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Globatiksasi and Desakralisasi Culture: Globalization Impact Observation towards Culture

Globatiksasi and Desakralisasi Culture: Globalization Impact Observation towards Culture

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Abstract

Globalization has been associated with a range of cultural consequences. These can be analyzed by three thesis of globalization and culture: first, homogenization thesis; second, hybridization thesis; and third, polarization. The homogenization thesis states that globalization makes culture standardized to western or American pattern. Despite of American culture growth, described as McDonaldization the appear of local culture like Batik also anew phenomenon that comes in globalization recently. I called this phenomenon as globatiksasi. By describing culture as identity, this paper concludes that the appearance of local culture into the global culture does not mean the appearance of cultural value and identity into global society. The globalization of local culture means that local culture becomes commercialized and converted into western globalization of economy.

Keyword: globalization, culture, globatiksasi, .,

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