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Changes in Media Consumption Patterns and their Implications for People's Cultural Identity

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A R T I C L E I N F O

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A B S T R A C T

In the era of globalisation and the rapid development of information technology, mass media has become an integral part of people's lives. Media is not only a source of information, but also plays an important role in shaping a society's views, values and cultural identity. This research aims to analyse changes in media consumption patterns and their implications for people's cultural identity. This research is a literature review that uses a qualitative method approach, which means it will analyse and interpret data by relying on information and texts from various sources. The results show that changes in media consumption patterns in the era of globalisation have a significant impact on people's cultural identity. Easier access to different types of media content from around the world has opened up opportunities for cross-cultural interaction and information dissemination. However, this also brings challenges in maintaining a balance between the preservation of local cultural identity and the influence of global culture. People's cultural identity is formed through a complex dynamic between traditions, values and the influence of modern media.

A B S T R A K

Pada era globalisasi dan perkembangan teknologi informasi yang pesat, media massa telah menjadi bagian integral dari kehidupan masyarakat. Media tidak hanya menjadi sumber informasi, tetapi juga memainkan peran penting dalam membentuk pandangan, nilai-nilai, dan identitas budaya suatu Masyarakat. Penelitian ini bertujuan untuk menganalisis perubahan pola konsumsi media dan implikasinya terhadap identitas budaya masyarakat. Penelitian ini merupakan kajian literatur yang menggunakan pendekatan metode kualitatif, yang berarti akan menganalisis dan menginterpretasikan data dengan mengandalkan informasi dan teks dari berbagai sumber. Hasil riset menunjukkan bahwa Perubahan pola konsumsi media dalam era globalisasi memiliki dampak yang signifikan terhadap identitas budaya masyarakat. Akses yang lebih mudah terhadap berbagai jenis konten media dari seluruh dunia telah membuka peluang bagi interaksi lintas budaya dan penyebaran informasi. Namun, ini juga membawa tantangan dalam menjaga keseimbangan antara pelestarian identitas budaya lokal dan pengaruh budaya global. Identitas budaya masyarakat terbentuk melalui dinamika kompleks antara tradisi, nilai-nilai, dan pengaruh media modern.

1. INTRODUCTION

Amidst the pervasive influence of globalisation and the meteoric advancement of information technology, mass media has taken on an indelible role, firmly entwining itself with the very fabric of human existence (Mahardhani, 2023; Sutrisno, Ausat, et al., 2023; Sutrisno, Kuraesin, et al., 2023). No longer confined to mere peripheral involvement, media has asserted itself as an omnipresent force, wielding the power not only to deliver information but also to profoundly mold perspectives, instill values, and shape the intricate mosaic of cultural identity that defines a society. It is within this ever-evolving landscape that we discern the transformative effects of shifts in media consumption patterns over the course of recent decades, effects that reverberate deeply within the tapestry of individual and collective cultural identity (Ausat et al., 2023).

Media consumption patterns encompass the intricate web of methodologies through which individuals acquire, engage with, and subsequently react to the multifaceted realm of media content (Dwivedi et al.,

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2021). The progression from the traditional conduits of media delivery, namely television, radio, and newspapers, toward the realm of digital media, heralded by the advent of the internet, the ubiquity of social media, and the rise of streaming platforms, has ushered in a seismic shift in the very bedrock of these consumption patterns. As individuals find themselves navigating this new media landscape, it becomes increasingly apparent that the process of media consumption is no longer confined to being a mere transactional experience but rather a dynamic, participatory journey that interweaves with the fabric of daily life (Foshay, 2016). This transformation, underpinned by the digital revolution, has unfurled a gateway to a plethora of content that knows no geographical boundaries. The once seemingly insurmountable barriers to accessing diverse content from every corner of the globe have now been dismantled, giving rise to a phenomenon where individuals possess the unprecedented ability to access, engage with, and be influenced by a spectrum of narratives, ideologies, and cultural perspectives. The repercussions of this shift are multifaceted, encapsulating an intricate interplay between the individual and the collective, the local and the global, and the preservation of cultural heritage against the backdrop of the influx of novel influences (Terkenli & Georgoula, 2021).

Cultural identity, an intricate tapestry of a society's unique attributes, stands as the foundational bedrock that encompasses a mosaic of values, traditions, language nuances, norms, and collective worldviews that collectively formulate their distinctive lens through which the world is perceived. The pervasive reach of media intertwines itself within this delicate fabric, often acting as a reflection that has the potential to not only strengthen and perpetuate these components but also to catalyze shifts within them. The evolving dynamics of media consumption, as witnessed in recent times, serves as a catalyst for a profound reimagining of how this interaction transpires (Hwang et al., 2021). With the transformative shift in media consumption patterns, a profound transformation is in motion. As individuals embark on a journey of media engagement that transcends geographical confines, their senses are opened to the vistas of foreign cultures that hitherto may have been enshrouded in obscurity. This newfound accessibility has engendered a fascinating conundrum—one that resonates at the intersection of preserving the bedrock of traditional cultural identities, while simultaneously navigating the influx of new cultural elements that are fostered by the global media conglomerate. In this juncture of change and continuity, societies grapple with a compelling paradox—how to maintain the sanctity and depth of their heritage, which resonates with generations of values and customs, while also welcoming the infusion of novel cultural essences introduced by the sprawling tapestry of global media. Thus, media consumption patterns become not just conduits of entertainment and information (Riskos et al., 2022), but catalysts that urge a society to introspect its very essence, adapt to an ever-evolving world, and forge a path forward where the richness of tradition intertwines harmoniously with the vibrancy of progress.

Furthermore, delving into the complex tapestry of influences, it becomes evident that the phenomenon of media convergence not only magnifies the spectrum of its effects but also carves a profound niche within the evolution of cultural identity. Media convergence, a seismic shift reshaping the very contours of the media landscape, bears witness to the integration of disparate forms of media, entwining them seamlessly within a unified platform or device (Rahimi, 2016). One can vividly illustrate this transformative phenomenon through the lens of smart devices, wherein the amalgamation of functionalities from phone, camera, internet connectivity, and social media engagement coalesce harmoniously. This kaleidoscopic amalgamation engenders a sweeping transformation in the manner through which individuals encounter and engage with media content, inevitably rippling outwards to the manner in which cultural identity is both sculpted and articulated. As we navigate the complexities of media convergence, we discern that its impact extends beyond the realms of mere media consumption. This dynamic shift inaugurates an era where media is not just a medium for information or entertainment, but a multidimensional tool that serves as both a mirror and a mold for cultural identity. The amalgamation of functionalities within smart devices, for instance, unfurls an avenue wherein individuals traverse an array of media experiences, transitioning seamlessly between communication, documentation, information acquisition, and interaction with their social milieu. In essence, the phenomenon of media convergence is akin to a chisel that shapes the contours of cultural identity, altering the very manner through which it is conceived, projected, and experienced. This transformative wave warrants profound contemplation, as it calls upon societies to navigate the currents of change while wielding the tools of modernity to amplify the essence of their cultural heritage.

This literature review will explore various theories related to changes in media consumption patterns and their implications for people's cultural identity. Some of the relevant theories include cultural globalisation theory, social media theory, cultural identity theory, and media convergence theory. In the context of

globalisation, media has become the main means through which cultures spread and interact with each other, resulting in a complex dynamic between cultural assimilation and resistance to it. This research will explore how changing patterns of media consumption, especially through digital and social media, affect the way people perceive their cultural identity. Factors such as increased accessibility, content diversity and cross-cultural interaction will be studied to understand their impact on the formation and evolution of cultural identities. In addition, the research will also identify the challenges and opportunities that arise from these changes, both in the context of preserving traditional cultures and adapting to an increasingly integrated global culture.

2. THEORETICAL FRAMEWORK AND HYPOTHESES

Media

Media refers to the various channels and means used to convey information, messages, or content to a wide audience (Tarigan et al., 2023). This includes any form of communication used to transmit ideas, thoughts, news, entertainment and other content to an audience. Media has a significant role in disseminating information, shaping public opinion, and influencing people's perception of things (Liao, 2023; Maitri et al., 2023). Media can be divided into several categories based on their format and distribution:

1. Print Media: This includes newspapers, magazines, journals and other publications that are printed and distributed to readers. Print media often provides news, analyses, and other informative content.
2. Electronic Media: Includes radio and television, where messages are broadcast via electromagnetic waves. Radio provides audio, while television provides a combination of audio and visuals.
3. Digital Media: With the advancement of technology, digital media has become very important. This includes websites, online news platforms, blogs, social media, podcasts, streaming videos, and more. Digital media can be accessed through devices such as computers, smartphones, tablets, and others that are connected to the internet.
4. Social Media: This is a subcategory of digital media that allows users to interact, share content, and communicate with each other. Examples of social media platforms include Facebook, Twitter, Instagram, TikTok, and LinkedIn.
5. Interactive Media: This includes video games, simulations, and other interactive applications where users can engage in a more active experience.

Media has a dual role as an information and entertainment tool. It influences how society views the world, shapes popular culture, assists in the learning process, and enables participation in social and political dialogue. However, it is also worth remembering that the media is not neutral, and the messages conveyed by the media can be reflective of the viewpoints, interests, and values that exist within it.

Identity

Identity refers to the collection of characteristics, attributes, values, beliefs, and other aspects that shape the way individuals or groups identify themselves and interact with the world around them. Identity involves a person's perception of who they are, how they understand their place in society, and how they want to be known by others (Peng et al., 2020). Identity can be personal (individual) or collective (group or community). Some important aspects related to identity are as follows:

1. Personal Identity: This involves unique characteristics that distinguish one individual from another. These may include name, age, gender, religion, beliefs, personal values, interests, and personal history.
2. Group Identity: In addition to personal identity, individuals also identify themselves with a particular group, such as a particular ethnicity, culture, religion, race, or community. Group identity can have strong social, cultural, and political implications.
3. Cultural Identity: This includes the norms, traditions, language, values and practices that shape the way individuals or groups relate to their group identity. Cultural identity also reflects an individual's or group's relationship to a larger cultural heritage.
4. Social Identity: This is the way an individual is seen and recognised by the wider society. Social identity can relate to occupation, social status, or role in society.
5. Gender Identity: Gender identity refers to how an individual identifies themselves in terms of sex, and this may or may not align with their sex assigned at birth.
6. National Identity: This relates to one's affiliation with a particular country, including citizenship, national culture, and national symbols.

Identity is not something that is fixed and unchanging throughout one's life. It can develop over time and is influenced by experiences, relationships, and social environment. Identity can also be complex and often a person has multiple aspects of identity that interact and influence each other. Identity plays an important role in shaping self-perception, social interactions, and how individuals and groups interact with the world around them.

Community Culture

Community culture refers to the overall patterns of behaviour, norms, values, symbols, traditions, language and practices shared by members of a particular social group or society (Graham et al., 2022; Kucharska & Rebelo, 2022). Culture is the product of social interactions between individuals in society and reflects the way of life, worldview and identity of the group (Kunchamboo et al., 2021). A society's culture encompasses various aspects, including:

1. Norms and Values: Norms are guidelines for acceptable and expected behaviour in society. Values are principles that the society recognises as important. These two aspects shape ethics and morality in society.
2. Language: Language is the most fundamental means of communication in culture. Language not only connects people in a society, but also reflects their worldview, values and cultural identity.
3. Traditions and Rituals: Traditions are practices that are passed down from generation to generation, including celebrations, ceremonies and other events that have cultural significance. Rituals are a series of actions that have symbolic meaning in a particular cultural context.
4. Art and Cultural Expression: Art, music, dance, literature and other forms of expression play an important role in reflecting and maintaining cultural identity. They are the way people express their emotions, stories and ideas.
5. Technology and Traditional Knowledge: Traditional knowledge and technologies passed down from generation to generation are an integral part of a community's culture. This includes knowledge about agriculture, traditional medicine, handicrafts, and more.
6. Consumption Patterns and Lifestyles: The way people spend their time, consume goods and adopt certain lifestyles is also a part of their culture.

A society's culture is not a static entity, but dynamic and ever-changing over time. Influences from cultural contact with other groups, social changes and technological developments can bring about changes in a society's culture. However, many elements of culture also have the resilience and durability to survive in the face of change. A society's culture plays an important role in shaping individual and group identity, as well as in influencing how individuals interact with the environment and with each other.

3. RESEARCH METHOD

This qualitative literature review focuses on changing media consumption patterns and their impact on cultural identity. Data from sources like journals, books, and reports (2014-2023) will be meticulously analyzed and synthesized to identify emerging patterns and themes. Qualitative approach enables in-depth understanding, flexibility in explaining complex phenomena, and assessing the evolution of the topic. Source reliability, clear interpretation, and acknowledging limitations are crucial. The study's conclusion aims to offer a comprehensive view of the topic's development within 2014-2023, potentially guiding further research for a broader understanding of related issues.

4. DATA ANALYSIS AND DISCUSSION

In the context of an era of globalisation marked by rapid advances in information and communication technology, the changes that have taken place in media consumption patterns have become a phenomenon that is not only profound but also fraught with significant impacts on the diverse cultural identities held by people in all corners of the world. Media, which in the past was limited to its traditional forms such as television, radio and newspapers, has undergone a profound process of transformation, assuming a more futuristic form in the form of digital and social media that includes platforms such as the internet, social media and streaming services. This monumental change has not only opened the door to greater access to information from different parts of the world, but has also had an unavoidable impact on the way societies formulate their views and stretch their forms of cultural identity.

Through the tremendous increase in accessibility afforded by digital media and the internet, an entirely new world has been created for people, opening up spaces for them to soak in, contemplate and appreciate diverse information, enticing entertainment offerings and rich and diverse cultural views. Digital media, with all its innovative characteristics, opens up new opportunities for individuals, providing them with the means to explore every inch of global information in circulation, immerse themselves in the diversity of popular culture, savour the rhythms of music from across the globe, soak in the cinematic wonders offered by international films, and even experience the literary depths of literature from different countries and ethnic groups (Fithratullah, 2019). As a result of this changing media landscape, there has been a paradigmatic shift in the way people interact with foreign cultures that may have previously been mysterious and hidden behind accessibility barriers.

The impact of this fundamental change in media consumption patterns is not limited to one aspect, but has also accelerated the emergence of a dimension of cross-cultural interaction that has flared up with greater intensity (Zaw, 2018). In this context, there are vast opportunities for people to establish relationships that are not limited to their own geographical boundaries or cultural backgrounds. Today, unlimited, immediate interactions can be realised through social media platforms that serve as bridges of global interconnectivity, or through online forums that set the stage for the exchange of ideas, values and views of individuals from diverse cultural strata. This momentum, along with providing a platform for wider and sharper interactions, not only brings new dynamics to things, but also has the potential to profoundly shape and change the mindsets and cultural identities of those interacting. Along with the flow of exchange and hybridisation of ideas comes the potential to carve out new foundations for thinking, feeling and perceiving cultural diversity. However, on this journey towards widespread acceptance of cross-cultural interaction, it cannot be ignored that there are challenges that need to be faced. One of them is maintaining the delicate balance between maintaining the inherent roots of traditional cultures and the introduction of new elements brought about by such interactions. In weaving a dialogue between the old culture and the new elements, communities must undertake a careful and conscious process to ensure that their unique cultural identity remains strong, while they also open the door to changes that bring new richness (Patel et al., 2011).

The process of media convergence, a phenomenon that leads to the amalgamation of diverse forms of media into a single container or multifunctional device, has provided a significant expanse of enrichment to the consumer experience in the media realm (Dal Zotto & Lugmayr, 2016). One exemplary example is the advent of smartphones that, with all their combined power, allow instant access to not only the latest news, but also a dazzling panorama of entertainment, world-connected social media networks, and more, all wrapped up in one hand. The result of such integration is not only to impact how people perceive and analyse their cultural identities, but also to unsettle the very foundations of how such identities are articulated. The role of cultural identity has evolved, and today, it is not just a reflection of preferences in the media world, but also extends to the way people engage in the process of interacting with various media content (Georgiou, 2010). Through the windows opened wide by media convergence, individuals have the opportunity to be exposed to a wider range of cultural narratives, viewpoints and expressions. This allows them to more deeply understand the diversity and converge with the multiple meanings behind each form of media. However, as with every progress, there are sides that demand consideration. As cultural identities are linked to various aspects of life through wider media access, society needs to be more careful in maintaining their integrity and depth (Pelzang & Hutchinson, 2018). While media convergence brings blessings in the form of accessibility and opportunities, it also brings risks in the form of cultural homogenisation that can dilute the unique characteristics of identity. Therefore, the protection and enrichment of cultural identities still require special attention in an era where media convergence has presented a new discourse.

The changes taking place in media consumption patterns are the source of a number of profound questions involving the intersection of preserving cultural identity and the impact of the growing phenomenon of globalisation. In an era where global media occupies a dominant position, there are growing concerns about the future of local and traditional cultures, whether they may be marginalised or even displaced by the insistence of popular culture imported from various parts of the world. The challenge faced by society is a dilemma that requires deep reflection on the actions taken (Arar & Saiti, 2022). How to maintain cultural roots that have grown for hundreds or even thousands of years, while also being able to respond to the existence of new cultures that break traditional boundaries? In answering these questions, communities must be prepared to take bold steps. Perhaps it is to formulate strategies to maintain the core aspects of their local culture, while creating space for innovation and acceptance of global cultural influences that have positive

value. The adoption of new cultures does not necessarily mean the sacrifice of identity; rather, it can be a means to enrich, expand and revitalise existing cultural heritage. The key lies in maintaining a wise balance between preserving the cultural identity that is the root and identity of a society, and being open to new cultural inspirations that bring richness and fresh perspectives (Tran, 2017). Thus, the community can move forward with confidence, grasping the hand of the past while opening the door to a future full of hope and potential.

While change creates new dynamics, it is important to remember that with every change also comes a promising opportunity. As the changing patterns of media consumption unfold before us, societies have a tremendous opportunity to find leverage in these new media to reinforce and revive important elements of their inherited cultural heritage. This is an encouraging time to touch the links of cultural sustainability, while developing cultural resilience against the powerful currents of globalisation. Communities can take an active role in this process, through the exploitation of new media as a tool to mobilise power. In an effort to respond to these changes wisely, they have the opportunity to become their own content creators that represent the roots of their cultural identity. With digital media stretching far and wide, communities are able to voice and showcase rich traditions, weave stories that fill the pages of their history, and spread messages that demonstrate the beauty of cultural diversity (Gadzali et al., 2023; Harahap et al., 2023; Harini et al., 2023; Purnomo, 2023; Sampe et al., 2022). It is also important to highlight that technology brings unprecedented potential for collaboration and connectivity. Through digital platforms, people can not only share local traditions and stories, but also build strong connections with similar communities across the globe. In this way, the power of cultural solidarity and global spirit can converge, forming a network that shines a strong light of inspiration and co-operation. By looking deeper into the landscape of change, communities can turn challenges into opportunities. With collective responsibility and awareness, they are able to overcome the potential negative impacts of these changes, and instead, forge a path that leads to the renewal and strengthening of their culture in the face of inexorable globalisation.

In an increasingly media-connected world, changes in media consumption patterns have profound implications for people's cultural identity. This fuels the dynamic between preservation of local culture and adaptation to global culture. While this change brings challenges, it also brings opportunities for communities to reformulate their cultural identities in a broader context. In understanding the complex interplay between media change and cultural identity, we can gain a better insight into how culture evolves in an ever-changing era of globalization.

5. CONCLUSION, IMPLICATION, SUGGESTION, AND LIMITATIONS

Changes in media consumption patterns in the era of globalisation have a significant impact on people's cultural identity. Easier access to different types of media content from around the world has opened up opportunities for cross-cultural interaction and information dissemination. However, this also brings challenges in maintaining a balance between the preservation of local cultural identity and the influence of global culture. A society's cultural identity is formed through a complex dynamic between traditions, values and the influence of modern media.

This change has implications in several aspects. Firstly, people need to understand that cultural identity is dynamic and can change over time. Openness to different types of media content can help enrich cultural identity, but it can also threaten its preservation. Secondly, there needs to be an awareness of the role of the media in shaping people's views and opinions on cultural identity. The media has the power to reinforce or change perceptions about culture and values.

Education about culture and media can help people understand the implications of changing media consumption patterns on cultural identity. This can involve curricula that teach critical skills in analysing media content and understanding its impact on cultural identity. Communities, governments and cultural institutions can work together to promote and support the production and distribution of local content. This helps preserve cultural traditions and values and creates space for distinctive cultural expressions. Communities can utilise the media to promote and strengthen cultural identity. Creating content that portrays the rich culture and positive values of a community can make a meaningful contribution.

Despite changing media consumption patterns, there are still some people who have limited access to digital media. This can result in disparities in access to information and cultural content. Media can also disseminate inaccurate or biased information. Media users should be aware of these potential risks and have

the ability to identify and filter reliable information. In an effort to deal with the complexity of cultural identities, the media may tend to simplify cultural representations. This can lead to stereotyping or a superficial understanding of the culture. Overall, an in-depth understanding of how changing patterns of media consumption affect people's cultural identities is important in dealing with the challenges and opportunities faced by society in the ever-evolving era of globalisation. With education, creativity and awareness, people can maintain their cultural diversity while remaining open to the influences of the outside world.

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