

Transformation of Traditional Values in Urban Society: Humanities Study of Urban Culture

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ABSTRAK

Urban culture reflects the complex dynamics that occur in urban areas due to the interaction between traditional values, modernity, globalization, and technology. This study aims to analyze urban culture through a humanities approach, focusing on the transformation of traditional values, the influence of technology and digital media, and the construction of cultural identity in diverse urban communities. This study uses a literature study method, examining various theories and relevant empirical findings to understand the relationship between social change and cultural development in big cities. The results of the study show that urban communities face challenges in maintaining traditions amidst modern lifestyles that tend to be individualistic. Technology, on the one hand, supports the preservation of culture through digital media, but on the other hand has the potential to create social alienation and cultural commodification. In addition, changes in urban spatial planning such as the development of business areas and the reduction of community space affect the pattern of social interaction in society. However, the diversity of urban communities and their ability to adapt allows the creation of new hybrid cultural forms, combining traditional and modern elements. This study emphasizes the importance of a humanities approach in understanding urban culture to support the development of inclusive, sustainable policies based on the preservation of local values, so that urban cultural identity can continue to develop without losing its authenticity.

INTRODUCTION

The transformation of traditional values is an inevitable phenomenon amidst the currents of modernization and globalization (Laku & Siga., 2020). Traditional values, which are passed down from generation to generation, serve as guidelines in community life and reflect the identity, norms, and local wisdom of a social group (Ufie., 2017). However, changes in the era marked by technological advances, urbanization, and cross-cultural interactions have encouraged changes in these values, either through adaptation, modification, or replacement with new values. The process of transforming traditional values often poses complex challenges. The values of collectivity and mutual cooperation



that are characteristic of traditional societies are often replaced by individualistic lifestyles, especially in urban areas. The younger generation, who are more familiar with global culture, sometimes tend to ignore or even abandon traditional values, resulting in shifts in social life practices. However, this transformation can also have positive impacts, such as reinforcing local wisdom values in the context of environmental conservation, cultural education, and development of the tourism sector.

Research on the transformation of traditional values is important to understand the dynamics of change that occurs. This research can reveal the factors that influence transformation, community strategies in adapting traditional values to current challenges, and their impact on social and cultural life (Nursanty et al., 2023). Thus, the results of this study are expected to be a basis for formulating policies that support the preservation of traditional values while enabling adaptive and sustainable community development.

Urban society is formed as a result of the rapid urbanization process, where cities become centers of economic, political, and cultural activities (Wahyudi., 2023). The existence of cities that offer various opportunities for individuals from various backgrounds creates a heterogeneous society with a high level of mobility. This makes urban communities have different characteristics from rural communities, such as the complexity of social interactions and changes in more individualistic lifestyles. These differences illustrate the dynamics of life that occur in urban areas, which are also influenced by economic and social factors. The transformation of traditional values in urban communities can be seen in various aspects of daily life that reflect society's adaptation to social and cultural changes (Rahman & Yafie., 2023). In the field of social relations, for example, the value of mutual cooperation that was previously realized through physical cooperation in local communities has now transformed into a form of virtual or temporary cooperation, such as collaboration through digital platforms that allow individuals to help each other even though they are separated by distance and time. This change shows how urban communities adapt to the demands of modern life that is fast and flexible. In arts and culture, local traditions that previously had sacred meaning are often repackaged into cultural attractions for tourism or commercial events. Traditional ceremonies and rituals that were once very spiritually meaningful are now sometimes simplified for economic purposes, raising questions about the loss of the original essence of the tradition.

Some groups in urban communities strive to maintain traditional values despite the pressures of growing modernization (Amanatin et al., 2024). These groups strive to maintain cultural practices that are considered more authentic and in line with their identity. However, efforts to maintain these traditional values are often hampered by the limitations of space, time, and resources available in big cities. Dependence on technology, social media, and high mobility in urban areas make it difficult to maintain traditions in their original form (Rulinawaty et al., 2021). The existence of these groups reflects the ongoing tension between modernity and traditionalism. This process of transformation also raises important questions, such as how the original meaning of traditional values can be maintained in an increasingly complex urban society, how it impacts local cultural identities, and to what extent these changes affect relationships between individuals in an increasingly fragmented urban environment.

The rapid development of urban communities is inseparable from the various challenges faced, such as social inequality, congestion, pollution, and reduced green open spaces (Prihatin., 2020). In addition, fast-paced life and pressure in urban environments can change patterns of social interaction from being more collective to being more

pragmatic and individualistic. However, urban communities also have great potential in terms of access to education, technology, and innovation. Therefore, it is important to conduct an in-depth study of urban communities in order to understand the challenges faced and the potential that can be utilized, so that cities can develop into places that are inclusive, sustainable, and support better social and economic development.

The study of humanities on urban culture has a very important role in understanding the dynamics of social life, culture, and identity that are formed in the midst of urban society (Iqbal., 2023). Cities, as centers of ever-growing civilization, become a meeting place for various groups with diverse social, ethnic, and cultural backgrounds. The rapid urbanization process, coupled with globalization and technological developments, have changed the way of life, interaction patterns, and values that exist in urban society. Urban culture is often the result of a mixture of existing local traditions with external influences, which creates space for innovation and changes in lifestyle, consumption, and ways of thinking (Deocta., 2024). Therefore, studies on urban culture need to be carried out to understand how new values develop and interact with traditional values in big cities.

In this context, humanities research on urban culture focuses not only on changes that occur in social structures, but also on how society interprets, responds to, and interprets the culture around it (Warsana et al., 2021). This includes an understanding of the role of public space, media, art, music, fashion, and language in shaping urban cultural identity. Urban culture can be understood as a symbolic system containing various meanings formed through social interactions, which are influenced by various economic, political, and historical factors (Isfironi., 2019). Therefore, this study also involves an analysis of the tensions and conflicts that arise due to differences in values and social disparities that exist in urban society. This research is expected to provide deeper insights into how urban culture functions as a space for social expression, forms collective identity, and offers solutions to the social challenges faced by urban society. In addition, this study also contributes to formulating inclusive cultural policies, strengthening diversity, and improving the quality of life of urban communities in the face of global change.

The limitations of multidimensional studies in research on the transformation of traditional values are one of the main problems in the existing literature (Maisah et al., 2023). Most previous studies tend to focus on certain aspects such as the economic impact or cultural globalization, without delving deeply into the various social, psychological, and cultural dimensions involved. A more holistic and multidimensional humanities approach is essential to provide a more comprehensive understanding of this phenomenon, which not only looks at the impact, but also the processes and meanings contained in the changes in traditional values in urban society. In addition, many studies describe the shift in traditional values, but do not explore the changes in essential meaning that occur during the transformation process (Inglehart & Baker., 2020). A more in-depth study is needed to explore whether the values that have changed still have the same meaning as their origins or have been distorted, which can affect the integrity and relevance of these values in the lives of urban society.

In addition, the influence of digital technology and social media on the transformation of traditional values has also been minimally studied. In fact, digital platforms, such as social media and community-based applications, have become significant new media in channeling or representing traditional values in urban society (Kaewkitipong et al., 2020). More in-depth research is needed to understand how these

technologies not only affect the way people interact, but also how traditional values are adapted, maintained, or changed in a digital context. Furthermore, research on urban communities in developing countries, including Indonesia, is still very limited. Most studies on urbanization and traditional values focus more on developed countries or global urban areas. In fact, urban communities in developing countries have unique dynamics, especially in facing the pressures of modernization while maintaining their traditional identity. This study aims to identify factors that influence the transformation of traditional values in urban communities, analyze their impact on cultural identity, and examine how these values are re-presented in the context of urban life, including through technology and social media. By answering this research gap, it is hoped that this study can provide a new, more comprehensive perspective on the complex relationship between tradition, modernity, and the dynamics of urban community life.

The limitations of multidimensional studies in research on the transformation of traditional values are a major problem in the existing literature. Most previous studies tend to focus on certain aspects, such as the economic impact or cultural globalization, without delving deeply into the various social, psychological, and cultural dimensions involved. A more holistic and multidimensional humanities approach is essential to provide a more comprehensive understanding of this phenomenon, which does not only look at the impact, but also the process and meaning contained in the change of traditional values in urban society. Many studies describe the shift in traditional values, but do not explore the changes in essential meaning that occur during the transformation process. A more in-depth study is needed to explore whether the values that have changed still have the same meaning as their origins or have been distorted, which can affect the integrity and relevance of these values in the lives of urban society.

The influence of digital technology and social media on the transformation of traditional values has not been studied in depth. Digital platforms, such as social media and community-based applications, have become significant new media in channeling or representing traditional values in urban society. Further research is needed to understand how these technologies not only affect the way people interact, but also how traditional values are adapted, maintained, or changed in a digital context. Research on urban communities in developing countries, including Indonesia, is also still very limited. Most studies on urbanization and traditional values focus more on developed countries or global urban areas. Urban communities in developing countries have unique dynamics, especially in facing the pressures of modernization while maintaining their traditional identity. This study aims to identify factors that influence the transformation of traditional values in urban society, analyze their impact on cultural identity, and examine how these values are re-presented in the context of urban life, including through technology and social media. Answering this research gap is expected to provide a new, more comprehensive perspective on the complex relationship between tradition, modernity, and the dynamics of urban lives.

METHODOLOGY

This research method uses a qualitative approach with literature study as the main approach to analyze the transformation of traditional values in urban society. This study will review various relevant written sources, such as books, journal articles, research reports, and policy documents that discuss urbanization, globalization, and social change. The main focus of this study is to identify changes in traditional values that occur in urban society and the factors that influence the transformation process. This study will also

examine theories about modernity, cultural identity, and the preservation of tradition in the context of the development of big cities, while comparing previous research findings to find gaps in the study of traditional cultural transformation. Researchers will analyze how digital technology and social media play a role in preserving or changing traditional values in urban society. This literature study is expected to provide a deeper understanding of the role of traditional values in urban society and provide recommendations for cultural preservation amidst the challenges of modernity and urbanization.

RESULTS AND DISCUSSION

This study reveals that the transformation of traditional values in urban society is influenced by various factors, including globalization, modernity, and technological developments (Ammar., 2023). Traditional values that have been upheld in rural communities, such as mutual cooperation and local wisdom, have undergone significant changes when applied in urban communities. These values often shift into a more digital or virtual form, such as in crowdfunding activities, instead of in the form of physical work together that exists in rural areas. Globalization and modernity have also caused urban communities to be more accepting of outside cultures brought by mass media and technology, so that traditional values that are collective and solidarity are increasingly marginalized (Hasyim., 2016). Some traditional values, such as respect for parents and norms of politeness, are maintained, although in a more flexible form. Technology and social media play an important role in preserving traditional values, where social media provides space to promote local customs and culture, although often in a form that is more tailored to the interests of the younger generation or commercial purposes. Cultural identities in urban communities are increasingly fluid, with the merging of local traditions and global cultures, creating cultural hybridity. Gaps in the preservation of traditional values are also identified, where values that cannot be adapted to modern life are often marginalized. This creates challenges in maintaining the essence of traditional values that are increasingly eroded by the demands of modernity. Overall, the results of this study indicate that traditional values in urban communities are shifting in form and meaning, and an inclusive approach is needed to bridge tradition with the dynamics of modern life.

Urban communities have unique characteristics as a result of the dynamics of modernity, globalization, and high social mobility (Syaiful., 2019). The diversity of cultural identities is one of the main characteristics of urban communities, which is created by the high level of migration and intercultural interaction in big cities. Cities as centers of economy, education, and technology attract individuals from various backgrounds, creating a heterogeneous society with challenges in building social cohesion. The lifestyle of urban communities also tends to be more individualistic due to economic pressures, such as high living costs and job competition, which often cause traditional values such as mutual cooperation and deliberation to be displaced by a pragmatic lifestyle. However, new forms of solidarity continue to emerge through hobby-based communities or digital interactions on social media platforms. Technology and digital media are important elements in the lives of urban communities, providing convenience in communication, work, and fulfillment of needs, although they also trigger social alienation due to reduced direct interaction (Lyons et al., 2018). Amidst these challenges, urban communities demonstrate high adaptability, where traditional values are integrated with modern elements, such as through cultural festivals or community activities that raise local themes. With their diversity and adaptability, urban communities

are able to face the pressures of modernity, although a balance is needed between technological progress and the preservation of local culture to create an inclusive and sustainable society.

Urban culture is a complex phenomenon that is greatly influenced by the interaction between various social, economic, and technological elements that continue to develop (Triyatno & Sari., 2024). Urban society, consisting of individuals with diverse cultural, ethnic, and religious backgrounds, forms a dynamic, adaptive, and ever-changing culture following the demands of the times. This process creates conditions in which traditional values that were previously the basis of communal life begin to face major challenges, especially in fast-paced and competitive city life. For example, the value of mutual cooperation, which is characteristic of rural communities and traditional communities, is increasingly being replaced by a more individualistic lifestyle, which emphasizes personal achievement and individual success in facing the challenges of urban life (Harmadi et al., 2022)

This shift is not only influenced by external factors such as modernity and globalization, but also by deeper internal factors, such as economic needs and increasing social pressures in big cities. Big cities, with all the technological advances and economic opportunities they offer, also have a negative impact in the form of increasingly fierce competition between individuals and groups. In this context, relationships between individuals often become more functional and practical, focused on achieving material and professional goals, rather than the more emotional and collective relationships that are more common in traditional societies. On the other hand, although individualistic lifestyles are increasingly dominant, some groups of people in big cities try to maintain these traditional values, although not always successfully. They create alternative spaces, such as cultural-based communities or social organizations that try to maintain the values of togetherness, solidarity, and cooperation amidst the hustle and bustle of urban life. However, this cultural shift reflects how tradition and modernity are often in tension, creating a cultural dynamic full of challenges and opportunities (Balzano & Marzi., 2024).

Humanities studies on urban culture focus on the social dynamics, values, and cultural expressions that develop in urban areas as a result of the interaction of various elements of society. Urban culture includes not only customs, traditions, and arts, but also mindsets, lifestyles, and social phenomena that reflect the conditions of urban society (Tacoy., 2020). This study often highlights how modernity, globalization, and urbanization shape the collective identity of urban society, including how society responds to social and technological change. One aspect of concern in this study is how urban society interprets cultural identity amidst high diversity. Big cities are meeting points for various groups with different ethnic, religious, and cultural backgrounds, creating challenges in maintaining traditions amidst the flow of globalization (Raharjo et al., 2023). Humanities studies seek to understand how traditional values, such as solidarity, mutual cooperation, and togetherness, are transformed in a more individualistic and technology-based modern life. This study also observes the emergence of new cultural forms, such as street art, urban music, and digital culture, which are characteristic of urban societies.

Technology and social media are important factors in urban cultural studies, because both not only influence the way people interact, but also shape cultural consumption patterns (Anggraeni., 2017). Digital platforms allow urban communities to

access, share, and promote local and global cultures more widely. This poses challenges, such as the commodification of culture that has the potential to reduce the original meaning of tradition. Humanities studies seek to uncover how technology can be used creatively to preserve cultural values without losing their authenticity. Aspects of economic and political power are also a focus in shaping urban culture. Changes in urban spatial planning, such as the construction of shopping centers, business districts, or public spaces, reflect the dynamics of power and economic preferences that often influence social interactions (Permana et al., 2024). For example, the reduction of green space or community space can affect the quality of relationships between city residents, shifting urban culture to be more private and individualistic.

Overall, humanities studies on urban culture attempt to explain the complexity of urban society through a multidimensional approach that includes historical, social, cultural, and technological aspects (Bibri & Krogstie., 2017). This approach is important to understand the challenges as well as the potential of urban culture, especially in maintaining a balance between modernity, diversity, and preservation of local cultural identity. This study not only provides insight into the dynamics of the city as a center of civilization, but also becomes the basis for designing more inclusive and sustainable development strategies. Humanities studies have a close relationship with urban culture, because both seek to understand the social dynamics, values, and cultural expressions that develop in urban society (Robinson., 2016). As a multidisciplinary approach, humanities studies provide an in-depth perspective to analyze various cultural phenomena that emerge due to the influence of globalization, modernity, and urbanization. Urban culture is an important object of study to understand how society adapts to change, both through the preservation of traditional values and the creation of new cultural forms that are more relevant to the demands of modern life.

Technology and social media are significant aspects of urban culture and are relevant in humanities studies (Fraser & Van., 2016). The influence of technology on patterns of social interaction, information distribution, and cultural transformation is critically examined to understand its impact on the collective identity of urban communities. This study also highlights how traditional values can transform into new forms without losing their essence, although challenges such as cultural commodification need to be watched out for. The study of space and time in urban culture shows another connection between humanities studies and urban life. Changes in urban spatial planning, such as the development of business areas or public spaces, reflect the dynamics of social, economic, and political forces that influence patterns of community interaction. This analysis provides an understanding of how urban culture is formed through interactions between various elements, including local traditions and modernity. This connection confirms that humanities studies are not only relevant to understanding urban culture but also provide a conceptual basis for formulating inclusive and sustainable policies (Wahdiawati et al., 2024). This approach allows for the integration of technological advances and the preservation of local values, so that harmony is created in the diversity of cultures that exist in the urban environment

CONCLUSION

Humanities studies on urban culture show that urban life reflects the dynamics of social, economic, and technological interactions, creating a diversity of identities and the transformation of traditional values. Urban communities face challenges in maintaining traditional values, such as mutual cooperation and togetherness, which are

displaced by individualistic lifestyles due to modernity and economic pressures. Technology and digital media, although facilitating cultural preservation, also pose the risk of cultural commodification and social alienation. However, the high adaptability of urban communities allows the formation of new cultural identities that combine traditional and modern elements harmoniously. The diversity of urban communities is a strength in creating a dynamic and inclusive culture. This study emphasizes the importance of a humanities approach to understanding urban culture and supporting the development of more inclusive, sustainable city policies that value the preservation of local cultural values

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