

Reorientation of the Indonesian Cultural Strategy in the Global Community Based on National Culture as Identity

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Abstract. Nowadays the world community is an integrated and open society. This openness concerns all aspects of life both political, economic, social, cultural, communication and business opportunities. Competition is the motor that drives the progress of global civilization. Through the advancement of science and technology today has created a new culture, namely global culture. In order to adapt to this new culture a strategy is needed. There are two basic problems that are trying to be answered in this paper, namely: first what is the basic of the values of global community culture? The two cultural strategies are needed in dealing with the negative impacts of the culture of the global community. The material objective of this paper is the phenomenon of Indonesian nation's life and culture which is reflected in real life in society. The formal objective of this research is social philosophy. This paper is the result of short research in the field of humanities. The method used in this study is a linear method consisting of perception, reflection and conception. The results of this study are a basic concept of cultural strategies to survive in global relations based on strengthening national culture.

Keywords: Reorientation, Cultural Strategy, Global Community, National Cultures

1 Introduction

This every era always gives birth to cultural trends. Globalization as an era forms a global community. Furthermore the global community gives birth to a global culture. To analyze the basic values of global culture, it is necessary to examine the basic values underlying globalization. Some of these values are: globalization, postmodernism, capitalism, cosmopolitanism. Furthermore the term global culture is used to replace the term global community culture.

2 Method

This research is humanities research. The method used is a linear method that involves elements of perception, interpretation, reflection and conception. The following are some of the methodical elements used, namely capturing perceptions through observations. The next

stage is the interpretation and object of study using the theoretical basis. Then the analysis is carried out as a reflexion process. Then systematically arranged a basic concept

3 Result and Discussion

3.1 Precondition of Global Culture

The phenomenon global culture that is spread to entire the world does not appear suddenly, but is preceded by a precondition namely the emergence of postmodernism. Postmodernism reacts to modern-day thinking which is dominated by the power of rationalism. In the field of postmodernism philosophy refers to all forms of critical reflection of modern-day paradigms and the refusal of metaphysics in general. [1] This term is a negation of the modern age, a split or shift from a modern definitive picture. [2]

The emergence of postmodernism cannot be separated from the thoughts of F. W. Nietzsche. He rejects a single system that is firm in all fields. Confidence in the ratio will produce a system that eliminates the originality and human potential. [3] Belief in the greatness of the law or theory will kill the spirit of creation, even though it is the creation that keeps life alive. Every creation will give enthusiasm to humans. A body that is creative makes enthusiasm for itself like a hand towards its will. [4].

The next precondition is globalization. According to Robertson, quoted by Kaelan, globalization goes through two processes, namely the objective process and the meaning of the negative process. The objective process is the process of shrinking the world (compression of the world). [5] The world is increasingly narrow because of advances in science, information technology, telecommunications, and transportation. The speed of information moves quickly to corners of the world without being restricted. As a subjective process, globalisation is an increase in interdependence and awareness of interdependence. Globalization promises that global economic growth that brings prosperity to all countries is actually a continuation of colonialism and developmentalism. [6] This era of globalization has distinctive features that stand out from previous eras, namely penetrative, competitive, rational, pragmatic. [7]

Globalization cannot be separated from capitalism. Capitalism is a great force capable of building a world economic system based on free competition and free markets. New capitalism deliberately created the need to rule the world. Here there is dehumanization of exploited humans and their economic potential is utilized.

3.2 Global Culture

This new culture that emerged from the combination of these elements gave birth to a new culture based on values:

1. Materialism. This culture of materialism is very prominent in global society. This materialism is no longer the ontological basis of thought but the ethical basis of an action or decision. Matters relating to matter are more valued than those that are not material.
2. Hedonism. People are very passionate about pursuing pleasure. Places that provide pleasure are always crowded.
3. Consumerism Culture. This culture is the most prominent in the global community environment. The culture of consumerism makes humans greedy. He will consume more than

what is needed. The Cartesian philosophical statement "I think, therefore I am" (cogito ergo sum) is replaced with the statement "I consume, therefore I am". [8]

3.4 Anticipation Efforts with the Cultural Strategy

Indonesian society is now in a paradoxical situation. On the one hand it is in the global community on the other hand primordial values are still strong. In this paradoxical situation, the Indonesian people must accelerate by developing strategies to survive in global competition. Nations that do not have the right anticipation strategy will lag far behind the global community. This nation will be the object of the interests of the great nations.

Cultural strategies are actually broader than just compiling certain policies from culture. Now culture is seen as a dynamic rather than a static one. Culture is not only interpreted as a noun but as a verb. [9] On the other hand culture has an epistemological meaning, namely a system of thinking. Culture strategy as an effort to build a system of thinking in order to face fundamental problems and an efforts to survive into the future. These are some important things related to the cultural strategy. First, reformation of ways of thinking. Changes in the way of thinking offered must still be based on national cultural values, namely Pancasila. Pancasila is an adhesive force of national pluralism. Second, reformation in education mainly concerns the foundation of educational orientation. Education as a cultural activity must be based on Pancasila values, foster good character and provide adequate knowledge and skills. Third, virtual relations in communication in cyberspace cannot replace social relations in the real world. Indonesian society is a social society. Each person cannot be separated from his social environment. It is necessary to grow social, cultural, religious values to minimize hedonic-material culture. Fourth, self-confidence is needed in the association of the global community. Self-confidence can be grown by improving quality through mastery of science and technology. Fifth, creative culture (creating) must be grown to shift the culture of consumption (wear). Indonesia's population of more than two hundred and fifty million is an extraordinary power if the creative culture has grown. The Indonesian nation is considered important in international relations because of the broad market. The number of internet users in Indonesia is 88 million, the number of cellphones and gadgets 326.2 million exceeds the total population. [11] Creative culture must be a systematic program of the state and population. Creative culture can stem the entry of goods into Indonesia. This is where the spirit of nationalism is needed to support the industry by loving domestic product

4. Conclusion

This global era provides equal opportunities for all nations to compete. There are two choices to be the subject or object in the global community. Inter-nation relations are characterized by intense competition. Besides globalization gave birth to a culture based on the values of materialism, hedonism, individualism that have a negative impact on society.

In order to anticipate these problems, a comprehensive and fundamental cultural strategy is needed. This cultural strategy must build a system of thinking that is based on the value of local wisdom in a global perspective. Three important things are at the core of the reorientation of the Indonesian nation's cultural strategy, namely Pancasila as national values, local character and global competence.

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