

Transformation of Local Cultural Values in the Lives of the Young Generation: The Influence of Globalization and Urbanization

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Abstract

The transformation of local cultural values in the lives of young people is becoming an increasingly relevant issue in the midst of rapid globalization and accelerated urbanization. This article aims to examine how these two major forces affect the understanding, appreciation, and practice of local cultural values among the younger generation. Globalization brings popular culture, information technology and transnational lifestyles that often conflict with traditional values such as collectivity, respect for customs and emotional attachment to local communities. Meanwhile, urbanization creates a social environment that tends to be anonymous, competitive and pragmatic, thus diminishing the role of traditional social environments as guardians of cultural values. Through an in-depth literature study, this article finds that young people in various parts of Indonesia experience a complex process of cultural identity negotiation. On the one hand, they are exposed to modern values that promise progress and social mobility, but on the other hand, they still have cultural ties inherited by family and community. This transformation process is not linear, but rather shows a pattern of selective adaptation that can open up opportunities for the revitalization of local culture in a new format that is more contextual and relevant. With a reflective and participatory approach, education based on local culture and digital media can be an important tool in bridging traditional values with the dynamics of modern life of the younger generation

Keywords: Local Cultural Values, Young Generation, Globalization, Urbanization, Cultural Identity..

1. Introduction

The world has undergone rapid and complex social and cultural transformations as a direct result of globalization and urbanization (Alim, 2023; Salsabila, 2023). Globalization not only refers to the economic connectedness between countries, but also creates a rapid flow of cultural exchange that crosses geographical boundaries at high speed. Digital technology, social media and global communication networks have accelerated the spread of popular culture that brings values of individualism, liberalism and consumptive lifestyles that often contrast with the traditional values of local communities. Meanwhile, urbanization has changed the spatial order and social relations of society, where traditional community structures such as villages or kampongs with their communal values have been replaced by a more pragmatic, competitive and fragmented urban life system. These changes are not only structural, but also touch the most fundamental aspects of culture: values, norms and collective identity.

Young people are both the most vulnerable and the most strategic group in facing the dynamics of globalization and urbanization (Sawyer, 2022). Globalization accelerates cultural exchange across countries, allowing young people to access popular culture, urban lifestyles and individualistic values propagated through digital media and modern communication technologies (Surahman, 2016; Natasya,



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2025; Arfina, 2023). As a generation that grew up in the digital age and lives in a dynamic urban environment, they are intensively exposed to global narratives through various channels such as the internet, movies, music, and social media. They quickly absorb modern lifestyles, new modes of communication, and value systems that often emphasize efficiency, productivity, and individual autonomy. On the other hand, they also experience a weakening of the role of local institutions, such as extended families, traditional leaders, and religious institutions, which have been the main channels for passing on local cultural values. The tension between traditional and modern values becomes even sharper when the younger generation is faced with the demand to compete in a globalized world, but at the same time is required to uphold their cultural identity. This struggle creates an ambivalent situation that is not easy for them to navigate. Although this transformation brings challenges to the preservation of local cultural values, not all changes are negative or destructive. Some young people have shown the ability to respond selectively and reflectively to global change. They do not necessarily reject modern values, but try to adapt them to the local context and their own identity. In many cases, new forms of hybrid culture are emerging, combining traditional and modern elements that complement each other. For example, the use of social media to promote local arts and traditions, the merging of ethnic music with popular genres, or the involvement of young people in creative communities based on local culture. This phenomenon shows that the younger generation is not always a victim of globalization, but also has the potential to be adaptive and innovative agents of cultural change. Thus, cultural transformation does not have to be interpreted as a process of loss, but can be seen as a form of value evolution in responding to the challenges of the times.

Most of the studies that have been conducted so far are descriptive, limited to identifying the surface symptoms of the loss of local culture or the impact of globalization on young people. These studies generally consider young people as passive objects of cultural change, without delving deeper into their processes of agency, resistance, or active reinterpretation of local values (Conti, 2025). This is an important research gap to fill: the need for a more holistic and reflective approach in understanding how young people not only accept, but also reshape local cultural values in a new social context. The urgency of this research lies in the fact that Indonesia is a country with tremendous cultural richness and a huge young population. Without the right strategy in bridging cultural values with the realities of contemporary life, there is a risk of losing the cultural identity that is the foundation of the nation's social integration. Meanwhile, existing cultural preservation policies are often symbolic and elitist, not touching the real-life dimensions of a dynamic younger generation that is heavily influenced by digital technology and urbanization.

This article lies in its approach that views the younger generation as active actors in cultural transformation. This research not only highlights the loss of old values, but also explores how the younger generation creates new meanings for local values through cultural selectivity, digital creativity, and contextual reinterpretation of values. This article also emphasizes the importance of the role of local wisdom-based education, digital communities, and social media as alternative spaces for adaptive preservation of cultural values. Through a critical and reflective literature study, this article aims to illustrate the complexity of the process of local cultural transformation in the lives of the younger generation, while offering strategic strategies that can strengthen national cultural resilience in the face of inevitable global change

2. Method

This research uses a qualitative approach with a literature review method as the main basis in analyzing the transformation of local cultural values in the lives of the younger generation amid the influence of globalization and urbanization. This approach was chosen because the focus of the research does not lie on quantitative measurements, but on an in-depth understanding of socio-cultural dynamics that are contextual and interpretative. The main source of data came from various relevant scientific literature, such as accredited journal articles, academic books, research reports of cultural institutions, and digital publications that discuss issues related to local culture, the younger generation, social

change, and the influence of globalization and urbanization. The data collection process was conducted through a systematic review of literature published in the last decade, both from a national and international perspective, in order to obtain a comprehensive picture of the changes in cultural values that have occurred. Source selection criteria were based on topic relevance, data actuality, and publication credibility. Furthermore, the analysis technique used was thematic content analysis, identifying key themes such as the shift in traditional values, adaptation patterns of the younger generation, and the role of media and institutions in the cultural transformation process. By using this method, the research aims to develop a conceptual synthesis that describes the value transformation process in a complete and reflective manner. In addition, this method also allows researchers to explore the spaces of cultural negotiations carried out by the younger generation in shaping their identity in the midst of an ever-evolving global and urban reality. The results of the analysis are expected to provide theoretical contributions as well as practical input for local cultural preservation efforts that are more contextual and adaptive to the times.

3. Results

The literature review shows that the transformation of local cultural values among young people is an inevitable consequence of the dynamic interaction between global and local forces that influence each other. Globalization, which brings unlimited information flows, cross-border popular culture, and the penetration of digital communication technology, has created a social ecosystem that is very different from previous generations (Fahma, 2024; Mastra, 2021; Fadilla, 2025). Young people now live in a world that is simultaneously interconnected through social media, digital platforms, and visual culture that is very powerful in shaping perceptions and life orientations. In this condition, local cultural values do not completely disappear, but experience pressure to adapt and transform to remain relevant to the dynamics of contemporary life. This process cannot be understood as a one-way acculturation where global culture replaces local culture, but rather as a complex cultural negotiation arena. Young people no longer position themselves as passive recipients of external values, but instead play an active role as agents who select, process and re-assemble cultural elements according to their identity needs.

In this new social space shaped by globalization, local values are not merely maintained in their original form, but also repackaged to respond to the demands of the times (Geo, 2024). The younger generation consciously constructs a flexible, contextualized cultural identity that allows them to remain connected to their local roots without rejecting modernity (Mohyeddin, 2024). This phenomenon reflects a new form of cultural consciousness, one that is not based on textual preservation or the formality of tradition alone, but rather on the relevance and appeal of these values in rapidly changing everyday life. Thus, the transformation of local cultural values in the context of the younger generation should not be seen merely as a form of cultural loss or decadence, but as a dynamic process of reconstruction. This process opens up opportunities for the formation of a generational identity that is not trapped in the dichotomy between local and global, but instead is able to bridge the two through creative, reflective and participatory cultural practices. One of the main findings in the literature review is the shift in collectivity values that have historically characterized Indonesian local culture. Values such as *gotong royong*, deliberation to reach consensus, respect for elders, social solidarity, and recognition of customary authority are slowly declining in the lives of the younger generation. A culture that was once based on social harmony and a sense of community is now being replaced by a value system that emphasizes individuality, personal efficiency, competition, and independent achievement (Saunoris, 2024). This shift does not occur in a vacuum, but is the result of intense exposure to Western values that enter through various channels such as social media, movies, popular music, formal education, as well as digital culture that emphasizes personal success narratives and a strong self-image.

Younger generations are now more familiar with concepts such as self-branding, personal achievement, freedom of expression, and fast-paced lifestyles that place efficiency and achievement as measures of success. In this context, collective success or contributions to the community are often considered less relevant than personal achievements that can be widely seen and recognized, especially in digital spaces. Social media encourages individuals to continue to build an attractive, productive and

independent self-image, so that the space for reflection on community values becomes increasingly narrow (Zaidi, 2023). The concept of communal living that has been a pillar of traditional society is slowly being perceived as outdated, impractical, or even inhibiting individual progress. Not only that, formal education also indirectly reinforces this individualistic orientation. Curricula that focus on universal values, academic achievement, and personal competence rarely provide space for strengthening locally-based collective values. As a result, the younger generation has not only drifted away from local cultural practices, but has also lost sensitivity to the importance of social solidarity in building an inclusive and equitable society. Even within the family environment, economic demands and the pressures of urban living mean that intergenerational interactions are increasingly limited, reducing opportunities for value transfer through everyday practices or informal cultural dialogue (Liu, 2024).

This shift is not always negative. In some cases, the value of individualism also allows young people to be more independent, creative and progressive in developing their potential (Barth, 2025). The challenge is not in the existence of the individualistic value itself, but in how it is balanced with the collective spirit that is still needed in building a healthy social life. Therefore, it is important to develop educational and cultural spaces that are able to integrate these two approaches: recognizing the importance of personal achievement, but still instilling a sense of social responsibility, an ethic of togetherness, and cultural awareness. Thus, the shift in values from collectivity to individualism among the younger generation reflects a profound change in cultural structure. It is not simply the disappearance of old practices, but rather the formation of a new perspective on social relations and self-identity. The challenge ahead is how to design cultural and educational strategies that can revive communal values in a format that is more contextual and relevant to the realities of today's generation.

The study also shows that there is significant resistance to global cultural hegemony, especially among the younger generation who are beginning to realize the importance of the roots of their cultural identity. This resistance is not realized through a direct rejection of global culture, but through a process of selective adaptation and reprocessing of local cultural elements in new and creative forms of expression. Various studies have found that young people do not completely abandon local cultural values and symbols, but rather strategically integrate them into contemporary discourse and aesthetics (Xiong, 2024). This forms a hybrid cultural practice, where tradition and modernity coexist in a unified identity. One concrete example of this practice is the emergence of “contemporary local” trends in various fields such as Fashion, visual arts, music, and digital content. In fashion, for example, many young designers are reworking traditional batik, songket and weaving motifs with a modern design approach that is more minimalist, urban and youth-oriented. In the visual arts, young artists are incorporating ethnic carvings, local mythological symbols, and folk tales into digital illustration media, urban murals, showing that local culture is not only preserved, but also elevated into the global creative economy ecosystem.

In the digital space, this trend is also increasingly prominent. Platforms such as TikTok, Instagram, and YouTube are utilized by young people to create cultural narratives that are interactive and easily accepted by a wide audience (Hasanah, 2025). Content such as remixed versions of traditional dances, tutorials for making regional cuisine with a modern approach, or storytelling of local myths in an animated format show that local cultural values and symbols can live again in a new context that is more inclusive and viral. This indicates a growing cultural awareness among the younger generation to not only preserve, but also revive ancestral culture through a medium that fits their digital reality. Resistance to global cultural hegemony in this case is not antagonistic, but rather a form of cultural reappropriation, the reclaiming of local cultural symbols and meanings that were previously marginalized or forgotten, to then be given new meanings that are relevant to contemporary identity needs. This process is also a response to the existential anxiety of the younger generation who feel uprooted from their cultural roots due to the dominance of globalization. By creating a new version of local culture, they are actually building a counter-narrative that shows that being “modern” does not have to leave traditional roots, but can grow from its own cultural base. This resistance reflects the

young generation's empowerment in actively and reflectively managing their cultural identity. They do not submit fully to global standards, but neither are they trapped in the romanticism of the past. Instead, through creative and adaptive approaches, the younger generation presents a new model of cultural preservation that is more participatory, contextual, and able to bridge the gap between tradition and modernity. This is proof that in a competitive global landscape, local values still have a place as long as they are reframed in a way that is relevant, inclusive and highly attractive.

Urbanization also has a very significant influence on the transformation of cultural values, especially in relation to patterns of social interaction and the continuity of cultural heritage (Afdhal, 2023; Hamzah, 2017). In the context of big cities, fast-paced, competitive, and anonymous life has shaped new social structures that are fundamentally different from communally oriented rural communities. Spaces of interaction that were once based on emotional closeness, knowing each other, and active involvement in collective activities have been replaced by relationships that are functional, pragmatic, and often temporary. This pattern of interaction directly impacts the weakening of the practice of traditional values such as gotong royong, social care, and deliberation. These changes are exacerbated by the increasing flow of rural-to-urban migration, which not only physically moves people, but also has consequences on the cultural dimension. When an individual or a family moves to an urban environment, they face not only economic, but also social and cultural adaptation challenges. The heterogeneous and competitive environment of the city forces individuals to focus more on their personal survival or that of their small family, so the space to engage in collective value-based activities becomes very limited. Amidst the pressures of work, high mobility and instant lifestyles, values that rely on communal social structures are becoming increasingly difficult to live out in reality.

The result of this process is a break in the chain of cultural transmission that has been occurring naturally through intergenerational interactions, especially within extended family spaces and local communities. Many young people born and raised in big cities grow up in an environment that no longer provides space to know, understand, or internalize their culture of origin (Demirsu, 2025). Traditional activities such as traditional ceremonies, local art performances, folk games, and local language practices are unfamiliar or even unexperienced to them. This absence of direct experience weakens emotional attachment to local values, and in the long run, creates a generation that is uprooted from its cultural roots. Urbanization also triggers a process of cultural homogenization, where local cultural identities are eroded by the dominance of globally uniform popular culture. In urban environments, access to mass media and Western-oriented consumer culture is much stronger, increasing the distance between urban youth and local values (Chandrasekara, 2024). In many cases, being "urban" is associated with being "modern" in the sense of abandoning tradition, while local culture is perceived as old-fashioned, static, or irrelevant to contemporary lifestyles (Faurizkha, 2025; Mawardi, 2024). This view exacerbates the marginalization of local culture, especially among urban youth who are highly exposed to modernizing values.

Not all impacts of urbanization are negative to local culture. Urbanization can also be a space for cultural innovation, if supported by identity awareness and access to technology (Ardiyanti, 2024). Big cities are often the center of the birth of art movements, creative communities, and alternative cultural forums that draw inspiration from traditional roots. In this context, urbanization can create new opportunities for young people to explore and express local values through new mediums more suited to city life, such as street art, multimedia exhibitions, or digital platforms that reach a wide audience. The main challenge of urbanization's influence on the transformation of cultural values lies not in the physical movement itself, but in the extent to which public policies, educational institutions, and local communities can create transitional spaces that allow cultural values to live on in new formats. Urbanization does not have to be the end of tradition, but can be the starting point for the formation of an urban culture that is rooted in local values but adaptive to the demands of the times. With the right approach, the urbanization process can be directed into a transformational force that does not erase, but rather enriches local culture through inclusive and contextual innovations.

Urbanization is not solely a factor that erodes local cultural values. Instead, in the challenging complexity of cities and social heterogeneity, alternative spaces emerge that allow for the growth of new cultural creativity. Cities provide extensive infrastructure, access to information and digital connectivity, which are utilized by youth communities to develop fresh and relevant forms of cultural expression. Young people in urban environments, who have greater access to technology and extensive social networks, have begun to form art forums, alternative cultural communities, and non-formal learning centers that focus on both the preservation and development of local culture. These movements are generally participatory, horizontal and non-bureaucratic. They do not rely on the legitimacy of formal institutions such as customary institutions, local governments, or school curricula, but move autonomously through community initiatives. For example, urban creative communities in several major Indonesian cities have been active in creating alternative spaces for local arts such as folk theater, traditional music, and local languages that are revived through modern and digital performance media. Their existence is proof that cultural preservation does not always require rigid structures or conservative approaches; rather, flexibility and creativity are the main assets in maintaining cultural identity in the modern world.

Digital media plays a crucial role in this process. Platforms such as YouTube, Instagram and TikTok have become inclusive arenas of cultural expression that cross geographical boundaries (Zahrani, 2025; Trisianto, 2024; Hervansyah, 2025). Through content such as video tutorials on cooking traditional food, regional dances packaged in a contemporary style, storytelling based on local myths, and virtual exhibitions of handicrafts, the younger generation is able to introduce elements of local culture to a global audience without having to leave the comfort of their urban spaces. Digitalization allows local culture to appear in a format that is more communicative, accessible, and relevant to the preferences of today's audiences. This process shows that the younger generation is not only a user of technology, but also a producer of cultural meaning. With social media, the boundaries between the center and the periphery of culture are becoming more fluid (Nurochman, 2022). Young people from different backgrounds can now connect, exchange ideas, and work together across cities, even countries, to promote their local culture. This phenomenon shows that cultural preservation is no longer the exclusive preserve of cultural elites or community leaders, but can be carried out by anyone who has a concern and access to digital space. In fact, in many cases, cultural preservation movements that emerge from urban communities and digital platforms are more successful in attracting the attention of the younger generation because the language, style and format are adapted to the logic of the times.

The process of cultural preservation is increasingly shifting from a top-down to a bottom-up approach, where digital communities play a key role (Vedoà, 2022). This approach is not only more democratic, but also more adaptive to social and technological change. The city's young generation, with all the complexities of life, is proving that their involvement in the cultural world is not just the preservation of old values, but also the creation of new ones that remain grounded in local roots. This is a living, dynamic and transformative form of cultural preservation, a strategy that makes urbanization not a threat, but an opportunity to reinforce the nation's cultural identity in an ever-evolving modern landscape. The role of educational institutions and families is an important highlight in the discussion of the transformation of cultural values among the younger generation (Pratama, 2023; Imbar, 2024; Ajamalus, 2024). These two institutions are actually the main agents in the process of internalizing values, building character, and inheriting cultural identity. However, various literatures show that this strategic role has not been carried out optimally, especially in the context of a modern society that is heavily influenced by the global education system and the pressures of urban lifestyles. In many cases, schools are no longer a space that connects students with their cultural roots, but rather an instrument to pursue cognitive achievements and academic targets that are universal and standardized.

The lack of integration of local values in the formal education system has caused the younger generation to lose access to their own cultural heritage (Sari, 2025; Rakhmah, 2025; Sari, 2022). Curricula that are overly oriented towards the logic of academic competence, science-technology, and international standards often ignore the importance of affective and cultural dimensions in the formation

of students' character. Lessons on local culture, regional languages, traditional arts, or local history are often only present as a complement, not a core part of learning. Even when taught, the method of delivery tends to be informative and less contextualized, thus failing to evoke emotional involvement or a sense of belonging from students to these values. The family as the first institution where a child learns the basic values of life also faces serious challenges, especially in urban areas (Sadriani, 2025). High economic burdens, parental work pressures, and an increasingly individualistic lifestyle have led to a reduction in the intensity of intergenerational interactions within the home. Children spend more time outside the home or in front of screens, while parents are busier at work or stuck in daily routines. As a result, the transfer of values through daily practices, such as telling stories about family history, teaching local languages, or involving children in family traditions, is increasingly rare. In fact, the most effective value inheritance process occurs through routine and emotional informal interactions within the family.

In traditional societies, the family is not only an economic and social unit, but also a powerful cultural institution. Grandparents, parents and relatives act as narrators of values, keepers of traditions and connectors of history that introduce children to their collective identity. The loss of this role is not only a matter of changing family structures, but also symptomatic of a broader break in the chain of cultural transmission in contemporary urban society. If left unchecked, this will create a generation that is technologically sophisticated but culturally void, lacking a strong foothold of identity in the face of rapid global change. This condition shows that the preservation of local culture cannot only be imposed on the art community or traditional institutions, but must instead start from the education system and family as the initial foundation of human formation (Agus, 2021). A revitalized curriculum that is contextual, based on local wisdom, and able to integrate cultural experiences into the learning process in a meaningful way is needed. On the other hand, families also need to be given capacity building and awareness of the importance of their role as cultural inheritors. Cultural literacy programs for parents, training for culturally aware family communities, and integration of local value-based digital media can be alternative solutions to fill this role void in the modern context (Harper, 2023). Thus, the success of local culture preservation depends on the extent to which educational institutions and families are able to transform and adapt to the challenges of the times, without losing the root values that form the nation's identity. These two institutions are not merely complements in a cultural preservation strategy, but the heart of a sustainable and meaningful value inheritance process.

The findings also show that the preservation of local cultural values can no longer rely on a conservative approach that is rigid and preserves what is. This approach tends to see culture as a dead heritage that must be preserved in its original form without room for adaptation. In fact, in the midst of rapid social and technological change, this approach risks making local culture increasingly left behind and irrelevant in the eyes of the younger generation. A more flexible, adaptive and contextual preservation strategy is needed, capable of accommodating the dynamics of the times while maintaining the essence of inherited cultural values. This new strategy not only involves traditional cultural actors or formal institutions such as customary institutions, but also integrates the role of young innovators, creative educators and technology developers. Local wisdom-based education that is packaged in a modern and interactive way is one promising middle way (Harefa, 2024). For example, the use of gamification-based learning media that highlights local narratives, the development of animated short films with folklore as the main theme, or educational content on social media such as Instagram Reels and TikTok that features local languages, traditional clothing, and local philosophies of life. These media have proven to be more capable of reaching the digital generation who grew up in a visual and instant environment.

In this framework, cultural preservation is understood not as an attempt to freeze the past, but rather as a dynamic and creative process, where local values are reinterpreted according to the current social context. This is in line with the view that culture is not a static entity, but always evolves along with changes in society (Stephenson, 2023). Reinterpretation does not mean changing the values in substance, but rather providing new packaging that is more relevant and attractive to the younger

generation. For example, the concept of gotong royong can be presented in the form of online collaborative projects between students across regions; or the teachings of simplicity from local cultural figures can be illustrated through short but visually powerful video storytelling. Such an approach also opens a space for dialogue between tradition and modernity, and prevents local culture from being marginalized as incompatible with today's life. Instead, by adopting digital technology and creative approaches, local culture can emerge as a competitive and proud source of contemporary inspiration. In addition, the active involvement of the younger generation in the technology-based preservation process will create a sense of ownership and collective responsibility for cultural heritage. They will not only become objects of preservation, but also active subjects who create new cultural narratives.

Cultural preservation in the digital era requires a paradigm shift: from static preservation to transformative and participatory preservation (Mutaqi, 2025). This effort requires synergy between the government, local communities, educational institutions, creative industry players, and the younger generation as the main actors. Only in this way can local cultural values remain alive, adapt, and become an integral part of national identity in a changing global landscape. This discussion emphasizes that the transformation of local cultural values in the lives of the younger generation is not merely a story of loss or decline of tradition, but rather a creative and adaptive process full of possibilities. This transformation reflects the efforts of the younger generation in navigating the complexities of the modern world without completely giving up their local identity. They are not only in between the two worlds of local and global but also play an active role as a bridge that connects the two through reflective, innovative and dialogic cultural practices. In this position, the younger generation are not merely victims of globalization, but cultural actors who are able to select, filter and modify cultural values to respond to the challenges of the times.

The younger generation has a unique ability to reconstruct local values in communicative and engaging new formats, such as digital art, social media content, culture-based startups and interdisciplinary art projects (McKenna, 2025). They transform traditions into something that is not only aesthetic, but also functional in contemporary life. For example, the spirit of gotong royong is translated into a collaborative working model of creative communities; indigenous values are incorporated in sustainable product design; or folklore is made into narratives for global issues such as environmental crisis or social justice. This process not only preserves tradition, but also makes it globally relevant and able to dialogue with other cultures without losing its essence. The younger generation also strengthens the nation's collective identity through cultural expressions that transcend geographical and social boundaries. They bring local cultural narratives to the international arena, creating awareness that Indonesian culture is not a static heritage, but a dynamic living space open to reinterpretation. In this context, cultural transformation is no longer seen as degradation, but as a form of sustainability through regeneration. The success of the younger generation in maintaining and developing local cultural values in a new format proves that tradition can grow alongside modernity, not be defeated by it. It is important for all stakeholders including the government, educational institutions, cultural communities and mass media to provide space and support for the cultural expressions of the younger generation. They are not only the future of culture, but also the main force in shaping an inclusive, progressive and rooted Indonesian cultural narrative. By positioning the younger generation as equal cultural actors, the process of cultural preservation will not be a burden, but rather a space for creation that liberates, boasts, and strengthens the nation's identity amidst the ever-rolling global currents.

4. Conclusion

The transformation of local cultural values in the lives of young people is an unavoidable reality in an era of intensified globalization and urbanization. Globalization has introduced new value systems, lifestyles and identities that infiltrate the daily lives of young people through digital media, education and popular culture. Urbanization, on the other hand, has changed the social landscape and weakened traditional community structures that have been the guardians of local values. However, this process

does not necessarily erase local culture, but places it in a dynamic process of negotiation between tradition and modernity. The younger generation does not only act as consumers of global culture, but also as active actors who select, reinterpret, and even recreate local cultural values in a more contextual and relevant form. The phenomenon of cultural hybridity, the use of social media as a space for expression, and creative community initiatives show that cultural transformation does not always mean loss, but rather an opportunity for revitalization in a new format. The findings also underline the important role of education and family in building cultural awareness from an early age. Without an adaptive and participatory preservation strategy, local cultural values will continue to be marginalized in the fast-paced flow of modernization. Therefore, cultural preservation must be done through a collaborative approach that involves the younger generation directly, and utilizes digital technology as a reinforcing tool, not a threat to cultural identity. The transformation of cultural values cannot be addressed with defensiveness or nostalgia alone, but requires a new paradigm that recognizes the role of the younger generation as active subjects in the dynamics of change. By empowering them culturally and creatively, the preservation of local cultural values is not only possible, but can also evolve with the times.

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