

## Cultural Literacy Training: Maintaining the Value of Harmonizing Local Culture amidst the Onslaught of Foreign Culture

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### Abstract

*This community service will be carried out regionally in Hargobinangun Village (Jl. Kaliurang KM. 20 Sawungan, Hargobinangun, Pakem, Sleman, Yogyakarta). The targets of this Community Service are traditional, religious leaders, Small and Medium Business actors and also the community who manage tourism in Hargobinangun Village. The aim of this community service is to train the community to increase the speed of the process of increasing human resource capabilities towards cultural literacy in accordance with the rate of growth development. The method used in this service is a literal approach, namely an action plan consisting of a set of steps to solve a problem or achieve a goal, then a mental procedure in the form of a sequence of steps that uses creative efforts to achieve a certain goal. This community service is planned to be carried out within 2 months after obtaining approval from the Educational Institution and Partners. Based on the results of Community Service, data was obtained that young people in Hargobinangun Village have participated in foreign cultures. Ways to maintain local culture amidst the onslaught of foreign culture include: using social media, educating parents, all village activities involving young people, and innovating food products originating from foreign countries into local food products that still maintain their philosophy. After the activity was carried out, it showed that 20 participants had understood the training material provided. However, to apply the material in everyday life, only 75% are able to apply it. One of the reasons is the lack of capital when innovating existing Jadah and the need for tools that are deemed inadequate. As many as 75% of participants have started marketing innovative products as an implementation of harmonized values amidst the onslaught of foreign culture.*

**Keywords:** Cultural Literacy, Harmonized Values, Culture.

### INTRODUCTION

Culture is a way of life that is developed and shared by a group of people. Then passed on to the next generation. Culture is formed from several complex elements. Among them are customs, language, works of art, religious and political systems. Language is the same as culture, namely an inseparable part of humans.

Along with the times, many foreign cultures have entered Indonesia, precisely in the era of globalization, it has become easier for people to socialize with various communities throughout the world. From time to time, the technology created has become more sophisticated. The creation of various technologies is developing rapidly. In various parts of the world, it makes it easier for people to accept new things from outside. These new things have quite a lot of impact in this millennial era. Foreign culture that enters Indonesia is then contaminated with native Indonesian culture. As a result, new cultures emerge which are sometimes not in accordance with Pancasila values, resulting in the emergence of unexpected things. Practicing Pancasila values in everyday life should be a very effective way to

overcome this, so that it can become a stronghold for Indonesian culture itself.

Currently, many young generations are following Western lifestyle fashion trends starting from clothing (fashion), and entertainment (fun) and so on. For example, fashion, fashion developments are always linked to developments in time and technology. What's even sadder is that TV stations show many examples of the lifestyle of today's artists and teenagers. This is what makes the younger generation automatically follow fashion trends according to what they want. In the past, the younger generation did not attach much importance to matters of appearance and lifestyle. They are more concerned with basic needs than with appearance. Different from now, matters of appearance and lifestyle are starting to become a serious concern among people, especially the younger generation.

*Hargobinangun* is a village in Pakem sub-district, Sleman Regency, Yogyakarta Special Region. Hargobinangun has many cultures such as the Jathilan arts culture which is carried out in

Blembem Kidul and Nglingi, there are also angklung arts, lantern and penjor festivals, bamboo sculpture art, and many others. Nowadays, this culture is starting to be influenced by foreign culture, so it is very necessary to provide education and cultural literacy training for local residents to be able to maintain the culture in their area.

Cultural literacy is the ability to understand and behave towards Indonesian culture as a national identity. Meanwhile, civic literacy is the ability to understand the rights and obligations as a citizen. Thus, cultural and civic literacy is the ability of individuals and society to behave towards their social environment as part of a culture and nation. With literacy activities, people will have more information and understand how to communicate and interact with the environment around students in a professional manner. To encourage people to change for the better, a lecturer must use the right methods or means so that his goals can be achieved effectively.

Cultural and civic literacy is the right solution to sharpen and develop social skills for the community, apart from that, it also develops abilities and forms a dignified national character and civilization in order to make the life of the nation intelligent, aiming to develop the potential of the community to become people who believe and are devoted to God Almighty. Almighty, noble, healthy, knowledgeable, capable, creative, independent, and a democratic and responsible citizen. Literacy skills are important for recognizing culture and national identity so as to foster caring attitudes towards others, mutual respect for each other, and tolerance between religious communities.

Based on the background above, this Community Service aims to develop a literacy model as an effort to preserve culture. It is necessary to develop a cultural literacy model so that cultural actors have common guidelines for developing and preserving culture. The literacy model is prepared and built together based on strategic and equitable principles.

## IMPLEMENTATION METHOD

The method for implementing this community service is by holding direct training for the

community, UKM actors and also figures religion and custom. The methods chosen to carry out these activities are:

1. Utilization of Technology and Information  
Learning media is a means of transmitting learning messages and information. Well-designed learning media really helps people digest and understand the subject matter. The development of information technology in the current era of globalization and information has spurred the development of learning media to become even more advanced. The use of Information and Communication Technology (ICT) as a learning medium has become a requirement. Even though designing ICT-based media requires special skills, this does not mean that these media are avoided and abandoned. ICT-based learning media can be the internet, intranet, mobile phone, and CD Room/Flash Disk.
2. Open Space Learning  
*Open-space Learning* (OSL) is an appropriate tool for teaching cultural literacy because they adopt people's learning experiences in changing situations and circumstances, and knowledge can be formed through student interactions with facilitators in relation to cultural contexts and artifacts.
3. Contextual Teaching and Learning  
*Contextual Teaching and Learning* (CTL) can improve the quality of society's ability to develop culture. Local wisdom values have great benefits that can be used as a guide in directing all forms of community behavior and can also be used as a means of cultural literacy that can realize the character of a society that is civilized, civilized and characterized..
4. Culture Knowledge and Culture Experience  
It is a way of preserving culture by disseminating information about culture to provide education and cultural development, meanwhile and is also a way of preserving culture by immersing yourself in cultural experiences.

## RESULTS AND DISCUSSION

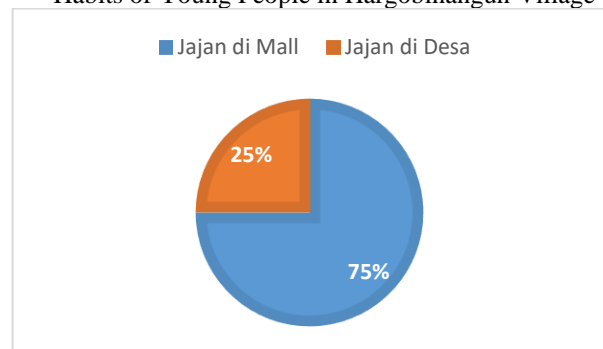
This Community Service Activity starts in July 2023 with proof of assignment as follows:

Figure 1  
 Letter of assignment



Based on the results of the activities, the following findings were obtained:

Diagram 1.  
 Habits of Young People in Hargobinangun Village



The 20 training participants said that 75% of young people in Hargobinangun Village tend to spend more of their money on buying food at the mall, the reason is because the mall has a lot of varied food.

Participants felt that young people in Hargobinangun Village had adopted foreign cultures.

From these findings, the Community Service Team created a technique on how to maintain itlocal culture amidst the onslaught of foreign culture, including:

1. Utilization of Social Media

Culture can cover various aspects of life, such as ways of acting, beliefs, attitudes, and results that are unique to a particular society or group. Culture and media are two things that cannot be separated because they have an interrelated relationship with one another. Culture and social media are studies that generate traction. This attraction lies in how media can influence culture and vice versa. A strong culture can influence social media in producing its content.

Cultural promotion in Hargobinangun Village has so far been limited to the use of conventional media, and this must

This activity was attended by the local village government, traditional leaders and also the founder of the Jadah Tempe UKM Center. This activity was attended by 20 people from UKM Sentra Jadah Tempe.

Figure 2.

Front view of Community Service Participants



Figure 3.

Back View of Community Service Participants

immediately change. The existence of Information Technology and its developments must be responded to quickly, by bringing about new breakthroughs in cultural promotion. One effort that can be done is imaging local culture. The government can invite and facilitate young people in Hargobinangun Village to create activity programs so that they can perform and participate in events to promote culture. This is done so that local culture is not eroded by foreign culture.

2. Parent Education

The role of parents is important because it has a big influence on the preservation of local culture in Hargobinangun Village for children. Parents can motivate, introduce, instill and foster an attitude of loving the culture of Hargobinangun Village from an early age through daily habituation. The young generation as heirs of this culture is expected to be able to maintain and preserve local culture amidst the development of globalization.

3. Activities Involving Young Children

The young generation is the hope for the future of the nation, potential future leaders, therefore it is on the shoulders of the young generation that the fate of a nation is at stake. A nation if its young generation has superior qualities and a strong spirit to advance regional culture based on faith and noble morals, then that nation will be great. It is time for parents and traditional leaders to involve young people in every activity available to maintain cultural preservation, such as; training in dancing, training in making ceramics, training in making prayer beads, training in playing traditional musical instruments, and training in singing regional songs.

4. Local Product Innovation

Regarding local products in Hargobinangun Village, the team tried to provide ideas and suggestions from jadah basic materials, including:

- a. Jadah Sushi
- b. Gyoza Jadah
- c. Jadah Character
- d. Teobokki Jadah

- e. Jadah Mochi
- f. Jadah Corn Dog

With the philosophy of jadah which is still one of the typical Javanese cultural foods, which has then been innovated into various kinds of culinary delights, this shows that the culture in Hargobinangun Village is able to maintain harmony with foreign cultures.

This ongoing implementation of Community Service will be carried out online in November 2023 by presenting Pancasila Education Trainers from the Muhammadiyah University of Jakarta to provide an understanding of the application of Pancasila values in maintaining the value of harmonizing local culture amidst the onslaught of foreign culture.

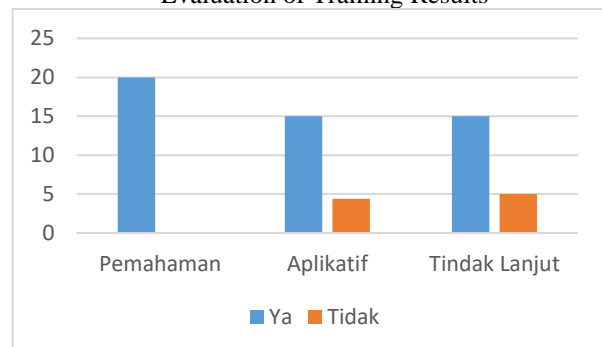
Picture. 3

Presentation of Material by Dr. Gunawan Santoso., M.Pd



The results of the evaluation of training activities that were previously carried out in July 2023 obtained the following data:

Table. 2  
 Evaluation of Training Results



Based on the data above, it shows that 20 Community Service participants in Hargobinangun Village have understood the training material provided. However, to apply the material in everyday life, only 75% are able to apply it while the rest are not. One of the reasons



is the lack of capital when innovating existing Jadah and the need for tools that are deemed inadequate. Apart from that, regarding follow-up, 75% of participants have started marketing innovative products as an implementation of harmonized values amidst the onslaught of foreign culture. Participants have sold their products at Souvenir Centers throughout Yogyakarta.

Picture. 4

Handing over Mementos to Community Service Partners



Picture. 5

Photo with Community Service Partners



## CONCLUSION

The 20 training participants said that 75% of young people in Hargobinangun Village tend to spend more of their money on buying food at the mall, the reason is because the mall has a lot of varied food.

Participants felt that young people in Hargobinangun Village had adopted foreign cultures. How to defend local culture amidst the onslaught of foreign culture, including:

1. Utilization of Social Media
2. Parent Education
3. All Village Activities Involving Young People.
4. Food products originating from foreign countries are innovated into local food products that still maintain their philosophy.

After the implementation of PkM, it showed that 20 Community Service participants in Hargobinangun Village had understood the training material provided. However, to apply the material in everyday life, only 75% are able to apply it while the rest are not. One of the reasons is the lack of capital when innovating existing Jadah and the need for tools that are deemed inadequate. Apart from that, regarding follow-up, 75% of participants have started marketing innovative products as an implementation of harmonized values amidst the onslaught of foreign culture. Participants have sold their products at Souvenir Centers throughout Yogyakarta.

## SUGGESTION

This community service activity with the title "cultural literacy training: maintaining the value of harmonizing local culture amidst the onslaught of foreign culture" should be carried out routinely and periodically, so that developments in each the period can be controlled well, but due to time, distance and cost constraints, this community service can only be carried out for one semester. It would be good for this community service activity to be continued by the local government and lecturers from other study programs so that it can have sustainability.

Apart from that, the Regional Government should participate in helping and facilitating Village Communities of Hargobinangun in innovating their products.

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