Volume 3, No. 2 February 2025
p-ISSN 3032-3037 | e-ISSN 3031-5786

ADVANCES IN SOCIAL HUMANITIES RESEARCH

THE INFLUENCE OF TECHNOLOGICAL PROGRESS ON THE PRESERVATION OF NATIONAL CUSTOMS AND BEHAVIOR PATTERNS

Annisa Azhar[1], Silvia Dwi Aryanti[2], Sintia Ainur Rohmah[3], Wahana Adiningsih[4]
Universitas Siliwangi, Tasikmalaya, Indonesia
Email: 223401165@student.unsil.ac.id

Abstract

The research in this journal is focus on analyzing the impact of technological developments on the preservation of national customs and behavior patterns with the aim of understanding how technological developments can affect customs and behavior of people at the national level. This research method uses a qualitative approach by collecting sources on the topics discussed such as journals and websites from the internet. The results of the study show that technological developments have a significant impact on the preservation of customs and behavior patterns that affect them in several aspects. The influence of technological developments on the preservation of the nation's customs and behaviors includes adjustments, alterations, or even fading. Ease of access to information and global interaction with technology has led to changes in people's customs and behavior. However, technology can be used as a powerful tool to strengthen the preservation of the nation's customs and behavior through the wider dissemination of information.

Keywords: Low Service Quality, Online Licensing, Jayapura Regency

Introduction

Technological advances have had a great impact on various aspects of people's lives in modern times (Szymkowiak et al., 2021). The way people work and even interact with their surroundings over time has changed as a result of rapid digital transformation. However, the impact on the preservation of national customs and behavior patterns must be considered in the midst of such rapid changes.

The customs and behavior of the nation will certainly reflect traditions, cultural values and even local wisdom inherited from each generation. Therefore, the customs and behavior patterns of the nation are two important things of national identity where customs include procedures and practices that are followed by various levels of society such as religious ceremonies, weddings and others. And the attitude of nationality itself has the meaning of attitudes, norms, and values that are shared by a society.

Unfortunately, technological advances accompanied by globalization often affect national habits and behaviors by bringing changes to people's lifestyles. Such as social media and the internet have expanded the reach of information and provided access to cultures and traditions from different parts of the world. In this context, people often imitate new cultures from outside which can directly discard local culture.

The increasing integration of digital technology in daily life has led to concerns about the erosion of cultural identity. Social media, the internet, and digital entertainment have accelerated exposure to foreign cultures, often leading to the adoption of external customs at the expense of traditional practices. This shift raises a fundamental question: To what extent do technological advancements contribute to the preservation or decline of national customs and behavior patterns?

Several previous studies have examined the impact of technology on culture and customs in various countries. For example, a study conducted by Cahyono (2022) found that the use of social media has led to changes in the way Indonesians interact and socialize, which in turn affects long-standing cultural practices. Falah (2016) examined the impact of globalization on Indonesian traditions and concluded that without adequate protection efforts, globalization could erode local culture and replace it with a more dominant foreign culture. Meanwhile, research conducted by Sulastri (2021) shows that digital technology can function as a tool for cultural preservation if utilized strategically, for example through the digitization of cultural artifacts, the dissemination of cultural information on social media, and the creation of culture-based applications.

However, previous studies still have limitations in understanding specifically how technology can be both a threat and a tool in the preservation of national customs and behavior patterns in a more comprehensive manner. Most studies highlight the negative impact of globalization and modernization on culture without offering concrete strategies to maintain the sustainability of local culture amid technological developments. Therefore, this research offers*novelty* by not only analyzing the impact of technology on national customs and behavior patterns, but also exploring innovative ways of utilizing technology to strengthen national cultur.

This study aims to achieve the following objectives: Identify the impact of technological advancements on national customs and behavior patterns examining how digital transformation influences societal norms and traditional practices. Assess the role of digital platforms in cultural preservation exploring how technology can be leveraged to document and sustain national customs. Investigate the challenges posed by globalization and digitalization analyzing the extent to which foreign cultural influences alter local traditions. Provide recommendations for balancing technological integration and cultural preservation proposing strategies that encourage the use of technology while maintaining cultural identity.

Understanding the relationship between technology and cultural sustainability is crucial for policymakers, educators, and cultural practitioners. This research contributes to the discourse on digital globalization and its implications for national heritage, offering insights into how technology can be optimized for cultural preservation.

Thus, it is very important to examine the impact of technological advances on the preservation of national customs and behavior patterns. This study contains an analysis of the interaction between habits and modern technology as well as the way technology is used that can influence people's behavior patterns.

It is hoped that the results of this research can provide an understanding of the complex relationship between technology and the sustainability of national habits and behaviors for the community. We can develop the right strategies to preserve the customs of our ancestors and the nation's behavior today when we fully understand the impact of technology.

Research Methods

This research employs a qualitative research approach to explore the impact of technological advancements on the preservation of national customs and behavior patterns. A qualitative approach is chosen because it allows for an in-depth understanding of social phenomena, particularly how people perceive, experience, and react to technological changes in relation to their cultural identity.

The data collection in this study is conducted through literature review and content analysis of secondary sources. The sources include: Academic journals and books – Previous studies discussing the relationship between technology and cultural preservation. Government and institutional reports – Documents that address policy frameworks for cultural preservation amid digital transformation. Online sources and digital archives – Articles, interviews, and expert opinions that provide contemporary perspectives on the issue.

To ensure reliability and validity, only peer-reviewed sources and reputable publications are included in the analysis.

The data is analyzed using thematic analysis, which involves identifying, categorizing, and interpreting patterns in qualitative data. The key steps in the analysis process include:

1. Data Familiarization – Reviewing the collected sources to identify recurring themes.
2. Code Generation – Assigning labels to relevant excerpts that relate to the research objectives.
3. Theme Development – Grouping similar codes into broader categories such as "technology as a cultural disruptor" and "technology as a cultural preservation tool."
4. Interpretation and Conclusion – Drawing meaningful insights from the data to understand the implications of technological advancements on national customs and behavior patterns.

Results and Discussion

National identity as the identity of a nation that is attached to a person in order to distinguish it from others. National identity can be measured in terms of culture, one of which is customs.

Customs are a law and pattern of behavior that applies in an area from the previous generation to the next generation to be used as a cultural heritage (T.K. & R., 2022; Wu et al., 2023). Indonesia is one of the countries that has many islands and diverse cultures to that the customs in each region are different.

What makes the difference is from the customs, values, traditions, habits and traditional procedures of an act that is carried out repeatedly using the same method. Customary law is considered to be a rule of life for the people who have sacred and sacred values.

The importance of customs and patterns of behavior in maintaining the cultural identity of a nation can be done by fulfilling the rules that have been set and if you violate a rule, you can be introduced with sanctions or payment of fines. Here are the benefits of customs in a daily life: (Redaksi Manfaat, n.d.)

1. Norms that must be obeyed The importance of behavior patterns in fulfilling customs by people living in an area in order to reflect the characteristics of a local resident.
2. Ethics The behavior or attitude of community members who live in an area and have their own customs must have good ethics in order to respect their ancestors.
3. Valuable learning Behaviors that can be taken from a regional custom are to take learning to that they can better appreciate and understand the characteristics of customs in each region.

Technological advancements in recent decades have brought significant changes in the daily lives of people in general (Bozkurt & Karayel, 2021). One important aspect of this development is information and communication technology (ICT) which has changed the way people interact, communicate, and access information (Haldar & Sethi, 2022; Sayaf et al., 2021).

Information and communication technologies such as the internet, smartphones, and computers have provided extensive access to global information and communication. Previously, searching for information could be a complicated and time-consuming task. However, with the internet, people can now easily access various sources of information in a matter of seconds. This has changed the way people find out about certain topics, study, and even run a business.

Advances in information and communication technology are the main factors in the globalization process. Many young people today are affected by globalization, namely following western styles of clothing, hairstyles, and lifestyles, one of which is the style of teenage clothing that uses tight mini dana clothes is becoming a trend among young people. Globalization can cause various problems in the social and cultural fields as it develops, such as the loss of the original culture of a region or country, the loss of kinship and mutual cooperation, the loss of cultural values, the entry of western culture causes them to forget their own culture.

Many Indonesian people devalue the culture, goods or handicrafts of Indonesian

artists as worthless while still in the country. However, when other countries take this culture and then take it from us, they consider it very valuable. Because of our own carelessness, much of Indonesian culture is lost. One example of a culture that is recognized as belonging to another country is the song Rasa Saying-Sayange claimed by the Malaysian government. original silver graphic design from Bali there is a Balinese artist selling his work to other countries. However, the work was patented as a design from abroad without the customer's knowledge. Javanese batik was confiscated by Adidas, ancient manuscripts of Riau, West Sumatra, South Sulawesi, and South Sulawesi were confiscated by Malaysia, the Riau Soleram dance was confiscated by Malaysia, the song Injit - Injit Semut Jambi was seized by Malaysia, the Javanese Gamelan Instrument was confiscated by Malaysia, the Ponorogo reog dance with the Malaysian barongan dance, Tempe which was claimed by the Japanese.

On the other hand, as technology becomes more sophisticated, we have access to a wider range of information and entertainment sources that may be more interesting than our traditional arts. Like it or not, films from abroad make Indonesian artworks even more underestimated.

The increase in 3T (Transportation, Technology and Telecommunications) has brought a decline in protecting people's lifestyles. In the past, there were still many teenagers who were interested in learning dance or musical instruments in their region, and every week at events, teenagers were always invited to lively cultural performances. However, now that technology is increasingly advanced, regional culture is increasingly disappearing from society (Joseph, 2023). Previously, Indonesian culture was friendly, cooperative, and polite. However, now there is promiscuity.

Positive impact of technological advances:

1. Easier Communication and Access to Information

   Technological advancements, especially the internet, have opened up access to vast information and allowed individuals to access knowledge and cultures from different parts of the world. This can enrich national customs and behavior patterns with new ideas and diverse views.

2. Preservation of National Culture and Heritage

   Technology can be used to preserve the customs and cultural heritage of a country. Through digital platforms, cultural materials such as traditional music, dance, and folklore can be immortalized and accessed by the younger generation. Technology also facilitates the documentation, preservation, and restoration of cultural artifacts that are vulnerable to damage and loss over time.

3. Efficiency and Ease of Communication

   Communication technologies such as cell phones, email, and instant messaging apps have changed the way humans communicate. Communication becomes faster, more efficient, and more affordable. It allows people to stay connected with family, friends, and colleagues, and facilitates the exchange of information that is important for national customs and patterns of behavior.

4. Increased Accessibility of Education Technological advances in education, such as online learning and digital learning resources, have improved the accessibility of education for many people. This allows the dissemination of knowledge and skills that can reinforce national customs and patterns of behavior. People can learn about their history, traditions, and cultural values more easily.

Negative Impact of technological advancements: (Hassan et al., 2023; Wang et al., 2021)

1. Technological developments often have a negative impact on national customs and behavior patterns, due to a greater focus on trends and influences of outside cultures. The younger generation can be affected by global popular culture and lose connection with their traditional values. This can obscure national identity and fade customs that have existed for years.
2. Generation GapIn some cases, differences in the acceptance and mastery of technology between younger and older generations can lead to gaps in understanding and respect for national customs and patterns of behavior. Younger generations tend to be more tech-attached, while older generations are more attached to old traditions. This can lead to conflict and lack of understanding between generations.
3. Excessive Foreign Cultural Influence
   Technology facilitates the spread of foreign cultures that sometimes replace local cultures. Digital media and globally dispersed content often reinforce the image and values of foreign cultures that are not always in line with national customs and behavior patterns. This can threaten the sustainability of traditional cultural customs and values.
4. Disruption to Traditional Behavior Patterns
   Technological advancements, especially social media and mobile devices, have significantly changed people's behavior patterns. For example, a high reliance on technology can lead to social isolation, an inability to interact in person, and a decrease in the quality of personal relationships. Customs that prioritize direct communication and physical presence can be threatened by excessive use of technology.

The preservation of customs is an important effort to maintain and preserve the rich and diverse cultural heritage in various parts of the world. In today's digital era, technology can play a significant role in supporting efforts to preserve customs (Khan & Efthymiou, 2021). Here are some of the ways in which technology can be used to support the preservation of customs:

1. Sharing Information and Knowledge
   With technology such as the internet and social media, information about customs and traditions can be easily accessed and shared with the wider community. Websites, blogs, and social media platforms can be used to spread knowledge about certain customs, their history, their meaning, and how to maintain and implement them.
2. Record and document Technology such as cameras, audio/video recorders, and editing software allows people to record and document traditional ceremonies, dances, music, stories, and other cultural heritage. This data can be archived and stored in a digital format, allowing future generations to learn about and appreciate their cultural heritage.

3. Custom-Based Apps and Games
   The development of custom-based apps and games can help increase understanding and awareness of traditional culture. Apps can contain information about customs, traditional games, folklore, and interactive exercises to learn about specific traditions.
4. Partnerships with Local Communities Technology can be used to help strengthen partnerships with local communities and help identify and engage them in customary preservation efforts. For example, digital platforms can be used to hold discussion forums, virtual meetings, or fundraising campaigns to support conservation activities and projects.
5. Accessibility and Distance Education
   Technology can play a crucial role in ensuring accessibility and distance education about customs. With the help of technology such as video conferences, webinars, and online learning platforms, people can attend workshops, seminars, and courses on customs from faraway places, bridging the geographics and generational gap.
6. Digital restoration projects
   In some cases where customs have been damaged or lost, technology can be used to aid in digital restoration efforts. For example, using 3D scanning techniques, digital archaeology, or visual projections, damaged historical artifacts or historic sites can be digitally reconstructed to renew understanding of the customs associated.

By using the right technology and approach, we can preserve and enrich cultural heritage in Indonesia by expanding public understanding and knowledge about the cultural diversity that exists in Indonesia. However, it is also important to ensure that the use of these technologies is aligned with the cultural values and practices respected in those customs, as well as engaging and respecting the interests of the indigenous communities involved.

Conclusion

Custom is a rule or behavior of action that must be obeyed by an area. The pattern of behavior comes from the previous generation to the next generation or comes from generation to generation. Therefore, that if there is someone who violates these rules, sanctions will be imposed. Technological developments have both positive and negative impacts on national customs and patterns of behavior. While technology can enrich, maintain and spread customs and cultural values, the preservation of customs is an important effort to maintain the cultural heritage and identity of a community. It is important for communities to take prudent steps in adopting and using technology in order to continue to strengthen their national identity and cultural richness.

Every culture can benefit and lose from the development of digital technology and the internet. It is up to the society itself to determine what these technological advancements are used for.

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