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Penulis : Rudi Umar Susanto, Syamsul Ghufron

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Email : lppm@unusa.ac.id

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EXISTENCE OF CULTURAL GLOCALIZATION SUPPORTING ELEMENTS IN THE CULTURE OF INDONESIAN CULTURE

by Rudi Umar Susanto

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**EXISTENCE OF CULTURAL GLOCALIZATION SUPPORTING ELEMENTS IN THE
CULTURE OF INDONESIAN CULTURE**

Rudi Umar Susanto*, Syamsul Ghufron
Universitas Nahdlatul Ulama Surabaya, Indonesia

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ABSTRACT

In the development of culture always requires an object to show progress. Various aspects include one of the elements of cultural glocalization. Technology has facilitated people in various parts of the world to exchange information about their respective cultures at every second of human life. Modern, such as music, clothing, singing, educational patterns and patterns of social life. However, it turns out that not all parties can share information equally. Developed countries are more dominant in conveying information about their culture and interests to developing countries. In this study, it shows the percentage of elements supporting cultural glocalization, namely aspects of traditional games and aspects of traditional sports.

INTRODUCTION

The development of the era is always changing to spur cultural civilization which continues to grow. The development of technology does not want to be left behind from the development of art and culture. At present, change is not only happening in the social environment but also in traditional game patterns, traditional sports, and traditional products. For example, the process and way of playing children develop from day to day.

Nowadays, it needs to be revisited related to the games that children do, especially regarding traditional games and it cannot be denied, there are still some children today who cannot play traditional games, even some who are not familiar with traditional games. This kind of phenomenon is a form of cultural development in the era of distortion. The position of local culture in the effort to preserve cultural heritage becomes very strategic within the framework of national cultural development. The resilience of local culture needs to be strengthened in the face of cultural globalization. Efforts to preserve local

* Corresponding author.

E-mail addresses: rudio@unusa.ac.id (Rudi Umar Susanto), syamsulghufron@unusa.ac.id (Syamsul Ghufron)

culture require synergic steps between implementing actors both cultural actors, policy makers and the community.

Indonesian society, especially childhood, must be able to maintain the element of cultural globalization because each supporting element in culture has its own value for the development of a culture. Like traditional games, supporting elements for the promotion of culture, this does not merely have the essence of the game's value, but in it there are elements of culture, local wisdom and the globalization of humanistic values that are inherently strong and must continue to be preserved. Traditional games that may have been rarely found because of the absence of socialization from parents to children or from teacher to student will continue to disappear coupled with the existence of modern games better known as games for children.

Children who are individualists will be more closed personal because this game does not teach cooperation and other positive things. Forms of existence in traditional games in the era of local cultural around encourage this research to be carried out.

Humans and cultures change according to certain stages from simple to complex forms, as stated by Herbert Spencer in the unilinear theories of evolution. (Ritzer, 2003: 50). One of the changes that experience movement is quite noticeable is the change in traditional games, in the old days these traditional games were made into everyday games but in reality today traditional games are no longer as everyday games. Children today are more familiar with modern games. This makes the lack of existence of traditional games among children. Yet according to Jean Piaget the game shapes the concept of skills and shapes children's cognition and develops that cognition. This means that games (traditional games) actually have elements that are able to foster a child's spirit of creativity and intelligence.

Indonesia has diverse cultural wealth. Beautiful strands of culture, ethnicity, ethnicity and religion adorn this earth. Every class, ethnicity, ethnicity and religion has their own expressions and methods of expression. One of those expressions is reflected in the traditional sports that live and thrive in each region. Traditional sports are folk games that live in a society that has been rooted, grown and developed and has been passed down from generation to generation.

Traditional sports are the nation's culture that is almost extinct due to the times. This traditional sport is hardly played anymore by children both in remote areas to urban areas. Besides that, traditional sports as an asset of national cultural wealth. It should be reappointed to show its role in efforts to realize national unity and national unity. Therefore, traditional sports need to get greater priority from the central and regional governments to participate hand in hand to explore, preserve and develop again so that it can be enjoyed by all levels of society throughout Indonesia.

Traditional sports are sports that develop from folk games that arise in each ethnic and ethnic group in Indonesia (Ajun Khamdani, 2010: 89). Traditional sports must have two requirements namely "sports" and "traditional" both in having a tradition that has evolved over several generations, and in the sense of something related to the cultural traditions of a nation more broadly (Bambang Laksono, et al, 2012: 1). Traditional sports are one of the expressions of culture in Indonesia that are starting to recede. This form of sport is often played in traditional ceremonies, guest reception, and entertainment by Indonesian primitive communities and tribes throughout Indonesia.

Traditional sports at this time are almost no longer played with either in remote areas or in urban areas. Traditional sports are one of the nation's cultures that need to be preserved so they are not extinct. If one element of the nation's culture has been lost, then the values and norms contained therein have also been lost (Bambang Laksono, et al, 2012: 9)

Technology has facilitated humans in various parts of the world to exchange information about their respective cultures in every second of human life. This modern, like music, clothing, singing, educational patterns and patterns of social life. But apparently not all parties can share information equally. Developed countries are more dominant in conveying information about their culture and interests to developing countries. The effect is developing countries including

Indonesia tend to follow suit to developed countries. This has made Indonesian people begin to abandon traditional sports (Widiyanto, 2008: 1).

Many things that cause the decline of traditional games in the lives of children are caused by the entry of children's games from abroad and the increase in children's viewing on television (Sukirman Dharmamulya, 2008: 207-212)

METHOD

In this study the method used is descriptive qualitative method. Descriptive qualitative research is research that describes the natural state of a variable, symptom or condition (burhan bungin, 2001: 48). Data analysis in qualitative research was carried out since the researcher compiled the proposal, carried out data collection in the field, until the researcher got all the data. The method used is the ethnographic method.

Data is sourced from the 2018 National Socio-Economic Survey (Susenas) Central Statistics Agency. Data processing and analysis begins with organizing data neatly, systematically, and as completely as possible. Highlen and Finley (Poerwandari, 2007: 24). From this research process will be in the form of a descriptive picture of the existence of traditional games in the phenomenon of cultural globalization

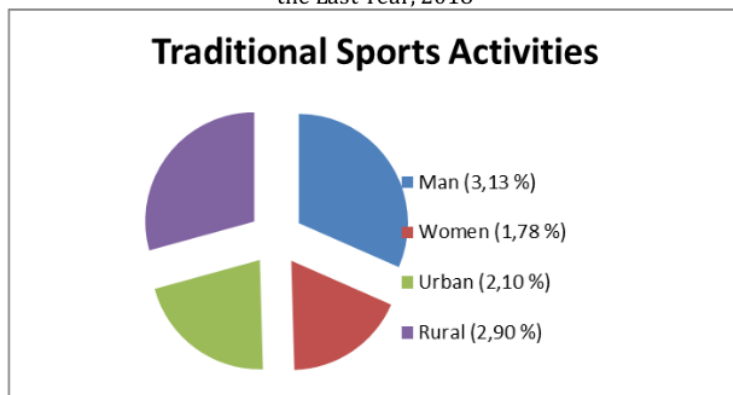
DISCUSSION

Traditional Sports in Cultural Glocalization

Traditional sports are physical exercises that have a characteristic style of local traditions. As one of the cultural assets, it is fitting for traditional sports to be preserved in order to increase cultural resilience. However, due to the rapid development of technology, these cultural assets began to erode. In addition, the lack of socialization about traditional sports and the lack of community interest to explore traditional wealth also drowned traditional sports (Herlambang, 2017).

If not preserved, over time traditional sports as a national cultural asset are feared to be extinct. The government makes traditional sports as one of the objects of cultural advancement (OPK). In addition, with the passing of Law No. 3 of 2005 concerning the National Sports System, the government has tried to preserve traditional sports by holding Traditional Sports Festivals and Traditional Sports Invitations.

Table 1: Percentage of Population Aged 5 and Over Who Have Done Traditional Sports During the Last Year, 2018

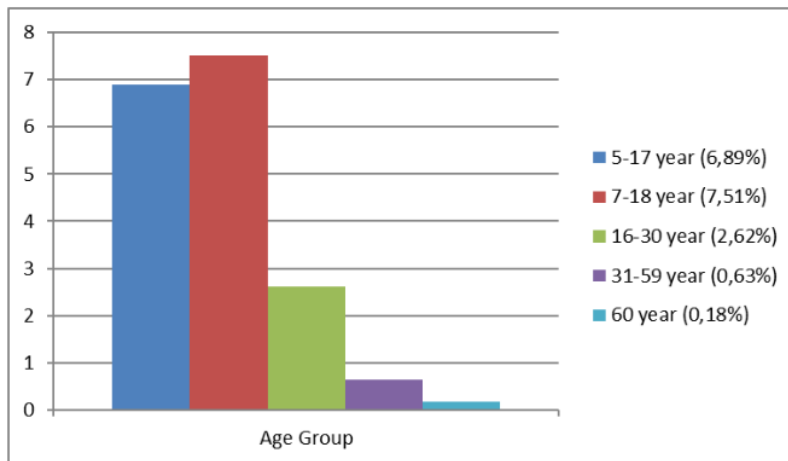


Source : BPS - Susenas MSBP 2018

The percentage of the population that carries out traditional sports activities is still low, at 2.46 percent. The percentage of male population doing traditional sport activities is higher than women (3.13 percent compared to 1.78 percent). When viewed from the type of region, the percentage of rural population who do traditional sports activities is slightly higher than that of

urban areas (2.90 percent compared to 2.10 percent). It is seen that cultural values, in this case traditional sports, are more pronounced in the countryside. This is in line with research conducted by Fischer (1975), who found that the process of urbanization leads to a reduction in traditional values.

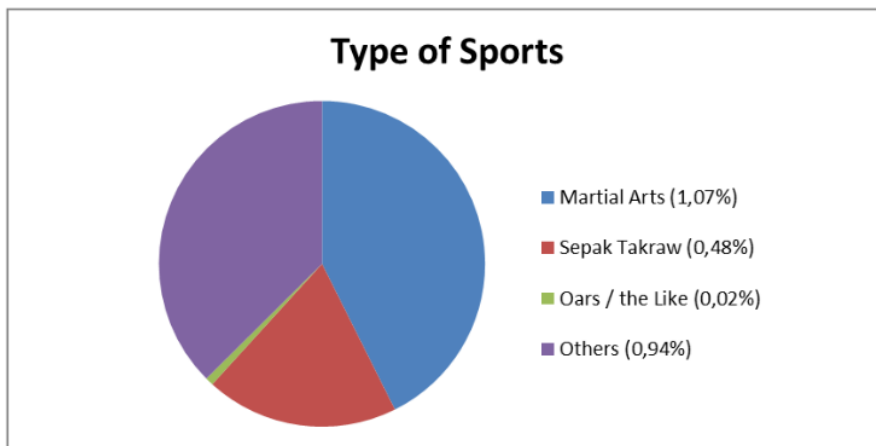
Table 2 shows the percentage of the population that carries out traditional sports activities by age group. The older the age group, the lower the percentage of the population doing traditional sports. The highest percentage of the population doing traditional sports is found in the school age group, which is 7-18 years. Table 2 Percentage of Population Aged 5 Years and Over Who Have Done Traditional Sports During the Last Year According to Age Group, 2018.



Source : BPS - Susenas MSBP 2018

The government is actively introducing traditional sports activities in the school environment. In some schools, traditional sports are an extracurricular choice. In addition, every year, the National Student Sports Olympiad (O2SN) is held in a school environment that includes traditional sports, such as pencak silat and sepak takraw.

Table 3: Percentage of Population Aged 5 Years and Over by Type of Traditional Sports Performed, 2018.



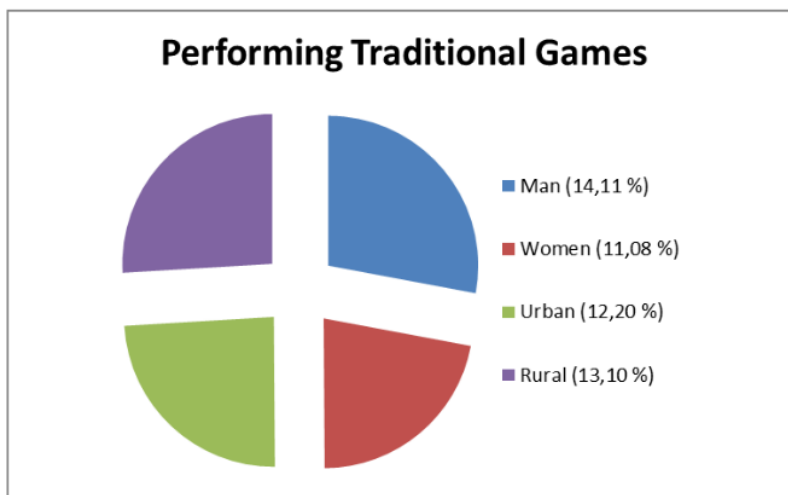
Source : BPS - Susenas MSBP 2018

The most common type of traditional sport performed by residents aged 5 years and over is pencak silat, which is 1.07 percent. Pencak silat is a popular traditional sport both domestically and abroad. In addition, pencak silat becomes a sport that is competed in international sports.

People's Game in Cultural Glocalization

In addition to traditional sports, one of OPK is a folk game. Like traditional sports, folk games are being eroded by technological developments. Games on devices that offer sophisticated audio and visuals are more attractive to residents than traditional games that use simple equipment. In addition, the absence of inheritance and the absence of land makes traditional games difficult to apply in the present (Sedyawati, 1999).

Table 4 : Percentage of Population Aged 5 Years and Over Who Have Been Playing Folk Games During the Last Year, 2018



Source : BPS - Susenas MSBP 2018

The percentage of people who played folk games in the past year was 12.60 percent. The percentage of the male population who plays folk games is higher than the female population (14.11 percent compared to 11.08 percent). Viewed by type of region, the percentage of the population in rural areas who play folk games is higher than in urban areas (13.10 percent compared to 12.20 percent).

Folk games have many positive aspects for children's development, both cognitively and socially and to instill noble values in children. People's game fosters a spirit of friendship, freedom, a spirit of democracy, an attitude of responsibility, an attitude of obedience, and mutual assistance (Ariani, 1998). Folk games also instill the nature of creativity and foster children's imagination by utilizing available tools in the surrounding environment (Cahyono in Nur, 2013). Other research suggests that traditional games, such as bridges, can improve children's ability to solve problems and find solutions to conflicts (Iswinarti, 2012).

CONCLUSION

In the rapid technological advancements like today, many things have changed, whether we realize it or not. Especially when the era of communication and information is something that is needed by many people. Likewise what happens in traditional games and traditional sports that we know as one form of culture that is in line with the development of time is displaced by something far more modern. In this research, it shows that both of these forms, sports and traditional games as a way of supporting the existence of elements of cultural glocalization in the

object of cultural advancement in Indonesia. Although in certain areas there are still those who play sports or traditional games as a form of manifestation of local wisdom in the area.

Modern games such as online games or play stations are considered much more interesting, practical, and certainly modern. This has had several effects on the fading of local culture. If we see, traditional sports or games tend to encourage children to move and do activities, so that they will be much healthier, besides traditional games that are mostly done together, encouraging children to learn to work together and respect each other, besides that, cultural elements are maintained. There are also other factors why children are not familiar with sports or traditional games, because there is no role from parents to provide cultural knowledge such as sports or traditional games, then in schools too rarely teachers provide knowledge about sports or traditional games as one form of activity outside teaching hours.

In view of the above problems, there are several things that can be done to maintain the existence of traditional sports and traditional games as well as to develop children's balanced character and to preserve culture that originates from traditional sports or traditional games.

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