

INTEGRATION OF CULTURAL VALUES IN DEVELOPMENT COMMUNICATION STRATEGIES IN THE ERA OF GLOBALIZATION

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ABSTRACT

Globalization has brought significant changes to the social, economic, and cultural dynamics of society, including in the practice of development communication. In this context, integrating local cultural values becomes an essential strategy to ensure that the development process remains relevant to the community's social characteristics. This study aims to analyze how cultural values are integrated into development communication strategies to strengthen community participation and ensure sustainable development in the era of globalization. This research employs a qualitative method with a literature review and descriptive analysis approach toward various models of development communication that emphasize local wisdom. The findings indicate that the integration of cultural values—such as mutual cooperation, deliberation, and a sense of solidarity—enhances the effectiveness of development messages and strengthens the social legitimacy of local governance. Furthermore, the use of cultural symbols and narratives in development communication serves as a bridge between modernization and the preservation of local identity. Thus, development communication strategies grounded in cultural values function not only as tools for information dissemination but also as instruments for achieving harmonious and sustainable social transformation amidst globalization.

Keywords: *community participation, cultural values, development communication, globalization, local wisdom*

INTRODUCTION

The development of globalization has transformed how people interact, produce, and participate in development processes. In the context of development communication, globalization has accelerated the dissemination of information and social transformation, but often neglects the cultural dimension that underpins the social life of communities (Cvijanovic et al., 2023). Therefore, it is essential to reexamine the role of cultural values in communication strategies to ensure that development is not only material but also social and cultural in nature. Development communication has historically been dominated by a top-down paradigm, where governments and institutions act as message senders, and communities serve as passive receivers (de Sousa et al., 2023). However, such an approach has often proven ineffective because it overlooks the socio-cultural contexts of communities. Currently, the participatory communication paradigm emphasizes the active involvement of the community through dialogue, deliberation, and collaboration. Indonesia, as a multicultural nation, possesses a wealth of cultural values that serve as a foundation for social cohesion. Values such as gotong royong, musyawarah mufakat (consensual decision-making), and

social solidarity form the basis of community-oriented communication. Integrating these cultural values into development communication strategies is crucial to ensuring that development aligns with community needs while preserving local identity amid the forces of globalization. The integration of cultural values in development communication strategies not only strengthens the effectiveness of development messages but also creates stronger social legitimacy at the community level (Selanno & Rahawarin, 2024). When the communication process pays attention to local norms, customs, and symbols, the community will feel valued as the subject of development, not just an object.

Thus, this approach enables inclusive and dialogical two-way communication, where the process of exchanging information not only conveys instructions but also fosters mutual understanding. This is in line with the concept of culturally oriented communication, which emphasizes the importance of sensitivity to social context in every stage of development. In addition, strengthening the cultural dimension in development communication can act as an adaptive mechanism to the challenges of globalization that tend to standardize social values and practices (Dhamo & Canaj, 2024). Local cultural values such as cooperation and togetherness can be a moral basis that strengthens community participation in sustainable development. By prioritizing local wisdom, development communication strategies can build bridges between modernity and tradition, so that innovation and progress do not erode cultural identity. This approach has the potential to create a more humanistic and sustainable development model, where economic progress does not come at the expense of social harmony. Furthermore, the implementation of culture-based development communication can also increase the effectiveness of public policy implementation (Ullauri Carrion et al., 2024). When development messages are conveyed through media and languages that are appropriate to the local context, the chances of misunderstandings and social resistance can be minimized. On the other hand, collaboration between governments, social institutions, and indigenous peoples can result in more adaptive and innovative communication strategies. Therefore, efforts to integrate local cultural values into development communication are not only an alternative approach but a necessity for achieving a just, sustainable, and rooted development of the nation's identity.

RESEARCH METHODOLOGY

This study employs a qualitative method with a literature review approach. Data were collected from academic journals, books, and research reports focusing on development communication and local cultural integration. This approach allows for in-depth analysis of concepts, theories, and practices related to the incorporation of cultural values in communication strategies. A descriptive-analytical method was applied to examine relationships between cultural values and development communication strategies. The focus of analysis includes: How local cultural values are integrated into development communication; The impact of such integration on community participation; The relevance of culture-based strategies for sustainable development in the globalization era. Data validity was ensured through triangulation by comparing multiple credible literature sources. The analysis results were synthesized into a conceptual framework illustrating the interrelation between culture, communication, and sustainable development.

RESULTS AND DISCUSSION

Development communication is the process of sharing information, ideas, and innovations to support deliberate social and economic change. According to (Balogh-Pécsi et al., 2024) Development communication is not merely the transmission of messages from government to society but a participatory process involving dialogue and negotiation among stakeholders. This approach aims to create critical awareness and empower communities to play active roles in development. Globalization accelerates cultural and informational exchange but

poses challenges to the preservation of local values. Giddens (1990) argued that globalization leads to social “disembedding,” in which traditional practices become detached from their local contexts and replaced by homogenized global values. In this situation, development efforts that disregard local wisdom risk triggering social resistance and the erosion of cultural identity. Local cultural values function as social capital that supports effective development communication. These values can underpin humanistic, empathetic, and collaborative communication. Moreover, using cultural symbols, local languages, and traditional narratives strengthens the acceptability and resonance of development messages (de Rosa, 2024).

Participatory communication models emphasize community involvement in development planning and implementation. (Ekman & Widholm, 2024), highlighted that the success of development communication depends on the communicator’s ability to understand the cultural context of target communities. Thus, an approach grounded in local wisdom can bridge modernization goals and the preservation of social traditions. Cultural values such as *gotong royong*, *musyawarah*, and social solidarity play essential roles in local communication practices. For example, in Java, *rembug desa* (village deliberation meetings) serve as collective communication forums for planning local development programs. These practices encourage communities to act not as passive recipients but as active contributors to decision-making processes. The integration of cultural values makes development communication more empowering. When messages are delivered through familiar symbols and languages, communities can understand and internalize development goals more effectively. This process fosters mutual trust between the government and citizens, reinforcing the social legitimacy of development programs. Cultural symbols such as rituals, folklore, and traditional arts can be used as effective media for development communication. Using local narratives not only enhances message attractiveness but also embeds moral and social values that drive behavioral change. For instance, public health campaigns in Bali that adopt the *Tri Hita Karana* philosophy (harmony between humans, nature, and spirituality) have successfully increased public engagement.

Despite its potential, integrating cultural values into communication strategies presents several challenges. The influence of modernization and global media often erodes traditional norms and practices. Furthermore, Indonesia’s cultural diversity means that localized communication strategies cannot be uniformly applied nationwide. Therefore, context-sensitive adaptation is required to ensure relevance and acceptance. Integrating local cultural values contributes to sustainable development by strengthening social cohesion, enhancing community ownership of development initiatives, and maintaining harmony between humans and the environment. Thus, culture-based communication strategies serve not only as channels of information but also as instruments for achieving socially inclusive and environmentally sustainable transformation.

In the context of national development, a communication approach rooted in local cultural values plays an important role in building mutual understanding between the government, development institutions, and communities. Culturally sensitive communication allows development messages to be translated into a form that is more acceptable and understood by local communities. This is because cultural values reflect the way of view, beliefs, and social norms that shape individual and group communication behavior. Thus, the success of a development communication strategy is highly dependent on the extent to which these cultural values are accommodated in each process of message formulation and implementation.

In addition, integrating local cultural values can strengthen the legitimacy of development programs in the eyes of the community. When communication strategies are prepared with local traditions, languages, and symbols, people will feel valued and recognized. This recognition fosters a sense of ownership of the development programs implemented, so that community participation increases

significantly. In this context, communication not only functions as a means of conveying information, but also as a mechanism for establishing mutually respectful social relationships between development actors and beneficiary communities. However, the implementation of culture-based communication strategies is inseparable from complex challenges. The process of massive globalization often creates a clash between local values and universal values brought about by global information flows. In this situation, people face a dilemma between maintaining their cultural identity or adapting to modern values that are considered more progressive. Therefore, a communication policy that is able to balance cultural preservation and adaptation to global dynamics is needed so that the development process remains contextual without losing its international relevance.

In addition to the challenges of globalization, Indonesia's cultural diversity also demands a flexible and adaptive approach to communication. Each region has different local wisdom, language, and social structure, so an effective message in one region may not have the same impact in another. Therefore, development communication strategies must be decentralized by providing space for local actors to design and implement communication approaches that are appropriate to their context. A participatory approach is the key so that the community is not only an object of communication, but also a subject who plays an active role in formulating messages and methods of delivery. In its implementation, the integration of local cultural values also contributes to the preservation of national identity. In the midst of the rapid flow of cultural homogenization due to global media, the use of symbols, narratives, and cultural practices in communication strategies can be a means to strengthen the nation's identity. For example, in environmental development campaigns, the use of indigenous values that teach a balance between humans and nature can deepen the meaning of the message while fostering ecological awareness based on one's own cultural roots. Thus, development communication becomes more meaningful because it is connected to the value system that has lived in society.

In addition, the application of cultural values in development communication can increase the effectiveness of social behavior change. In many cases, approaches that emphasize moral and socio-cultural values have proven to be more able to motivate people to be actively involved than approaches that are purely rational or economic (Balakrishnan et al., 2024). Values such as cooperation, deliberation, and social solidarity, for example, can be used as a basis for building communication that encourages collective participation. By harnessing this cultural potential, development communication strategies can create a process of social transformation that takes place naturally and sustainably. Furthermore, the integration of local cultural values also provides an ethical dimension in development communication practices. An approach that respects local culture affirms the principles of justice and equality in relations between development actors. This avoids dominant or top-down communication practices, which often ignore the aspirations and values of the community. Culture-based communication ethics ensure that every development process is carried out with respect for human dignity and prioritizes the principle of mutual respect in social interaction. In addition to strengthening the ethical dimension, the integration of cultural values also enriches creativity and innovation in the design of communication messages. Elements of art, language, symbols, and folklore can be used as effective communication media to reach various levels of society. The use of this cultural narrative not only embellishes the message but also enhances the audience's memory and emotional engagement. Thus, culture-based communication is not only informative but also deeply persuasive because it can touch the affective aspect of the recipient of the message.

In the long term, communication strategies based on local cultural values play a role in strengthening social cohesion and community resilience. By instilling the

values of togetherness, mutual trust, and social responsibility, communities will be better prepared to face development challenges, including social conflicts and environmental changes. Strong social cohesion is an important foundation for the creation of sustainable development, because a solid society is better able to manage resources collectively and fairly. Thus, the integration of cultural values into development communication strategies has not only practical, but also conceptual implications for the development of a more contextual communication theory. This approach shifts the communication paradigm from a mere information transfer process to a dialogical process that respects cultural diversity. Therefore, the success of development communication in the global era is not only measured by the level of message spread, but also by the extent to which local cultural values can be used as a source of strength to build an inclusive, harmonious, and sustainable society.

CONCLUSION

This study concludes that integrating local cultural values into development communication strategies is a strategic step to ensure the effectiveness and sustainability of development in the era of globalization. Values such as *gotong royong*, *musyawarah*, and social solidarity strengthen community participation and enhance governmental legitimacy. A culture-based communication approach serves not only as a tool for information dissemination but also as a foundation for fostering awareness, trust, and social harmony.

For future practice, development communication should be adaptive to local contexts and utilize community-based media. Collaboration between governments, communication practitioners, and traditional leaders is essential to ensure that communication processes remain inclusive and grounded in local social values.

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