



Language Shift and Cultural Transformation: Globalization's Influence on Local Identity in Banjar, Pandeglang

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ABSTRACT

This study aims to examine language shift and cultural transformation as an impact of globalization on the local identity of the Banjar community in Pandeglang. Using a descriptive qualitative approach, data were collected through in-depth interviews, participatory observation, and document analysis to understand how globalization affects language use and cultural practices in the community. The results show a significant language shift from Banjar to Indonesian and English, especially among the younger generation. This shift is influenced by educational factors, mass media, digital technology, and socio-economic needs that demand broader and more modern language skills. In addition, the cultural transformation that occurs reflects the community's adaptation to global influences through the incorporation of traditional and modern elements, thus forming a dynamic hybrid cultural identity. Nevertheless, the Banjar community continues to preserve the local language and culture through local language education, the implementation of modified customary traditions, and the use of digital technology for cultural documentation and promotion. This research confirms that globalization has a complex impact on local language and culture, threatening the sustainability of local identity but also opening opportunities for cultural innovation and adaptation. The implications of this research are important for the development of adaptive language and culture preservation strategies, as well as the strengthening of local identity in the global era. Future research prospects can focus on the development of a preservation model based on community participation and the utilization of digital technology as an effective medium for preserving local culture.

Keywords:

Language shift, cultural transformation, globalization, local identity, Banjar Pandeglang.

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INTRODUCTION

Globalization has caused considerable changes to native languages and customs in numerous parts of Indonesia, especially in Banjar, Pandeglang. The phenomenon of linguistic shift and cultural transformation is a severe concern for the sustainability of local identity in the global era. Local communities' language usage patterns and cultural customs have changed as a result of the inflow of foreign cultural influences brought about by mass media, digital technologies, and population movement. In response to the demands of contemporary education and economic prospects, the younger population in Banjar, Pandeglang, is increasingly using Indonesian and even foreign

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languages, particularly English, instead of their native tongues. In addition to identifying the adaptation techniques created by the community to preserve local identity, this study attempts to analyse the dynamics of linguistic shift and cultural alteration in Banjar, Pandeglang, as a result of globalisation. It will specifically examine the causes of language shift, the patterns of cultural adaptation that emerge, and the roles played by different stakeholders in adapting to these changes.

This investigation has a strong foundation thanks to several earlier investigations. In their study on how cultural identity is changing in the global age (Eller, 2020; Sihombing, 2025; Torelli et al., 2017) discovered that cultural adaptation produces a dynamic identity in which individuals choose pertinent global components to enhance cultural expression while preserving local values. This research demonstrates that location and globalisation can collaborate to produce distinctive hybrid cultural forms rather than always being antagonistic. According to a thorough study by (Jensen et al., 2011; Nedashkivska et al., 2024; Urbaite, 2024; Vatan, 2021; Axatova et al., 2024), globalization has two effects on local cultural identity: it promotes the dissemination of local culture on a worldwide scale while also endangering the sustainability of traditional cultural values.

To comprehend the phenomenon of language shift and cultural transformation, this study draws on the viewpoints of sociolinguistics and cultural adaptation theory. According to the theory of cultural adaptation, societies actively choose and modify aspects of other cultures to fit their values rather than passively absorbing influences from around the world. In the meantime, the sociolinguistic method aids in the explanation of how societal language use patterns are impacted by social, technological, and economic shifts.

Language and cultural change in Banjar, Pandeglang, are happening quickly and could endanger the sustainability of local identity, which makes this research urgent. Efforts to maintain local language and culture may be futile or even detrimental if the mechanics of these changes are not thoroughly understood. The results of this study are expected to provide practical benefits for the development of educational and cultural policies that are responsive to the challenges of globalization, as well as a reference for local communities in formulating adaptive and sustainable cultural identity preservation strategies

Problem Formulation

1. How does the process of language shift occur among the Banjar community in Pandeglang as a result of globalization?
2. How does the cultural transformation affect the local identity of the Banjar community in the face of globalization?

Research Objectives

1. To analyze the patterns and factors that influence language shift in the Banjar community, Pandeglang, due to globalization.
2. To identify the forms of cultural transformation and their impact on the preservation of local identity in Banjar, Pandeglang.

The formulation of the problem and objectives of this research are designed to focus on the main aspects to be studied, namely changes in language and culture as a consequence of globalization, and how this has implications for the local identity of the Banjar community.

METHOD

This study uses a descriptive qualitative method with a sociolinguistic approach. This approach was chosen because the focus of the research is to deeply understand the phenomenon of language shift and cultural transformation that occurs in the Banjar, Pandeglang community due to the influence of globalization (Batrisyia et al., 2024; Nasution, 2023). Qualitative methods allow researchers to explore perceptions, experiences, and social practices related to language and culture in a complex social context.

Population: All members of the Banjar, Pandeglang community who experience or are directly involved in the phenomenon of language shift and cultural transformation, including various age groups and social roles.

Sample: Taken purposively (purposeful sampling technique), by selecting key informants who are considered to have deep and representative insights, such as community leaders, teachers, parents, and the younger generation (Julianti & Siagian, 2023; Rufaida, 2023). This purposive technique is effective for obtaining rich and relevant data according to the focus of the research.

Research Implementation Procedure, the first with Preparation, namely, prepare research instruments in the form of semi-structured interview guides and observation sheets, then conduct literature studies related to globalization, language shift, and cultural transformation. **Second, with the Data Collection,** in-depth interviews with selected informants to explore views and experiences related to language and cultural change. Participatory Observation in the community environment to observe language and cultural practices directly. The last by documentation study of local archives, educational materials, and social media that reflect the dynamics of language and culture.

In the Third, data Analysis, transcribe and code interview and observation data, use thematic analysis to identify patterns of language shift and cultural transformation. Triangulate data from various sources to ensure the validity and reliability of the findings (Julianti & Siagian, 2023; Nasution, 2023). **Furthermore, the last, reporting Results,** compiling a research report that describes the findings descriptively and analytically, and provides recommendations for preserving local languages and cultures.

DISCUSSION

Research on Language Shift and Cultural Transformation: Globalization's Influence on Local Identity in Banjar, Pandeglang shows that globalization has a significant impact on the use of local languages and the cultural transformation of the Banjar community. The results of the study revealed a language shift from regional languages to national languages (Indonesian) and foreign languages (especially English), especially among the younger generation. This shift was triggered by internal factors such as social attitudes and communication needs, as well as external factors such as the influence of mass media, education, and urbanization (Julianti & Siagian, 2023; Nasution, 2023; Rufaida, 2023).

How to Achieve Results

Data were obtained through in-depth interviews with various age groups and social roles, participatory observation in the community environment, and analysis of local documents and social media. Triangulation techniques were used to increase data validity by comparing results from various sources (Julianti & Siagian, 2023). Thematic analysis helps identify patterns of language shift and cultural change that occur.

Strengths and Weaknesses

The strengths of this study lie in the in-depth qualitative approach. Thus, it can capture complex and dynamic socio-cultural nuances. This approach allows for a holistic understanding of how globalization affects local languages and cultures. However, the limitation of the study is the

geographical coverage, which is limited to Banjar, so the results may not be generalizable to other areas with different contexts (Sihombing, 2025).

Testing and Discussion with Theory

The results of this study support the language shift theory proposed by Abdul Chaer (1995) and Ibrahim (1999), which states that language shift occurs when speakers begin to replace local languages with other languages that are considered more prestigious or functional. In addition, the theory of cultural transformation, which states that culture is dynamic and can adapt to external influences, is also per the findings that the Banjar community adopts elements of global culture but still maintains local identity through hybrid cultural forms (Eller, 2020; Sihombing, 2025).

However, there is also tension between modernization and cultural preservation, where some people feel that they have lost traditional values due to the influence of globalization. This strengthens (Vatan, 2021) that cultural adaptation is not without conflict and requires appropriate preservation strategies.

The results of his research are from the formulation of the problem.

Language Shift in Banjar Society

The results of interviews with 15 informants from various age groups showed a significant shift in the use of everyday language. The majority of the younger generation (aged 15-25 years) more often use Indonesian and English in everyday communication, especially in school environments and social media. They consider Indonesian and English as more “modern” and prestigious languages, and are important for access to education and work.

“I am more comfortable using Indonesian and English when talking to friends or on social media. I rarely use local languages except with family.” (Informant, 19 years old).

Meanwhile, the older generation still maintains the use of the Banjar language in family interactions and traditional activities, although the frequency is decreasing. This indicates a language shift influenced by social and economic factors.

Cultural Transformation and Local Identity

Observations and interviews revealed that local Banjar culture has transformed due to the influence of globalization. Some traditional traditions are still preserved, but there are adaptations in their implementation to make them more relevant to the modern context. For example, traditional ceremonies are now combined with digital technology for documentation and promotion to the wider public.

“We still carry out traditions, but now we use videos and social media to introduce our culture to the world.” (Community figure)

However, a hybrid culture has emerged that combines local and global elements, such as the use of traditional clothing combined with modern styles during formal events. This transformation reflects the community's efforts to maintain local identity while accepting the changing times.

Factors Driving Language Shift and Cultural Transformation

Data analysis shows several main factors driving this change:

1. Formal education that requires the use of Indonesian and English.
2. Mass media and digital technology that expand access to global information.
3. Social and economic mobility, where national and foreign languages are considered important capital.
4. Changes in the values and aspirations of the younger generation who want modernity without abandoning cultural roots.

Efforts to Preserve Local Identity

Despite the shift and transformation, the Banjar community is actively making efforts to preserve language and culture, such as teaching regional languages in local schools and holding annual cultural festivals. This shows a collective awareness to preserve cultural heritage amidst the flow of globalization.

CONCLUSION

This study demonstrates how linguistic change and cultural alteration in Banjar, Pandeglang, are significantly impacted by globalisation. The use of regional languages (Sundanese-Banten) is being replaced by the national language (Bahasa Indonesia) and even foreign languages (like English) as a result of globalisation, which is influenced by migration, education, and media penetration. In addition to affecting language, this change also affects local cultural values, customs, and the community's overall identity.

The process of cultural transformation is being accelerated by changes in lifestyle, communication habits, and the influence of foreign cultures, even while the community and traditional leaders are still working to maintain culture.

Particularly among younger people who are more receptive to global norms, local identities are growing more nebulous and dispersed. Therefore, the study's primary finding is that, although improving access to opportunities and knowledge, globalisation also plays a major role in the decline of regional languages and cultures in Banjar, Pandeglang. Therefore, to preserve the sustainability of regional cultural identity in the face of globalisation, a more organised and cooperative preservation strategy involving the government, educational institutions, and local communities is required.

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