Sovereignty in ASEAN’s Regional Order-Building
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The Three Human Morphotypes in Indonesia
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The Image of Children in Cinema
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Togel: Social Network Descriptive Study of Black Toto Gamblers in Banyuwangi
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Globatiksasi and Desakralisasi Culture: Globalization Impact Observation towards Culture
Fendy E. Wahyudi
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Globatiksasi and Desakralisasi Culture: Globalization Impact Observation towards Culture

Abstract

Globalization has been associated with a range of cultural consequences. These can be analyzed by three theses of globalization and culture: first, homogenization theses; second, hybridization; and third, polarization. The homogenization theses states that globalization makes culture standardized to western or American pattern. Despite of American culture growth, described as McDoonaldization 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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