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- ANALYTICAL DETERMINATION OF BOUNDARY SHEAR STRESS OVER FIXED AND MOBILE BEDS FOR SUBMERGED WALL JETS .
- Conservation and Promoting Indonesian Culture in the Era of Globalization.
- الكشف عن انتشار العدوى البكتيرية وطرق السيطرة عليها في قسم الأشعة التشخيصية عن طريق المسح المخبري للكاسيت المستخدم في التصوير داخل مستشفى الظهرة القروي بني وليد.
- أثر أسعار النفط على النمو الاقتصادي دراسة على الاقتصاد الليبي خلال الفترة (1980-2019).
- دور المراجعة الداخلية وأهميتها في تحقيق جودة التقارير والقوائم المالية بالمصارف التجارية "دراسة تطبيقية على مصرف الجمهورية".
- دور المحاسبة البيئية في تعزيز التنمية المستدامة.
- عدالة ضريبة الدخل في التشريع الليبي.
- الاشكاليات القانونية التي تثيرها جريمة المشاجرة.
- الحد من العنف المدرسي من وجهة نظر المرشدين النفسيين في مدارس مدينة بني وليد.
- دور الأخصائي الاجتماعي في حماية حقوق الأطفال المصابين بفيروس كورونا .
- تأثير مستويات ومواعيد التسميد النيتروجيني علي بعض أصناف القمح الطري في ليبيا.

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2- يكون التوثيق بذكر المصادر والمراجع بأسلوب أكاديمي يتضمن:

أ- الكتب : اسم المؤلف، عنوان الكتاب، مكان وتاريخ النشر، اسم الناشر، رقم الصفحة.

ب- الدوريات : اسم الباحث، عنوان البحث، اسم المجلة، العدد وتاريخه، رقم الصفحة.

3- معيار النشر هو المستوى العلمي والموضوعية والأمانة العلمية ودرجة التوثيق وخلو البحث من الأخطاء التحريرية واللغوية وأخطاء الطباعة.

4- أن يكون النص مطبوعاً على برنامج (**Microsoft Word**) ويكون حجم الخط (14) ونوعه (**Simplified Arabic**)، على حجم ورق **A4** .

5- أن لا يزيد حجم الدراسة أو البحث على (25) صفحة كحد أقصى وان يرفق بخلاصة للبحث أو المقالة لا تتجاوز (60) كلمة تنشر معه عند نشره .

6- ترحب المجلة بتغطية المؤتمرات والندوات عبر تقارير لا تتعدى (10) صفحات (A4) كحد أقصى، يذكر فيها مكان الندوة أو المؤتمر وزمانها وأبرز المشاركين، مع رصد أبرز ما جاء في الأوراق والتعليقات والتوصيات .

7- ترحب المجلة بنشر مراجعات الكتب بحدود (10) صفحات (A4) كحد أقصى على أن لا يكون قد مضى على صدور الكتاب أكثر من عامين. على أن تتضمن المراجعة عنوان الكتاب وأسم المؤلف ومكان النشر وتاريخه وعدد الصفحات، وتتألف المراجعة من عرض وتحليل ونقد، و أن تتضمن المراجعة خلاصة مركزة لمحتويات الكتاب، مع الاهتمام بمناقشة أطروحات المؤلف ومصداقية مصادره وصحة استنتاجاته .

8- يرفق مع كل دراسة أو بحث تعريف بالسيرة الأكاديمية والدرجة العلمية والعمل الحالي للباحث .

9- لا تدفع المجلة مكافآت مالية عما تقبله للنشر فيها .

10- لا تكون المواد المرسلة للنشر في المجلة قد نشرت أو أرسلت للنشر في مجلات أخرى.

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13- تحتفظ المجلة بحقها في نشر المادة وفق خطة التحرير، وتؤول حقوق الطبع عند إخطار الباحث بقبول بحثه للنشر للمجلة دون غيرها.

14- مسؤولية مراجعة و تصحيح و تدقيق لغة البحث تقع علي الباحث، على أن يقدم ما يفيد بمراجعة البحث لغويا، ويكون ذلك قبل تقديمه للمجلة .

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البريد الإلكتروني
jurbwu@bwu.edu.ly

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Conservation and Promoting Indonesian Culture in the Era of Globalization

Ahmed Annegrat¹, Asfi Manzilati², Faiza Tawati³, Silvi Asna⁴

1. Faculty of Economic ,Bani Waleed University ,Libya

2. Lecturer at Faculty of Economic and Busines , Brawijaya University ,Indonesia

3. Doctoral Program in Environment Science, Brawijaya University ,Indonesia

4. Doctoral Program in Economic Faculty, Brawijaya University ,Indonesia

Abstract

The state of conservation of many old cultural objects is impacted not only by the environment's aggressiveness, but also by domestic and industrial activities and the levels of cultural and environmental education of the people. This paper aims to suggest an approach to preserve and support Indonesian cultures in the era of globalization. Using literature reviews as the main data collection and analysis, the definition and importance of cultures and globalization and the existing Indonesian cultures are thoroughly studied. The literature study result shows that Indonesian cultures are embedded in the way of life of the people. They are a crystallization of Indonesian noble values which are deep and rich of authenticity. Yet, globalization has its own characteristics which have shown an influence to the alteration of Indonesian cultures. Based on the analysis, the possible approach to conserve the Indonesian cultures depends primarily on education to increase the awareness of the people and the sense of belonging to wisdom and local values. To promote the cultural knowledge and awareness, the use of media communication both online and offline is found beneficial. These are important not only to face the effect of globalization, but also to preserve Indonesian cultures.

Key words: conservation, Indonesian cultures, globalization

Introduction:

According to Konswa (1991), culture is a way of life that involves beliefs, ethics, habits and skills. This includes the motives and objectives that encourage an individual or groups to participate in the establishment of physical and spiritual systems and institutions and the principles, including values and standards, under the systems and institutions operating. Excluding the factors of nature, everything that moves in the universe is done by culture. Given an example, the political, economic and social system is essentially a cultural project.

Asfina and Ovilia (2016) state that Indonesia is known to have a lot of cultural heritage. However, the richness of Indonesian culture is not merely in tangible cultural heritage but also in intangible ones. They include artifacts, inscriptions, traditional food, clothes, musical instruments, oral traditions and expressions, performing arts, rituals and festive events, knowledge and practices concerning nature and the universe, and traditional craftsmanship. The systems have been indicated to be parts of Indonesian cultures. The importance of the cultures in Indonesia is evident in their roles played in Indonesians' life and history. It can be emphasized that culture is one of the most important means of protecting the nation. A nation is a collective of individuals sharing certain relatively stable characteristics such as a language, history, traditions and habits. Nations are usually linked to a territory to which they have perceived historical ties. These commonalities are what bind people in a national community and give rise to a shared national identity.

Hofstede (2001) defines national culture to be about norms, beliefs, and values that distinguish one national community from another and are transmitted from one generation to the next more or less unchanged.

Nonetheless, Tardif (2002) opines that culture is not genetically transmitted rather it takes place by process of absorption from the social environment or through deliberate instruction. Due to this fact, those elements can possibly be influenced by the globalization in which the development of life style and technology increases rapidly.

Based on Velaly (2014), globalization has become a real phenomenon from which the world has become a small village. It should be pointed out that the greatest effect of globalization, as many researchers and thinkers believe, has a great impact on the identity of people and their culture due to technological progress and communication. It also brings other cultures and identities that serve the social, economic and political goals of globalization. Baughn and Buchanan (2001) stated globalization results in the progressive dismantling of many formal barriers to trade and investment as well as the establishment of global markets for goods and services. Citizens, government officials, and journalists in many nations are raising concerns that the globalization of world economies and communications undermines the cultural identity of a local populace. This raises fears that the customs, heritages, and traditions of diverse societies are being eroded. Hence, it is necessary to deal with it, and try to reduce its negative effects, especially with regard to the identity and civilization of nations. Sandu, 2013 believes that the community members from the regions with tangible heritage value can be motivated to redefine their individual roles and responsibilities consciously and voluntarily.

Thus, due to the importance of the culture as one of the pillars of Indonesian society, so Indonesia needs the cultural heritage preservation efforts. Therefore, the importance of this topic is to understand the effects of the globalization phenomenon on cultures of the nation by

understanding globalization and how to counter its deteriorating effects and support and promote the national cultures of Indonesia.

Definition of Culture

Generally, cultures can be defined as an extra-somatic continuum of things and events that depend on intentional behavior and symbols. Therefore, it includes all immaterial elements that are considered by a given community as essential components of its intrinsic identity as well as of its uniqueness and distinctiveness in comparison with all other human groups (Lenzerini, 2011). It traces its origin to the triple-act of culture. There are three characteristics suggested including: the activities concerned involve some form of creativity in their production, they are concerned with the generation and communication of symbolic meaning, and their output embodies, at least potentially, some form of intellectual property. This means that cultures cover intelligence, acumen, speed of learning, ingenuity, polite, leveling and curling, science, arts, education and knowledge. More comprehensively, basing on Zrig (2017) and Msadya (2017), each of them means:

1. Knowledge, Science and the Arts, where science specializes in research in various affairs of life.
2. Familiarity with all important issues of history and access to the highest degree and advancement in the theoretical ideas of politics, law and others.
3. A collection of religious, social and scientific experiences leading the individual to the right direction.
4. Intellectual wealth and prosperity leading the mind of the individual to bring together different cultures and coordinate among them through the refinement of the individual talents knowledge, science, and the practice of literary artistic and intellectual heritage.

5. The group of habits and equipment acquired by the human being as a member of society, represented by knowledge, science, beliefs, arts, ethics and right.

The Importance of Culture

Culture brings many benefits for nations. Culture may contribute to a more balanced and sustainable urban development. Culture is part and parcel of urban revitalisation projects in degraded urban areas throughout the developed world. Culture, in all its multiple forms, is essential to address these global challenges, through its role in economic growth, in human development, as a storehouse of environmental knowledge, and as a symbolic force to bring stability and meaning to communities everywhere. Principles of inclusiveness and global ethics enable even the most marginalized individuals and groups to participate in development processes and benefit from them. Culture provides solutions that respond to local specificities, as a driver of development in its own right as well as a desirable outcome of development efforts. In recent years, culture is seen as increasingly essential to comprehend environmental issues, and therefore, it is getting more and more common to see culture-focused research (De Mooij and Hofstede, 2010).

Making the use of groups and individuals in the form of their self-conception, relation to authority, and dilemmas experienced by conflicts and the measures for coping with them are all influenced by cultural values. Hence, cultural models assist to define the patterns of fundamental problems and are evidence for potential root causes (Kluckhohn and Strodtbeck 1961). Husted points out that culture is also able to explain the environmental outcomes of the nations. Based on Packalen (2010), sustainability of nations can only be achieved if the population takes into

account all the cultural aspects as a primary culture and sustainable development of the nation work together.

Indonesian Culture

Indonesian has deep cultural richness which is old and rich of authenticity. This makes the cultures not easy to docile and to be modified into cultural alternatives. The culture in Indonesia is the way of life which includes beliefs, concepts, principles, behavior patterns, habits, and everything that human beings learn to do. The aspects of human life embraced by cultures include knowledge, arts, traditions, histories, religions, customs, norms, and values. The philosophy of Indonesia, the way of life and the identity of Indonesian people are essentially crystallized in the Indonesian noble values, which contain the essence and purpose of life, ethic and norms of human relations in the life society and state (Abdillah,2015). Indonesia has a lot of cultural heritage. The most important aspects include tradition and language, traditional food and clothes, traditional song, dance and music, instrument, architecture, literary works, oral traditions and expressions, performing arts, rituals and festive events, and traditional crafts. Besides, other cultural diversities in Indonesia involve history, life style and values, and the aspects of human life embraced by culture such as ethics and moral values.

Globalization

The world is experiencing unprecedented changes. The revolution in information technology and communication has quickly expanded the scope of human knowledge. Complicated problems in every area of human life demand ever-greater renovation in philosophical thinking. The ongoing globalization has created an increasing disparity between rich and poor, strong and weak, as well as differences between various societies and within societies themselves (Syamsuddin, 2015).

Globalization is a global phenomenon that seeks to promote the integration of a range of financial, commercial, economic and other fields. It is described as a process applied by organizations, companies, and institutions to achieve international influence, or to expand their work from local to global, also it has multidimensional, economic, social and cultural. Globalization is a change in economic, cultural and social systems, as well as a change in the prevailing customs and traditions (Abdhamed, 2006). It permeates cultural boundaries and in the process results in the spread of Western ideologies and values across the world (Kaul, 2012). The process of globalization (economic and cultural) and its implications are often starting points for a discussion of the predicament facing the nation–state. The process of unprecedented economic and socio–cultural transformations is categorized broadly under the term of globalization.

Globalization targets all field of human life, the most important of which are political, social, security, cultural, and economic fields. The globalization of culture seeks to create a global cultural homogeneity based on the products, services and goods of major countries. This is through the large production and distribution of international cultural industries throughout the world and the production and distribution of western food and fashion using the media, publicity and the Internet to bring about the changes required for globalization. It creates a global culture in which the identity is amalgamated that tends to bring a homogenous culture throughout the world that might assist the local beliefs and cultural values to be universalized rather than to be demolished (Kaul, 2012).

The globalization of world economy and the development of trans–national markets have caused a worldwide generation of hamburger eating, coca–cola drinking, and cell phone kids. The threat to local cultures and the

extinction of cultural and ethnic diversity seems inevitable. However, cultural globalization theorists such as Roland Robertson emphasize the paradoxical effects of globalization (Beck, 2000).

On the subject of globalization, the most controversial debate is raised on the issue of cultural globalization and its main topic, the “identity crisis” and the role of mass media as a facilitating tool for its expansion or limitation (Kaul, 2012). The rich cultural variety of humanity is progressively and dangerously tending towards uniformity. In cultural terms, uniformity means not only loss of cultural heritage – conceived as the totality of perceptible manifestations of the different human groups and communities that are exteriorized and put at the others’ disposal – but also standardization of the different peoples of the world and of their social and cultural identity into a few stereotyped ways of life, of thinking, and of perceiving the world. Diversity of cultures reflects diversity of peoples.

Related to that, Sallah (2017) mentions the negative impacts of cultural globalization. Cultural globalization reduces the value of different cultures, and imposes the domination of one culture, which control globalization mechanisms and centers. It also spreads the Western taste in consumption and in practicing social behavior with others. Besides, the globalization of culture also penetrates the local cultural infrastructure and intensifies the risks of alienation, invasion and cultural colonialism, removing cultural civilized identity of nations and personal privacy of the people which include religions, languages, histories, customs, traditions and morals.

As Horowitz (2000) stated that cultural identity is the identity of a group or culture, or of an individual as far as one is influenced by one's belonging to a group or culture and which is associated with a geographic area where people share many common traits like language, religion,

culture and other traits, globalization has triggered social and cultural movements and strong local identities to instigate a cultural rebirth, a re-elaboration of cultures or even movements (of cultural resistance) against a globalization that destroys and strips cultures of their characters (Kaul, 2012).

Conserving and Promoting Indonesian Cultures

It is true that modernization makes many forms of traditional life disappear. But at the same time, it opens opportunities and constitutes an important step forward for a society as a whole. Globalization is undoubtedly inevitable. This paper therefore proposes some effective measures to support and promote Indonesian cultures with such strategies relying mainly on education development, people awareness and media utilization.

Media Utilization

Global interconnection and the transforming possibilities of the media have long been familiar concepts and in recent decades, media rhetoric has promoted the vision of a world in process of unification, largely as a result of technology's power to dissolve borders and speed communication (Kaul, 2012). However, in their broader use, media have helped enhance views on certain moral principles concerning cultural and global issues concerning humankind. Globalization is a multifaceted, complicated and demanding process, which requires those involved an ability to change, adapt and develop (Vesajoki, 2002).

Therefore, it is essential to develop and improve the utilization of media to the support and promote the conservation of Indonesian cultures. Through social media, citizens have relighted the debate on the common good of citizen mobilization, awareness and the transfer of collective knowledge.

Heritage managers should integrate and understand the different mediation channels in order to guarantee management, conservation and dissemination of cultural heritage.

Education Development

Besides, education plays a major role in enriching people knowledge on cultures. Education is one of the things that govern the continuity and development of a culture; the basis of its transmission from the ancestral generation to children through education and learning. The following is an explanation of the reasons for the relationship of education with culture. It is one of the components of the sociocultural process of conveying the different kinds of thinking, activism, and feelings that characterize a group from the generation of parents to the children of the children, to make them acquire the social qualities they hold through education, and thus a process of socialization. In addition, education also provides sufficient coherence and harmony among members of society. It is necessary to form community ideas and means, values, beliefs, behavioral activities, and shared attitudes among members of society, which in turn shape a culture through the family, communities, schools, houses of worship and various means of communication. The importance and necessity of inheriting roles between parents and children to transfer culture and maintain the continuity of society.

There are other benefits of education for the manifestation of cultures among societies. Education has an important role in creating balance and harmony between the elements of the community environment with each other, and thus contribute to the elimination of differences between the different layers of society, or contribute to the construction of a class system with strict determinants and laws, in addition to its contribution to the processes of multiple behaviors and ideas of individuals,

which in turn leads to cultural and social change and diversification. Education is a tool to achieve social cohesion and maintain the continuity of society; it is a means of transmitting culture between generations. Education is also important in providing the individual with the skills, information and means of positive interaction and adaptation with the community members necessary to carry out its production tasks in society. Therefore, modernization of educational curricula need to focus on the support of the Indonesian cultures and their conservation.

People Awareness

To manifest cultures into individual life daily, several activities need to be conducted. Community building through the processes of integrating the individual into his society helps to improve thinking and action that adopt the culture of his nation's advantage over other societies. Every individual should learn and respect their cultures and eager to promote them to the other communities to increase the understanding each other. This helps to confront the cultural invasion through continuous awareness. Government should prepare a comprehensive plan of Indonesian culture based on the self-cultural capabilities and highlight the civilizational characteristics of Indonesian society. By doing so, the citizen of the country will increase their sense of belonging and feel a part of the culture. Therefore, the awareness of the cultural identity will be built. Consequently, the conservation and promotion of the Indonesian cultures can be achieved.

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