



# Cultural Identity in Digital Broadcasting in Indonesia: Challenges and Opportunities in the Era of Globalization

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## Abstract

Digital broadcasting has rapidly evolved in recent decades, transforming the way people access information and consume entertainment, especially with the growth of platforms such as YouTube, Instagram, and TikTok. In Indonesia, this evolution presents both opportunities and challenges for the preservation of the nation's cultural identity amidst the wave of globalization. This study aims to explore how digital broadcasting can be used as a tool to promote and preserve Indonesian culture, as well as the challenges it faces in maintaining local cultural authenticity. By employing a qualitative approach, including digital media content analysis, in-depth interviews, participatory observation, and thematic analysis, the study examines how Indonesian cultural content is presented on digital platforms, the involvement of young people in cultural preservation, and the obstacles such as global cultural homogenization, lack of policy support, and competition from global content. The findings suggest that digital platforms provide significant opportunities for broader exposure and cultural diversification, but they also present challenges that require strategic approaches to protect and promote Indonesia's cultural heritage in a digital era.

**Keywords:** Digital Broadcasting, Indonesian Culture, Globalization, Cultural Identity, Digital Content.

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## 1. Introduction

Digital broadcasting has grown rapidly in the last two decades, especially with the advancement of information and communication technology that supports the creation of digital platforms such as YouTube, Instagram, TikTok, and other streaming platforms (Herlina et al., 2024). In Indonesia, this phenomenon is increasingly attracting attention, both from the general public and media and cultural industry players (Qorib and Dewi, 2021). Digital broadcasting has brought about major changes in the way people access information, consume entertainment, and interact with cultural content. In this context, digital broadcasting offers significant opportunities and challenges for the preservation of Indonesian cultural identity, especially amidst the increasingly rapid flow of globalization (Sutrisno, 2023).

Indonesia as a country with rich cultural diversity faces major challenges in maintaining and preserving cultural identity amidst the dominance of global culture that increasingly dominates the digital space (Sanmee, 2024). The influence of foreign culture through digital media is often stronger than efforts to preserve local culture. For example, foreign cultural content is often more easily accepted by global audiences because it is driven by large budgets and sophisticated technology, while local culture is often marginalized or undergoes an adaptation process that reduces its authenticity. In this context, it is important to examine how digital broadcasting can be utilized as a tool to introduce, preserve, and strengthen Indonesia's cultural identity, while identifying the challenges that must be faced so that local culture is not lost in the rapid flow of global information (Siregar, 2021; Lopulalan et al., 2022).

Digital broadcasting provides an opportunity for local culture to be known more widely, not only on a national scale but also globally. In recent years, many traditional Indonesian cultures, such as dance, regional music, culinary specialties, and folklore, have received greater attention through digital platforms (Akbar et al., 2022). For example, many creative contents that highlight local cultural values have gone viral on social media, introducing Indonesia to the outside world. This provides a great opportunity for cultural preservation, because people can more easily access and participate in cultural promotion through digital media (Briandana et al., 2020).

However, on the other hand, digital broadcasting also presents major challenges in preserving Indonesia's cultural identity. One of the main challenges is the homogenization of global culture, where foreign cultures dominate the digital space and suppress the existence of local cultures (Hasan et al., 2023). With so much global content spread across social media and other digital platforms, local cultures often lose their relevance or are forced to adapt to global

standards in order to be accepted by international audiences. For example, various forms of traditional Indonesian culture such as music or dance that are considered too local often undergo changes to accommodate global tastes, which can reduce the authenticity of the culture (Sinulingga et al., 2020).

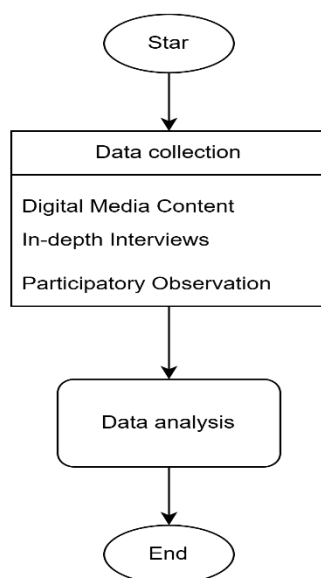
In addition, the lack of policy and infrastructure support is also a challenge in utilizing digital broadcasting for cultural preservation. Although there are several policies that support the preservation of Indonesian culture, there is not enough regulation to protect the copyright of local culture and content that is distributed digitally (Antoniazzi, 2021). Many local cultural content creators face difficulties in producing and distributing their work on larger digital platforms without adequate support. Without supportive policies, cultural preservation through digital media can be hampered (Shiri et al., 2022).

Along with these challenges, there is also fierce competition between local and global cultural content. Digital broadcasting, which offers access to a variety of content from around the world, creates an unbalanced competitive space (Khalil and Zayani, 2022). Content from large countries with strong media industries is often more dominant and easily accepted by international audiences. On the other hand, although local culture has rich value, without effective promotion and the right distribution strategy, such content often loses out to more popular international content (Willig, 2022).

This study aims to explore more deeply how digital broadcasting can be utilized as a tool to promote and preserve Indonesian culture, as well as identify the challenges that must be faced so that local culture continues to exist amidst the dominance of global culture. By understanding the opportunities and challenges that exist, it is hoped that more effective strategies can be found in optimizing the use of digital broadcasting for the purpose of preserving Indonesian culture.

## 2. Methods

This study uses a qualitative approach to analyze the opportunities and challenges in preserving Indonesian culture through digital broadcasting (Wahyuningtyas et al., 2021). This approach was chosen because it aims to understand the phenomenon in depth, especially those related to the perceptions, experiences, and practices carried out by individuals or groups in utilizing digital media for cultural preservation. The following are the steps used in this study:



**Figure 1:** research flowchart

### 2.1. Digital Media Content Analysis

Digital media content analysis was conducted to identify how Indonesian culture is presented, communicated, and promoted on various digital platforms, such as YouTube, Instagram, TikTok, and Facebook. This study analyzes the types of content related to Indonesian culture (traditional dances, regional music, crafts, culinary, and folklore) uploaded by content creators on these platforms. This analysis aims to see the patterns of presentation of local culture, the extent to which the content gets audience responses (likes, shares, comments), and to understand how these cultural elements are accepted by the global community.

### 2.2. In-depth Interviews

In-depth interviews were conducted with content creators, broadcasting industry players, cultural experts, and audiences to explore their views on the role of digital broadcasting in preserving Indonesian culture. Interview

questions focused on understanding how they use digital platforms to promote local culture, what obstacles they face in the process, and what opportunities they see in utilizing digital media to introduce Indonesian culture. Interviews also aimed to explore their perceptions regarding challenges such as global cultural homogenization, lack of policy support, and competition with global content.

### **2.3. Participatory Observation**

Participatory observation was conducted by being directly involved in activities or events that raised local cultural themes on digital platforms. Researchers attended various events, virtual festivals, or cultural programs broadcasted through streaming platforms or social media. This observation was conducted to understand how audience interactions with cultural content took place in real time and to identify factors that influenced the success or failure of promoting Indonesian culture in the digital world.

### **2.4. Data Analysis**

Data collected from in-depth interviews, participant observation, and digital media content analysis were then analyzed using thematic analysis. This analysis aims to identify key themes related to challenges and opportunities in preserving Indonesian culture through digital broadcasting. All findings are analyzed to provide a deeper understanding of how digital broadcasting can be used as a means to promote and preserve Indonesian cultural identity.

## **3. Results and Discussion**

Based on the methods used in this study, which include digital media content analysis, in-depth interviews, literature studies, and participant observation, several major opportunities and challenges were found in preserving Indonesian cultural identity through digital broadcasting. These findings will be discussed in detail below.

### **3.1. Opportunities for Digital Broadcasting in Preserving Indonesian Culture**

The opportunities for digital broadcasting in preserving Indonesian culture are as follows:

#### **3.1.1. Global Exposure for Local Culture**

The results of the digital media content analysis show that digital broadcasting provides a great opportunity for Indonesian culture to be known more widely, not only in Indonesia but also globally. Many content creators utilize platforms such as YouTube, Instagram, and TikTok to promote various elements of Indonesian culture, such as traditional dances, regional music, handicrafts, and culinary specialties. Several videos about regional dances or culinary specialties of Indonesia have received international attention, indicating that digital media can be an effective tool to introduce Indonesian culture to the outside world.

One real example is the Indonesian culinary trend on TikTok, which features traditional food recipes in an interesting and modern way. These videos often go viral, triggering a global audience to get to know Indonesian culinary culture better. This indicates that digital broadcasting provides greater exposure and opportunities for local culture to reach a wider audience.

#### **3.1.2. Young Generation Involvement in Cultural Preservation**

Findings from in-depth interviews with young people who are active on social media indicate that digital broadcasting is able to increase the involvement of young people in cultural preservation. Many young people create content that combines local culture with modern elements, such as remixes of traditional music, educational videos about culture, and vlogs introducing cultural tourism sites. Interviews with several content creators revealed that they find it easier to access and disseminate Indonesian culture through digital media. They also feel a responsibility to preserve their culture in a more creative and relevant way for today's audience.

The results of participant observation also confirm this finding, where many young people participate in virtual cultural festivals and events broadcasted through digital platforms. Although not always connected to traditional activities directly, they show a high interest in Indonesian culture through the digital content they consume. This study shows that young people are more open to the integration of local culture and global popular culture, which in turn helps introduce Indonesian culture to the world in a more interesting and innovative way.

#### **3.1.3. Diversification of Cultural Channels**

Analysis of digital media content and participant observation also show that digital broadcasting allows for a wider diversification of cultural channels. Previously, Indonesian culture was often trapped in broadcasting forms that were limited by national or local scope. However, with the existence of digital platforms, such as YouTube and Instagram,

many creators from various regions in Indonesia can now showcase their culture in a format that is easily accessible to a global audience. Various types of cultural content from remote or lesser-known regions, such as Papuan culture or Balinese culture, can now be reached by a global audience, which previously had difficulty getting exposure.

For example, YouTube channels that feature traditional regional arts, such as the Saman dance or angklung, have begun to attract the attention of an international audience. This shows that digital broadcasting not only provides space for more popular cultures but also opens up opportunities for smaller local cultures to be known more widely.

### **3.2. Challenges of Digital Broadcasting in Preserving Indonesian Culture**

Here are some of the challenges of digital broadcasting in preserving Indonesian culture:

#### **3.2.1. Global Cultural Homogenization**

One of the biggest challenges found in this study is the homogenization of global culture that occurs on digital platforms. In-depth interviews with cultural experts and media industry players showed that although digital broadcasting provides great opportunities, the dominance of global culture often threatens the existence of local culture. Many content creators feel forced to adapt Indonesian culture to suit the tastes of a more dominant international audience.

#### **3.2.2. Lack of Policy and Infrastructure Support**

One important finding that emerged from interviews with content creators and industry players is the lack of policy and infrastructure support that can encourage the preservation of Indonesian culture through digital broadcasting. Although there are several policies that support cultural promotion, such as holding cultural festivals or funding for cultural projects, these policies are often limited to conventional activities and do not specifically support cultural broadcasting in the digital world.

Several content creators expressed that they had difficulty getting support in the form of technical training or production facilities that could improve the quality of cultural content. Without sufficient support, many creators are only able to produce limited and less professional content, which can ultimately reduce the competitiveness of Indonesian cultural content in the global digital market.

#### **3.2.3. Competition with Global Content**

The next challenge is competition with global content. Digital broadcasting presents a very tight competitive space between local Indonesian cultural content and international content driven by big budgets and global industry influence. Analysis of digital media content shows that although Indonesian cultural content often gets attention, many creators from large countries with strong media industries dominate the main platforms. Content produced by these large countries is often of higher quality and more easily accepted by international audiences due to strong promotion and better infrastructure support.

In addition, the results of participant observation show that digital audiences tend to be more interested in content that is more in line with global trends, such as international pop music content, Hollywood films, or shows that prioritize entertainment without focusing much on local cultural values. This makes Indonesian cultural content often less competitive and loses audiences, even though the content is rich in local values that can enrich global culture.

### **4. Conclusion**

Digital broadcasting has become a vital tool for promoting and preserving Indonesian culture, offering new opportunities for cultural exposure and participation, especially among the younger generation. Platforms such as YouTube, Instagram, and TikTok allow for the global spread of Indonesian traditional arts, culinary traditions, and regional performances, fostering a deeper connection to Indonesia's cultural identity worldwide. The involvement of young creators in blending local culture with modern trends also enhances the appeal of Indonesian culture in the digital space.

However, this study identifies several challenges that hinder the optimal preservation of Indonesian culture through digital media. The dominance of global cultural content, driven by sophisticated media industries from larger countries, often overshadows local culture, leading to the homogenization of cultural expressions. Moreover, the lack of policy support and the underdeveloped infrastructure for digital content creation and distribution create additional barriers for local content creators. The competition with global content further diminishes the potential impact of Indonesian culture in the global digital landscape.

To address these challenges, it is crucial for policymakers and industry stakeholders to develop strategies that support the production, promotion, and protection of Indonesian cultural content. This includes enhancing the digital infrastructure, providing technical support to content creators, and implementing stronger copyright protections for local culture. With the right strategies, digital broadcasting can become a powerful tool for cultural preservation, ensuring that Indonesian culture continues to thrive amidst the challenges of globalization.

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