Back to the Roots: Reviving Tradition in a Global Age

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Abstract: This research explores efforts to revive local traditions amid globalization, increasingly dominating various aspects of people's lives. Globalization often hurts preserving traditions, such as the marginalization of local cultural values by modernization and the homogenization of global culture. Through the literature research method, this study analyzes various scientific sources that discuss the relationship between globalization and tradition preservation, focusing on adaptation strategies that local communities can carry out. The results show that while globalization presents significant challenges, there are opportunities to preserve and adapt traditions through education, community engagement, and the judicious use of technology. This approach allows traditions to remain relevant and contribute positively to cultural identity in a modern context. The study concludes that tradition preservation is about maintaining old practices, innovation, and adaptation to ensure local cultural values survive and thrive in globalization. The findings provide a comprehensive view of how traditions can live and thrive amid changing times.

Kata kunci: local traditions, global age, community life

INTRODUCTION

In an era of rapid globalization, conversations about preserving local traditions and culture are becoming increasingly relevant and urgent. Globalization and modernization, which bring technological advances and rapid social change, have posed significant challenges for traditions passed down from generation to generation to survive and remain relevant amidst the swift currents of change. Globalization not only has an impact on economic and technological aspects but also has a significant influence on cultural values and traditions that have become the identity of a community or nation. In this context, reviving traditions that have begun to be marginalized by globalization is a significant effort to maintain the sustainability of local culture and identity (Amelia, 2020).

Traditional markets, for example, are a place to conduct economic transactions and a center of social and cultural interaction rich in local wisdom. However, with the development of supermarkets and modern shopping centers, traditional markets are losing prestige and shifting their position in people's lives. This phenomenon reflects how modernization and globalization can change the patterns of social interaction that have been formed for a long time while eroding the values contained in them (Sihombing & Siregar, 2022). The loss of prestige of traditional markets affects the local economy. It threatens the loss of social interactions that strengthen community solidarity and traditional values the community has long upheld.

In addition, local traditions are often seen as obsolete and irrelevant amid progress. However, traditions have noble values that can solve various modern problems, such as social conflict and identity crisis. Local wisdom reflected in community traditions often contains values of togetherness, tolerance, and solidarity relevant to facing globalization's challenges (Sari, 2019). With all the wisdom contained in tradition, tradition has a vital role in building social and cultural resilience amid the onslaught of foreign cultures that enter without filters through various global media.

However, not all traditions can survive on their own amidst the onslaught of globalization. Some traditions require reconstruction or adaptation to remain relevant to the conditions of the times. For example, the marsiadapari tradition in the Toba Batak community, a form of

traditional cooperation, is fading due to social changes. A creative approach is needed to revive this tradition, such as constructing a local theology that combines traditional values with modern principles (Sihombing & Siregar, 2022). Efforts to revitalize this tradition must be made with an approach that not only maintains the outer form of the tradition but also integrates the underlying core values with the needs and dynamics of contemporary society.

The importance of preserving traditions can also be seen in the context of education and learning. For example, traditional games loaded with educational and social values can be a practical learning medium for elementary school students. In this digital era, where children tend to be more familiar with electronic games, reviving traditional games can be a way to instill moral values and improve their social skills (Rusli et al., 2022). The use of traditional games as an educational tool not only helps in cultural preservation but also plays a role in character-building for children who are increasingly distanced from the social values of their communities.

On a broader scale, preserving traditions also plays a role in maintaining cultural diversity and national identity. A pluralistic society like Indonesia needs a frame of reference that can be used as a guide in facing the challenges of globalization. In this case, traditional values that contain local wisdom can be a strong foundation for building a harmonious and sustainable social life (Sari, 2019). Cultural diversity in Indonesia is a wealth that must be maintained and preserved so that it is not eroded by global cultural homogenization, which tends to lead to the loss of local cultural identity.

However, it is essential to realize that reviving tradition does not mean ignoring the times. Instead, traditions should be seen as part of the evolving social dynamics that can be adapted to the needs of today. For example, in modern life, local traditions can be repackaged in a more exciting and relevant way to attract the younger generation, who are often more interested in modern things (Min & On, 2019). This effort to repackage traditions in creative and innovative ways is essential for cultural preservation and to ensure that traditional values still have a place in the hearts of the

younger generation, who will be the successors of the culture.

In some cases, tradition preservation has been carried out through a community-based approach involving active local community participation. For example, a cultural preservation project in Bugisan Village, which developed the concept of local wisdom-based tourism, showed that local traditions can be a tourist attraction that supports local economic development (Deskarina & Atiqah, 2020). This local wisdom-based tourism development helps preserve traditions and provides significant economic benefits to local communities. In addition, technological adaptation is also an essential part of cultural preservation in the modern era. The digitization of cultural heritage, as done in Semarang, provides a new way to preserve cultural heritage threatened by rapid modernization (Revianur, 2020). Through digitization, future generations can physically preserve and access cultural heritage through digital platforms, keeping cultural values alive and relevant.

On the other hand, revitalization of tradition can also be done through formal and non-formal education. In some schools, efforts have been made to integrate traditional values into the education curriculum to help students understand the importance of cultural preservation (Andianto et al., 2020). This education that focuses on cultural preservation is essential to form a younger generation that not only masters modern knowledge but also appreciates and preserves their cultural heritage. In addition, several studies have also shown that cultural preservation can be done through local art and creativity. For example, creating "Salt Pottery Fish" ceramic works in Pasuruan City that reflect local characters shows how traditional art can promote and preserve cultural heritage (Latanre & Ponimin, 2023). This artwork attracts tourists and helps raise awareness of the importance of preserving local cultural wealth.

However, preserving local traditions and culture is challenging. One of the biggest challenges is keeping traditions relevant and attractive to the younger generation. The younger generation is often more interested in global popular culture that is more easily accessible through digital media. Therefore, an

innovative approach is needed to package traditions in a form that appeals to them. For example, local traditions can be repackaged more modernly and promoted through social media platforms to attract the younger generation's attention (Rahardjo & Sarjono, 2022). In addition, globalization also brings challenges in the form of cultural commercialization.

On the one hand, commercialization can help in cultural preservation by providing a source of income for local communities. However, it can also result in losing the essence of the tradition, as it emphasizes the economic aspects rather than the cultural values contained in it. Therefore, it is essential to maintain a balance between cultural preservation and commercialization so that traditions retain their authentic value (Muhtarom et al., 2022).

In conclusion, in this era of globalization, preserving local traditions and culture requires more than just maintaining the existing ones. Reconstruction, adaptation, and innovation are needed to revive fading traditions, remain relevant, and contribute positively to modern life. Tradition is not only a legacy of the past but can also be a substantial social capital to face global challenges in the future (Hanifah, 2019). Preserving traditions must involve active participation from various parties, including the government, the community, and the younger generation, so traditions and local cultural values remain alive and thriving amid increasingly vital globalization.

METHOD

The literature research method used in this study focuses on collecting and analyzing data from various relevant scholarly sources to understand tradition revitalization efforts amidst globalization. Literature research is an approach that allows researchers to explore a large number of previously published scholarly works, such as journals, books, articles, and research reports, that specifically highlight the relationship between globalization and traditional cultural preservation. The researcher used content analysis techniques to evaluate the data found in the literature, which covered important themes such as the impact of

modernization on local traditions, strategies for preserving traditions through education and community and adapting traditions in the context of modernization and technology. The research began with identifying appropriate literature and critically evaluating previous researchers' methodologies, findings, and interpretations. This approach allows the researcher to identify common patterns, challenges, and practical strategies for maintaining traditions in the era of globalization (Sari, 2019).

In analyzing the literature, this research also considers various relevant social and cultural theories to understand how traditions can remain alive amid changing times. One of the main focuses was on how local communities and educational institutions can play a role in preserving traditions while adapting them to modern needs and demands. For example, research shows that preserving traditional markets in Indonesia faces significant challenges due to the emergence of modern markets that are more efficient and convenient for urban consumers (Amelia, 2020). In addition, oral traditions and religious rituals are also the main focus of this research, where efforts to revive and adapt traditions to modern contexts are needed to preserve them in the current globalization (Endraswara, 2020). Thus, through this literature approach, the research provides a comprehensive picture of the dynamics between tradition and modernization and offers views on how traditions can continue to develop and adapt in the era of globalization (Sihombing & Siregar, 2022).

RESULTS AND DISCUSSION

The Impact of Globalization on the Loss of Local Traditions

Globalization has significantly impacted various aspects of people's lives worldwide, including the sustainability of local traditions and cultural values. In Indonesia, the impact of globalization is evident in areas such as the economy, education, and culture; in this context, several studies show how globalization can erode local cultural values and replace them with new values that align with modern lifestyles. One of the most pronounced impacts of

globalization is the change in the structure of the local economy. Traditional markets that used to be the center of the community's economic and social life are now starting to be marginalized by the emergence of modern markets and shopping centers that are more convenient and efficient. Amelia (2020) has discussed this, showing that modernization and globalization threaten the existence of traditional markets in Indonesia. Traditional markets, which are usually a place for social interaction and local trade, are increasingly eliminated by the presence of large shopping centers that offer various conveniences and comforts, but at the same time, also erode the social interaction that was once so thick in these traditional markets.

Globalization impacts the economic aspect and the preservation of oral tradition, the primary medium for disseminating cultural values. Endraswara (2020) revealed that the younger generation is increasingly uninterested in oral traditions passed down from generation to generation, as they are more interested in digital technology and social media that offer instant and exciting information. This research highlights how technology and social media have become a threat to oral traditions full of noble values, which are starting to lose their relevance in the eyes of the younger generation. Furthermore, research by Sari (2019) also shows that many local traditions containing noble values are starting to lose relevance because they are no longer considered suitable for the needs of modern times. It is a significant challenge for cultural preservation efforts, where the younger generation prefers to adopt more modern and global values and lifestyles, ignoring the cultural heritage that should be maintained and preserved. The impact of this phenomenon is felt not only in Indonesia but also in various other countries that face similar challenges in preserving local traditions amid globalization.

Other research also shows that globalization has an ambiguous impact where, on the one hand, it brings progress in science and technology. However, it also changes people's values and attitudes. Hasibuan and Aslami (2022) explain that globalization has brought significant changes in the lives of Indonesians, including in terms of the way they perceive traditional values, which are increasingly displaced by new values that are considered more modern. Karawitan, a traditional art from Java, is another example of how globalization and Westernization affect the existence of local arts. Hastuti et al. (2019) pointed out that although information and communication technology can be a tool to preserve kara witan, the lack of control over kara witan works uploaded on the internet can threaten its existence, mainly when foreign sources dominate information about kara witan.

In addition, changes in local culture are also seen in various regions in Indonesia. Research conducted by Utomo and Pandin (2021) examines how modern culture, mainly Western and South Korean culture, has changed the way people in East Java view their culture. Globalization has brought foreign cultures in and influenced local cultures, which, in the long run, can result in the erosion of Indonesia's indigenous culture. The impact of globalization is also felt in education, where global values increasingly displace local values. Karsidi (2017) highlights how globalization impacts education in Indonesia, where local values are losing their place as a filter against negative foreign cultural influences. It indicates the need for more vigorous efforts to strengthen call culture's role in education so the younger generation can better appreciate and preserve their cultural heritage.

Other research also highlights the importance of preserving traditional ceremonies as part of efforts to maintain cultural identity. Belladonna and Rohmat (2018) emphasize that traditional ceremonies containing local wisdom values are essential in strengthening the nation's character. In this case, maintaining these traditions through the younger generation's involvement is critical to ensuring that these traditions are preserved to the times. Overall, globalization has a complex impact on preserving local traditions and cultural values in Indonesia. On the one hand, globalization encourages progress and openness to new values, but on the other hand, it also threatens the existence of local cultures rich in noble values. The main challenge faced is integrating global and local values without sacrificing the

cultural identity that has become part of people's lives.

In facing this challenge, various strategies can be carried out to preserve local traditions amid globalization. One of the efforts that can be made is strengthening education based on local values, as Lukens-Bull (2017) explained in her study on Islamic education in pesantren. As a traditional educational institution, Pesantren can be the last bastion in maintaining traditional cultural values and morality amid globalization. In addition, it is also essential to raise the younger generation's awareness of local values through various programs that actively involve them in cultural preservation activities. Rinaldo and Sukmayadi (2022) show that involving the younger generation in local traditions, such as the Muang Jong ceremony in East Belitung, is essential in cultural preservation efforts. Ultimately, globalization is unavoidable, and its impact on local traditions and cultural values must be dealt with wisely. An approach that harmonizes global values with local values can be the key to maintaining the sustainability of traditions and cultural identity amidst the onslaught of globalization.

Tradition Preservation through Education and Community

Efforts to preserve local traditions amidst the challenges of globalization always continue. One of the most effective approaches is through education, both formal and non-formal. In various countries, including Indonesia, schools have begun incorporating material about local culture and traditions into their curriculum to instill a love for one's culture from an early age. Research conducted by Rusli et al. (2022) highlighted that incorporating local culture lessons into the formal education curriculum can be a strategic step in maintaining the sustainability of traditions amid the onslaught of modernization and globalization. In addition to formal education, local communities play an essential role in maintaining and reviving traditions. In many regions in Indonesia, traditional ceremonies, cultural festivals, and activities continue to be preserved as part of the community's identity. Sihombing and Siregar (2022) show that the active involvement of communities in tradition preservation activities

keeps the traditions alive and strengthens social ties among community members. For example, the Sedekah Laut tradition in Jepara, as discussed by Indrahti and Meirina (2021), shows how traditional ceremonies that involve the entire community can strengthen human relationships with nature while preserving traditions.

Also, pesantren in Indonesia play a role in preserving religious traditions that are full of moral values. For example, the tradition of reading Al-Barzanji among Santri is an effort to revive religious traditions that have been increasingly eroded by the times. Ibrahim (2021) emphasizes that traditions like this play an essential role in maintaining religious identity while providing a moral foundation for Santri in facing the challenges of modernity. Local traditions are also maintained in some communities by applying local wisdom values in daily life. For example, research by Mahardika et al. (2021) in Penglipuran Village, Bali, shows how local traditions related to environmental preservation can survive due to the community's and local leaders' strong commitment. These traditions maintain ecological balance and strengthen a sense of belonging and community identity.

On the other hand, technology can also be an effective tool in preserving local culture. Rochayanti et al. (2019) showed that digital documentation of local cultural arts through information and communication technology can be an effective preservation model, especially in this digital era. By integrating technology into cultural preservation, the younger generation can be more easily connected to their traditions and encourage them to be more active in maintaining cultural heritage. In some cases, cultural preservation is done through activities that combine education and community, as shown by Sujarwo's (2019) research on traditional Sasak villages in Lombok. These villages not only preserve traditional buildings and performing arts but also promote the use of local plants as part of traditional knowledge. It shows that preservation efforts not only maintain cultural heritage but can also provide direct economic benefits to local communities

through tourism and sustainable natural resource management.

Furthermore, festivals and traditional ceremonies are often a means to maintain and revive traditions that have almost disappeared. For example, research by Fajrie (2020) in Bungo Village, Central Java, shows that traditions such as Apitan, Syawalan, and Alms of Earth, although seen as archaic by some, are still maintained as a form of gratitude to God and respect for the founders of the village. These traditions become an integral part of the community's identity, which, if further developed, can contribute significantly to local revenue through cultural tourism. Awareness of the importance of tradition preservation has also encouraged various parties to take more concrete action. Research conducted by Wulida et al. (2019) in Jepara revealed that the Lomban tradition involves religious ceremonies and local wisdom values in preserving the environment. It shows that local traditions often cover various aspects of human life, ranging from religious to ecological aspects, all of which are interrelated in maintaining the balance of nature and society.

However, cultural preservation only sometimes runs smoothly. Hudiyanto and Hadi (2019) highlight that challenges in cultural preservation often arise from conflicts of interest between economic needs and cultural conservation efforts. For example, in some villages on the slopes of Mount Penanggungan, East Java, local traditions related to spring water preservation are threatened by economic pressures and modernization. In these cases, communities with a particular interest in cultural preservation play an essential role in keeping these traditions alive. Amidst these challenges, collaboration between the government, traditional institutions, and local communities is critical to the success of cultural preservation. Research by Alsunah (2022) shows that the between the local government and customary institutions in preserving Kenduri Sko culture in Kerinci only sometimes runs smoothly. However, this preservation effort can bring positive results

with good coordination and proper regulations.

Preserving local traditions requires a comprehensive and inclusive approach involving various parties and considering economic, social, and environmental aspects. This way, traditions can survive and thrive in a modern context without losing their essence. By integrating education, community, and technology and involving various parties in preservation efforts, local traditions can continue to live and thrive even amid increasingly vital globalization. This approach allows traditions to not only be part of the past but also part of a dynamic and relevant future.

Adaptation of Tradition in a Modern Context

Adapting traditions in a modern context is one of the essential strategies that communities have adopted to ensure they remain relevant and viable amidst changing times. Globalization and technological advancements have changed how people live and interact with local traditions and cultures. Amidst these developments, modern technology, such as social media and digital platforms, has become a very effective tool to maintain and preserve traditions. For example, some local communities have started using platforms such as YouTube, Instagram, and Facebook to disseminate information about their traditions and culture to a broader audience (Nata, 2021). By using these media, these communities can reach out to younger generations who are more familiar with technology and give them more accessible and engaging access to traditions they may not have previously known or understood.

The use of social media not only enables wider dissemination of information but also facilitates interaction between communities and a global audience. It provides opportunities for greater cultural exchange and cross-cultural understanding, enriching local traditions and making them more dynamic. In some cases, traditions previously known only at the local level can now be recognized globally, attracting interest from researchers, tourists, and cultural enthusiasts worldwide. For example, millions can now see some traditional dances or ceremonies that were once only known to the local community through videos uploaded online (Nata, 2021).

Furthermore, adapting traditions into digital formats also allows for preserving traditions in a more durable and accessible form.

Before digital technology, many traditions relied on oral transmission or physical participation in ceremonies and rituals. However, digitization can document, store, and access these traditions anytime and anywhere. It is essential for traditions that may be endangered due to the dwindling number of people who understand and perform them. For example, some communities have created digital archives of their traditional songs, folktales, and ceremonies, which can then be accessed by anyone interested in learning about them (Min & On, 2019). In this way, knowledge of these traditions can be preserved and passed down to the next generation, even though they may no longer live in the area where the tradition originated or no longer actively participate in traditional activities.

Adapting traditions into digital formats also opens up new opportunities for cultural development in a broader context. In some cases, the digitization of traditions has resulted in new variations or innovative forms of those traditions that might have yet to emerge without technology. For example, some artists and cultural communities have begun combining traditional elements with modern technology to create new art forms that are still rooted in tradition but speak to a more modern audience. It includes the use of augmented reality (AR) and virtual reality (VR) technologies to create immersive cultural experiences where people can experience and learn about traditions without having to be in the physical location where they are performed (Maliha, 2021). This way, traditions are preserved and continue evolving and relevant to the modern context.

However, while technology offers many opportunities, it is essential to ensure that this adaptation process is done while respecting the original essence and values of the tradition. Some researchers have emphasized the importance of maintaining a balance between innovation and conservation so that traditions retain their meaning and relevance when adapted into more modern formats (Maliha, 2021). It includes involving traditional actors, such as elders and cultural custodians, in this adaptation process so that they can guide how the tradition should be presented and understood in a modern context. In this way,

traditions are maintained as static and evolve and adapt in ways that honor their cultural roots.

Research has also shown that the adaptation of traditions into modern contexts can have a positive impact not only on cultural preservation but also on the economic well-being of the communities concerned. In some cases, communities that have successfully modernized their traditions in exciting and relevant ways have seen increased cultural tourism, which can provide significant economic benefits. For example, some indigenous villages that have successfully promoted their traditions through social media are popular tourist destinations, attracting visitors from home and abroad who want to experience the traditions first-hand (Maliha, 2021). It not only aids in preserving the tradition itself but also provides a new source of income for the community, which can support further cultural conservation and development efforts.

Furthermore, the younger generation's involvement in this adaptation process is also significant. The younger generation, who are more familiar with technology and often more open to change, can be essential agents in maintaining and developing local traditions. By involving them in the adaptation process through formal and non-formal education, we can preserve traditions and remain relevant and attractive to the next generation. Education plays a vital role in this, with many schools and universities starting to offer courses and programs focusing on preserving and developing local cultures in a modern context (Nata, 2021).

In addition, some communities have also started to develop training programs and workshops designed to teach traditional skills in a more modern and relevant format for the younger generation. For example, programs that teach how to make traditional handicrafts using modern tools and techniques or combine traditional elements with digital technology to create new and innovative cultural products. It helps preserve traditional skills and provides opportunities for the younger generation to explore their creativity and find new ways to express their cultural identity (Min & On, 2019).

In conclusion, adapting traditions in a modern context is essential in maintaining

traditions' relevance and sustainability amidst changing times. Through modern technologies such as social media and digital platforms, communities can disseminate information about their traditions to a broader audience and ensure they remain alive and relevant. In addition, digitizing traditions opens up new opportunities for cultural development in a broader context, allowing traditions to evolve and adapt in ways relevant to the next generation. However, it is essential to ensure this adaptation process is done while respecting the tradition's original essence and values and involving its practitioners. In this way, we can preserve traditions and continue to live and thrive amidst changing times.

The Role of Technology in Supporting or Threatening the Sustainability of Traditions

Technology plays an ambiguous role in tradition preservation, providing significant benefits while posing challenges that cannot be ignored. On the one hand, technology has become a very effective tool for documenting and disseminating almost lost traditions. For example, making documentaries about local traditions and using social media to inform about cultural events are clear examples of how technology can play a positive role in cultural preservation (Sari et al., 2022). With technology, traditions that were once only known to local communities are now accessible to a global audience, allowing them to be recognized and appreciated by more people. For example, Indonesia's traditional batik motifs that are on the verge of extinction can now be immortalized and updated through digital technology such as the Jbatik software, which allows batik artisans to recreate traditional motifs with the help of algorithms (Gondoputranto & Dibia, 2022). It shows that technology helps preserve tradition and provides room for innovation that respects local values.

In addition, technology also enables the preservation of traditions in a digital form that is more durable and accessible. Projects such as the digital archive of traditional textile motifs, as conducted by Batik Fractal and TUDITA (Turkish et al.), prove that technology can be used to document and store cultural heritage in a format that is accessible to future generations

(Gondoputranto & Dibia, 2022). In this way, traditions that may be endangered can be saved and preserved for the future. Furthermore, this digital documentation allows for broader access and eases learning for younger generations who are more familiar with digital technology than traditional methods of knowledge dissemination.

However, on the other hand, technology can also threaten the sustainability of traditions, especially when it replaces cultural activities that used to be done physically. This phenomenon is evident in the case of traditional games that used to be an integral part of children's lives. Games such as "marbles" or "songkok" that were once played physically are now being replaced by digital games that are more popular among the younger generation. It raises concerns that the younger generation may lose touch with their local traditions, as they are more interested in digital games without connection to their cultural heritage. In addition, there are also concerns that the digitization of traditions may reduce the direct social interaction at the core of many traditions. For example, traditional ceremonies that once involved the entire community may now only be viewed through a screen without active participation from community members (Rochayanti et al., 2019). It can reduce the social meaning of the tradition and make it more individualized rather than collective. In this case, technology can change how traditions are celebrated and experienced, ultimately changing the essence of the tradition itself.

Research also shows that while technology can assist in the preservation of traditions, there is a risk that it can be used for over-commercialization, which can ultimately undermine the authenticity of the tradition. For example, developing culture-based apps that aim to educate the public about local traditions can be helpful. However, if not done carefully, it can lead to the commercialization of traditions that reduce the original values contained in them (Regiana et al., 2020). Therefore, it is essential to ensure that the use of technology in traditional preservation is done with the interests of the

culture and community in mind, not just for commercial gain.

Technology has also changed the way traditions are transmitted from one generation to the next. Technology has sometimes enabled younger generations to learn about local traditions more interactively and engagingly. For example, the traditional game app Ensiklo Dolanan has been developed to teach children about Indonesian traditional games in a more engaging format that suits their digital preferences (Regina et al., 2020). It shows that technology can bridge the generation gap in tradition preservation, provided it is used correctly. However, while there are many benefits offered by technology, it is essential to remain vigilant of the negative impacts it may have. Syafrini et al. (2020) research shows that commodifying culture through tourism, often facilitated by technology, can erode local culture's sacred values and authenticity. Therefore, it is essential to find a balance between utilizing technology for tradition preservation and maintaining the authenticity and core values of the tradition.

In conclusion, technology plays a complex role in the preservation of traditions. On the one hand, it provides a powerful tool for documenting, disseminating, and teaching traditions to younger generations, which can help ensure their sustainability in the future. However, on the other hand, technology can also pose a threat if it is used in a way that replaces the fundamental social interactions of the tradition or if it is used for commercialization purposes that undermine the authenticity of the tradition. It is, therefore, essential to use technology wisely, ensuring that it is used to support, not replace, the core values of local traditions (Sari et al., 2022; Rusli et al., 2022; Rochayanti et al., 2019; Gondoputranto & Dibia, 2022; Regina et al., 2020; Syafrini et al., 2020).

CONCLUSION

Amid globalization, efforts to revive tradition are becoming increasingly urgent and essential in maintaining local cultural identity. Globalization brings significant challenges in the form of cultural homogenization and the erosion of traditional values. However, adapting and integrating modern technology also opens up new opportunities. Preserving traditions depends on maintaining old practices and the ability to innovate and adapt traditions to the changing context of the times. Through education, community engagement, and the judicious use of technology, traditions can be maintained and developed, allowing their noble values to remain relevant and functional in modern society. In this way, traditions survive as a legacy of the past and as dynamic and powerful cultural assets to face future challenges. This holistic approach that combines preservation, innovation, and adaptation is critical in maintaining the sustainability of traditions in the era of globalization so that they can positively contribute to the community's identity and socio-cultural sustainability.

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