

ABSTRAK

Almandus Evo, 21.75.6990. *Dampak Globalisasi terhadap Pelestarian Tradisi Budaya Sikka: Tantangan dan Peluang*. Skripsi. Program Sarjana, Program Studi Filsafat Agama Katolik, Institut Filsafat dan Teknologi Kreatif Ledalero, 2025.

Penelitian ini bertujuan untuk: (1) menjelaskan dan mendeskripsikan konsep globalisasi serta pelestarian tradisi budaya Sikka, (2) menganalisis dampak globalisasi terhadap pelestarian tradisi budaya Sikka, baik dari segi tantangan maupun peluang yang dihadapi, dan (3) merumuskan strategi pelestarian budaya yang adaptif di tengah arus globalisasi. Penelitian ini dilatarbelakangi oleh fenomena semakin deras nya arus globalisasi yang membawa perubahan signifikan pada pola hidup, nilai sosial, dan minat generasi muda terhadap warisan budaya lokal. Tradisi Sikka seperti tenun ikat, tarian adat, dan upacara tradisional kini menghadapi tantangan berupa menurunnya partisipasi generasi muda, pergeseran nilai, serta risiko hilangnya keaslian budaya akibat penetrasi budaya global dan komersialisasi. Namun, globalisasi juga membuka peluang bagi promosi budaya Sikka melalui pariwisata dan teknologi digital, yang dapat meningkatkan kesadaran dan kebanggaan terhadap identitas budaya lokal serta mendorong pertumbuhan ekonomi masyarakat.

Penelitian ini menggunakan metode kualitatif dengan teknik observasi, wawancara, dan studi pustaka, melibatkan informasi kunci seperti tokoh adat, pemerintah, dan generasi muda Sikka. Hasil penelitian ini menunjukkan bahwa pelestarian budaya Sikka memerlukan strategi yang mengintegrasikan pendidikan budaya, pemanfaatan teknologi digital secara bijak, serta dukungan kebijakan pemerintah dan peran aktif organisasi masyarakat. Dengan demikian, budaya Sikka dapat tetap lestari dan relevan di tengah arus globalisasi tanpa kehilangan identitas dan nilai-nilai aslinya.

Kata kunci: Globalisasi, budaya Sikka, pelestarian tradisi, tantangan, peluang, generasi muda.

ABSTRACT

Almandus Evo, 21.75.6990. *The Impact of Globalization on the Preservation of Sikka Cultural Traditions: Challenges and Opportunities*. Essay. Undergraduate Program, Catholic Philosophy Study Program, Ledalero Institute of Philosophy and Creative Technology, 2025.

This study aims to: (1) explain and describe the concepts of globalization and the preservation of Sikka's cultural traditions, (2) analyze the impact of globalization on the preservation of Sikka's cultural traditions, both in terms of the challenges faced and the opportunities that arise, and (3) formulate adaptive strategies for cultural preservation in the midst of globalization. This research is motivated by the increasingly rapid flow of globalization, which brings significant changes to lifestyles, social values, and the interest of younger generations in local cultural heritage. Sikka traditions such as ikat weaving, traditional dances, and customary ceremonies now face challenges in the form of declining youth participation, shifting values, and the risk of losing cultural authenticity due to the penetration of global culture and commercialization. However, globalization also presents opportunities for promoting Sikka culture through tourism and digital technology, which can enhance awareness and pride in local cultural identity while also driving economic growth for the community.

This study uses a qualitative method with observation, interviews, and literature review, involving key informants such as traditional leaders, government officials, and Sikka youth. The results show that preserving Sikka culture requires strategies that integrate cultural education, the wise use of digital technology, supportive government policies, and the active role of community organizations. Thus, Sikka culture can remain sustainable and relevant in the area of globalization without losing its original identity and values.

Keywords: Globalization, Sikka culture, tradition preservation, challenges, opportunities, youth.