traditions—are more pronounced.

Keywords: Globalization, Local Wisdom, Merauke.

1 Introduction

Globalization is a phenomenon that has changed the world in its various aspects over the past few decades. This phenomenon is not only related to economic and technological development, but also has a profound impact on the culture and identity of people around the world. Globalization has become an unavoidable phenomenon in today's modern life. Globalization as a process of change to produce something and occurs all over the world [1].

South Papua, as one of the regions rich in cultural diversity, language, and tradition, is also affected by the increasingly strong globalization. South Papua, a province located in eastern Indonesia, inhabited by seven major tribes including the Marind Tribe; Mandobo Tribe; Muyu Tribe; Mappi Tribe; and Asmat Tribe must unite and commit in fighting for the division of Merauke City, Muyu, Mandobo, and Muara Digoel Regencies are well known for their ethnic diversity that speaks various languages and has a unique culture. Over the past few years, South Papua has witnessed significant

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developments in globalization, particularly through improved transportation connectivity and access to information technology.

Globalization has a great impact on various aspects of life, including local culture in Merauke Regency. We need to understand how globalization affects our local cultural identities and how we can maintain the uniqueness of these cultures amidst the continuous flow of globalization. In 2023, the population of Merauke Regency was recorded at 232,357 people with an area reaching up to 46,791.63 km², so the population density in Merauke Regency was 4.97 people/km².

Globalization has brought great changes in human life. In this case, local cultural identity in Merauke Regency is also affected. On the one hand, globalization can bring positive influences such as increasing awareness of cultural diversity and improving the quality of life of the community. However, on the other hand, globalization can also bring negative impacts such as the loss of local cultural values and threaten the sustainability of the culture.

Keller states in his research that to overcome and prevent the adverse effects of globalization, it is necessary to strengthen traditional and local values that become the identity and glue of the community [2]. In the context of Merauke Regency, the impact of globalization on local cultural identity is very pronounced. The rapid economic growth in this area has brought many changes in people's lives. This has resulted in a loss of local wisdom and a decline in the younger generation's interest in learning about their indigenous culture. However, on the other hand, globalization also brings positive changes such as technological advances and easy access to information that can help preserve local culture in a more modern way.

The role of the government is needed in the development of local culture in Merauke Regency, through tourism, cultural parties, exhibitions and the anniversary of the Republic of Indonesia. Local cultural identity in Merauke Regency, as in many other regions around the world, faces various challenges and problems. Shifts and changes in identity are in line with the development of technology, culture and human thought.

Developments that bring change ultimately require humans to adjust and harmonize their lives [3]. Among them are adjustments to behavior and the order of life. People who feel changes in the social order feel various forms of shifts in behavior, attitudes and community character that characterize or identity [4]. Some of the key issues affecting local cultural identity in Merauke Regency are:

1. Globalization has brought significant changes in local culture [5]. The influence of global culture such as English, mass media, and modern lifestyles has shifted local culture.
2. Local languages in Merauke Regency, which are important cultural assets, are at risk of extinction. The younger generation tends to prefer national or global languages, leaving the rich and diverse local languages in danger of extinction [6].
3. Changes in diet, lifestyle and consumption are also changing local culture [7]. The people of Merauke are switching from traditional food to fast food,

traditional clothing is being replaced by modern clothing, and local entertainment is competing with global entertainment.

4. Merauke Regency is home to various ethnic groups and tribes [8]. At times, inter-ethnic tensions may arise, and this may affect the maintenance and development of each group's culture.
5. Climate change and environmental degradation can also affect local cultural identity [9].
6. Some communities may experience difficulties in maintaining and developing their cultural heritage due to limited resources [10].

In these conditions, the local government plays an important role in being able to filter new values, so as to maintain the existence of regional culture in Merauke district. In addition, to overcome the impact of globalization should really be held firmly by the community.

This research aims to describe and analyze the complex dynamics between globalization and local cultural identity in Merauke by considering various aspects, ranging from the influence of mass media and technology to changes in the lifestyle and values of indigenous peoples. This is in accordance with the urgency of the research where indigenous/local communities face the challenges of globalization while still maintaining the richness and uniqueness of their culture. Thus, based on the background description above, the research question to be answered in this study is 'how are the dynamics of local identity in Merauke Regency in the era of globalization?'

2 Research Methods

This research is a qualitative research with data collection obtained through library research. Data was collected through searching documents to scientific articles related to globalization and changes in local identity in Merauke Regency. The analysis technique used in this research is the interactive model data analysis technique. The first step in the data analysis technique is data reduction that has been obtained from data collection through literature studies. Data reduction is done by selecting and focusing data that is in accordance with the research objectives. The second step is descriptive qualitative data presentation. The third step is drawing conclusions that aim to answer research questions.

3 Result and Discussion

Merauke City, as an urban entity that grows and develops in the midst of globalization, is inseparable from changes in the lifestyle and values of its people. Globalization, with all its complexities and dynamics, has brought significant transformations in the way the people of Kota Merauke live, interact, and assess values in their daily lives.

The lifestyle changes for the people of Kota Merauke are a reflection how they have assimilated into an ever-expanding network. Major changes have taken place such as the introduction of information technology and mass media, which in their penetration

has already changed the manner in which people communicate, receive information and gain access to global culture. These will be the subjects of a separate article, but nevertheless Merauke City must not be outside how this would impact on consumption patterns, fashion trends and entertainment preferences. What globalization has also done is to change how communities value people. This transition has been able to manifest itself in terms of reactions between native values and values from outside.

The Influence of Mass Media

Mass media and technology have become the main driving forces behind widespread globalization, having a major impact on the local cultural identities of people in the Merauke region. In an era where information can spread quickly and widely, the question of how mass media and technology shape, influence, or even remodel local identities becomes increasingly important [11].

Globalization, driven by the development of information technology and the spread of mass media, has brought the world virtually closer, but has also created new challenges in the preservation of local identity in Merauke district. One of the most important ways in which mass media influences local identity is through shaping people's opinions and perceptions of themselves and the world around them. With various media platforms providing access to global information, local communities not only gain a broader understanding of the world, but are also exposed to cultural norms that may conflict with their traditional values.

The Influence of Technology

At present Mass media and technology, are the two examples of new tools which became core factors for globalization that greatly affected the local cultural identity among Meraukers (people who live around Merauke). In an age where information can move too fast or reach too many, the idea of how mass media and technology establish, control or perhaps even change local identities is a critical one [11].

The drive created by modern information technology and the spread of mass media also means that all regions in Merauke is a country, even the world can be virtually close together exposing problems too much or strictly related to other challenges namely preservation of local identity. Another way in which mass media is so important to the individual, particularly as it relates to shaping identity, is its effect on how people think and their sense of place in the world. This new world of ours, by offering access to global information through a plurality of media formats and channels, has in this sense granted local entities not only a wider view of the universe around them but also unfamiliar value needs often disparate from those without to their traditions.

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The Influence of Technology

The technology is the gate of exchange information around the globe. Technology also provides faster and easier access to global culture [12]. Meanwhile this process, increase the risk of cultural homogenization, where the local identities can be displaced by dominant global cultural currents.

In Merauke, the influence of technology on local peoples can impact a complex phenomenon involving cultural, social and economic dynamics in society [13]. First, technology can make the local identities becoming strengthen by providing indigenous peoples access to the digital media and global communication channels. Utilizing social media or online platforms allows them to voice their stories, traditions and views more widely, creating space for more inclusive cultural expression. Meanwhile, the technology also have a negative impact. The influence of globalization through technology can bring pressure to adopt more uniform norms and lifestyles [14]. The fact that most content is digital originating from global cultures, there is a potential of standardization and at worst ignoring local cultures. It might also be seen that technology could potentially weaken cultural and heritage values within the local people.

The adoption of technology may also trigger changes in the social interaction patterns of indigenous communities in Merauke Regency. The use of digital devices, such as mobile phones or the internet, can change the way communities communicate and interact with each other [15]. This can affect traditional patterns of communication and information exchange within indigenous communities, changing social dynamics that have existed for years.

From the economic side, technology can help both ways when it comes to local identity. Using online platforms may create new business opportunities like internationalizing marketing of traditional craft products, but can also lead to great competitive consequences. Indigenous communities need to adjust the technology in order to sell their products, but at the same time to preserve their cultural authenticity.

Adoption and integration of technology to local identity all comes down on how technology is introduced and how it becomes a part of the lives of indigenous tribes. Being equipped to deal with these tools in a culturally relevant manner can continue local identity, and those communities from an indigenous background may have the most to gain. On the other hand, if technology is used with unconsciousness, people are more likely to fall into a risk of cultural alienation or distort their original inheritance.

The local identity and the ambiguous impact of the technology on indigenous people although the technology allows us more empowerment and access to global voices, we have a duty to uphold traditional values culturally and observant of customs sustainable. However, through collaboration with indigenous peoples, governing institutions and other stakeholders may help to promote technology adoption that aligns with the sustainability of local identities

Lifestyle Changes

This is particularly true as globalization exerts an impact on the lives of indigenous communities in their respective regions with changes, that are normally at times large-scale. As a phenomenon, globalization has an impact on changing the relations between indigenous peoples and the world outside and on changing their everyday life [16]. Evidently, the effects of globalization can evident in all these categories varying from pop culture trends to consumption.

Globalization can provides indigenous peoples with the keys to products, great ideas, and ways of life that exist beyond their sector. For instance, in Merauke district, despite the advancement in digital technology where indigenous peoples are now being connected to facebook and other related networks, they become informed with some global lifestyle. The important factor is the contribution that this makes towards developing a wider perception about the existence and aspects of life outside the home environment, and the angle they have to make towards the contemporary world.

Consumption patterns may also be a global change. Enculturation means that Indigenous peoples might change their type of food, clothing trends, or a routine life pattern. Food products and consumables that they may never have been able to afford before, or from makers that they may not have been aware of before, suddenly can become what they use in their everyday lives to meet basic needs.

At the same time it can result in shifts in employment and livelihoods situations. New employment opportunities or new economic sectors may change the direction of indigenous peoples' choices in income generating activities. This may introduce economic dynamics that interconnect them more with the world markets changing how indigenous people work and restructure their daily time.

That is, positive transformations through the process if influence of globalization can also be accompanied by a threat of losing such values as traditional ethereal values . Local cultures might also be at a conflict between keeping their cultural identity and accepting change which may come with globalization. At other times cultural identity is under threat from globalization culture.

The impact which globalization has on indigenous lifestyles is a different matter and can be multi-faceted. These transformations can may relate to such factors as consumption, employment and culture by identity. Cultural relativism and appreciation or recognition of indigenous peoples within the framework of globalization are the essentials for development of appropriate solutions.

The erosion of local cultural identity

Globalization can lead to the loss of local identity of Globalization can lead to the loss of local identity of indigenous peoples in Merauke Regency, creating challenges for cultural sustainability. One of the concrete impacts of globalization is the influence of global culture that dominates media and lifestyles [17]. Through mass media and digital platforms, indigenous peoples in Merauke Regency can be exposed to global norms and trends that can slowly shift their traditional values.

Local industries' subordination to global industries and the consumption of global products can distort the improvement of local economics as well as the interchange of cultures. For instance, with the freedom of acquiring most products from global markets, products hitherto relevant for economic sustenance of indigenous people shall be substituted by external products.

This can alter the pattern of consumption and is at some point in a position to compromise the sustainability of the traditional approaches towards production and usage. A good example of globalization impact could be shift in indigenous peoples' lifestyle and occupations. When indigenous peoples move up from what is considered traditional employment and engage in more global economy related employment like in tourism or some industry, this erases that dependence on local and traditional forms of economics.

High levels of migration and population mobility can also be a significant impact of globalization [18]. Indigenous peoples in Merauke Regency face demographic pressures and changes in their population composition due to migration. This can change the social and cultural dynamics of indigenous communities, with the intermingling and exchange of local cultural values.

The importance of language in preserving local identity may also be threatened by the dominance of global languages [19]. With the increasing use of English or other foreign languages in a global context, the local languages of indigenous peoples in Merauke Regency may be at risk of weakening, leading to a loss of transmission of knowledge and traditions through these languages.

In general, the integration of globalization in imbalance will result in the disappearance of indigenous peoples' identity in Merauke Regency. Thus, awareness of this loss potential and an organized approach to constructing strategies that would combine local economic/cultural sustainability, and the modifications resulting from globalization, becomes imperative. This way indigenous people can preserve all of the cultural differences being in the middle of the globalization processes.

This is how following ways can be done to uphold local cultural fabric in Merauke Regency in the era of globalization. First it is pertinent to raise awareness in the community about the value of preservation of local culture. This can be done using a social network, holding an event, such as a seminar, and others. Second, support and incentives should be availed from the local government to local arts and cultural actors in order to go on with their work and talent development. Third, the cultivation of linguistic cultures as an important part of the local concerns needs to be maintained and promoted. Fourth, the community ought to be motivated to buy local products and support the small and medium enterprises born out of cultural endowment. This way, it is expected that identity in the cultural area of the local culture of Merauke Regency would be preserved and developed in the face of heightened globalization.

From the aspects of culture, some important elements of Merauke people include a dance called ‘Yospan’ which is performed mostly in traditional events like weddings and traditional ceremonies. Local foods of Merauke includes papeda, grilled fish and satay rica. Local culture in Merauke differs from other culture in Indonesia by Melanesian cultural influence in it’s arts, music, and dances and specific local language used in this region. This local wisdom can be invaluable of adding value to Merauke district while it confronts opportunities during globalization.

4 Conclusion

That is why this paper examines the way that the process of globalization influences local cultural identity in the context of Merauke Regency. While the positive outcomes include aspect of increased use of technology and information this has negative implication to the sustainable development of local culture. That is why preserving the local culture as part of the Indonesian cultural content is very crucial. This can be achieved through; ensuring that local cultural practices are passed to the new generations, buying and participating in local cultural products, and encouraging cultural based tourism. In this way the cultural identity in the Merauke regency can be sustainable thus becoming the pride of the nation.

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