

## **Development of Technology and Communication effect to Globalization and the challenge to Indonesian Culture**

Nieke Monika Kulsum , S.E , M.Si

Lecturer at Universitas Nasional

Founder of ISKI - West Jakarta

Indonesia as an archipelagic country with the largest population in the south east Asian region have a diverse tribes and cultures. As a country that is known for its hospitality, people in Indonesia is also famous for they traditional culture. Unfortunately, due to the development of communication technology and globalization the culture is increasingly degenarate along by the times. Culture can be regarded as a way of life by a group of people and passed down from generation to generation. Cause of the development of communications technologies are so fast, the Indonesian nation must prepare for the impact of communication technology development of all culture in Indonesia. Due to current technological developments so incredible especially with telecommunications and information. Existing technology was created with the aim to assist and facilitate the various aspects of human life, both at the time of human work, activities and even communicate. Problem formulation from this research is the development of information and communication technologies that accelerate the globalization causes many problems in the field of culture. For example, the loss of native culture of a region or a country, a declining sense of nationalism to lead to the increasing number of teenagers choosing westernized lifestyle. From the formulation of the problem above, the research question is: "How will dveloping in communication and information technology to the existence of culture in Indonesia” and the purpose of this research is: To determine the effect of developing in communications technology and the globalization of information technology to the existence of culture in Indonesia.

Keywords : Development of technology, globalization and Indonesian culture