

A Literature Review on the Transformation of Cultural Values under Globalization: A Humanities Perspective

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ABSTRAK

Globalization has significantly reshaped cultural values and identities through the expansion of digital media, migration, transnational markets, and global consumer culture. These transformations influence everyday practices, social norms, and symbolic systems, generating both opportunities for intercultural exchange and tensions related to homogenization and cultural erosion. This study aims to analyze how globalization transforms cultural values and identities and how the humanities interpret and critically respond to these changes. This research employed a qualitative systematic literature review approach, examining peer-reviewed articles published between 2023 and 2025. Data were collected through database searches, screening, and thematic categorization. The analysis was conducted using qualitative content analysis and critical discourse analysis to identify patterns of hybridization, identity negotiation, cultural tension, and ethical reflection within humanities scholarship. The findings indicate that globalization produces hybrid and multilayered identities through selective cultural adaptation rather than simple cultural replacement. While consumer capitalism and Western cultural dominance generate homogenizing pressures, communities actively negotiate global influences within local frameworks. Humanities scholarship provides theoretical models, critical perspectives on power structures, and ethical guidance for cultural sustainability. The study concludes that understanding cultural transformation under globalization requires humanistic reflection capable of interpreting symbolic meaning, identity dynamics, and ethical implications in an interconnected world.

INTRODUCTION

Globalization has become one of the most influential forces shaping contemporary societies, fundamentally transforming cultural values, social norms, and collective identities. Through the rapid expansion of digital media, transnational migration, global consumerism, and technological connectivity, everyday practices ranging from language use and culinary habits to lifestyle preferences and entertainment consumption are increasingly shaped by global flows of information and capital.



Empirical studies across diverse contexts demonstrate that globalization does not merely affect economic structures but penetrates deeply into symbolic systems and moral frameworks (Merung et al., 2024; Sutrisno, 2023; Harianto et al., 2023). In Indonesia, urban centers such as Yogyakarta, Bali, and Bandung illustrate how global modernity interacts with local traditions, producing complex negotiations of identity rather than simple cultural replacement (Merung et al., 2024; Inayah et al., 2025; Djumat et al., 2025). These transformations raise critical questions regarding how cultural values are reconstructed, contested, and preserved within globalized environments.

Globalization operates as a transformative force with dual consequences. On the one hand, it expands opportunities for intercultural dialogue, economic development, and creative innovation. On the other hand, it introduces pressures of homogenization, consumerism, and hedonistic lifestyles, particularly among younger generations who are more exposed to digital culture (Kerubo, 2024; Alsaleh, 2024; Amia, 2025). Research indicates that global consumer culture often promotes standardized aspirations and Western-oriented norms that may marginalize indigenous traditions and communal ethics (Nisar, 2025; Harianto et al., 2023). However, this transformation is not purely linear. Rather than erasing local identities, globalization frequently produces hybrid cultural forms in which global elements are selectively appropriated and reinterpreted within local frameworks (Wijaya, 2025; Kipng'etich, 2024; Tiwari, 2024). Such hybridization reflects agency rather than passive assimilation, demonstrating that communities actively negotiate cultural change.

The phenomenon of hybrid identity is particularly visible in multicultural and postcolonial contexts. Studies show that identity in the global era is increasingly fluid and multilayered, encompassing local, national, and global affiliations simultaneously (Ozer et al., 2024; Djufri, 2025; Kunst & Mesoudi, 2024). For example, research on tribal youth in Pakistan reveals a weakening of traditional customs and language use; yet, Pashtun identity is not erased but reconstructed in hybrid forms that combine tradition and modernity (Nisar, 2025). Similarly, in multicultural societies, individuals navigate overlapping identities shaped by migration, education, and digital connectivity (U., 2025; Kipng'etich, 2024). These findings illustrate that globalization does not simply dissolve identity but reconfigures it, generating both enrichment and tension.

Despite the creative potential of hybridization, tensions inevitably arise. Concerns about cultural erosion, Western cultural dominance, and the commodification of tradition frequently surface in scholarly debates (Bartosh & Tafii, 2025; Tairova, 2025). The dilemma between remaining “authentic” and embracing modernity generates psychological and social pressures, especially among youth negotiating multiple cultural expectations (Ozer et al., 2024; Djufri, 2025). Furthermore, stereotypes, assimilation demands, and political polarization intensify identity conflicts in multicultural settings (Kunst & Mesoudi, 2024). These tensions demonstrate that globalization reshapes not only external practices but also internal senses of belonging and self-definition.

Within this context, the humanities play a crucial interpretive and critical role. Globalization may transform economic systems and communication technologies, but the humanities—through philosophy, literature, cultural studies, and history—provide the conceptual tools necessary to understand the deeper implications of cultural change. Theoretical frameworks such as cultural hybridization, homogenization theory, acculturation, and cultural evolution have been developed and refined within humanities scholarship to explain these dynamics (Kerubo, 2024; Bartosh & Tafii, 2025; Tairova, 2025). Kipng'etich (2024) and Kunst and Mesoudi (2024) argue that cultural

transformation should be understood as an adaptive process shaped by interaction, negotiation, and selective retention. The humanities thus move beyond descriptive accounts of change to critical analysis of power, ideology, and meaning.

Moreover, humanities scholarship interrogates the power structures embedded in globalization. Cultural change is not neutral; it is shaped by economic inequalities, media dominance, and geopolitical hierarchies. Studies highlight how global capitalism influences consumption patterns and redefines aspirations, often privileging Western cultural models (Wijaya, 2025; Tairova, 2025). U. (2025) emphasizes that globalization can function as a form of cultural colonialism when dominant narratives marginalize local voices. Similarly, Tiwari (2024) notes that the commodification of tradition transforms cultural heritage into marketable symbols detached from their original communal meanings. Through critical discourse analysis and historical contextualization, the humanities reveal these asymmetries and advocate for cultural justice.

In addition to critique, the humanities contribute constructive ethical frameworks for navigating globalization. Scholars argue that preserving cultural identity does not require isolationism but thoughtful engagement and dialogical openness (Inayah et al., 2025; Alsaleh, 2024). Tairova (2025) and Dohan (2025) suggest that policy frameworks grounded in cultural pluralism and ethical multiculturalism can support both national identity and global integration. This perspective reframes globalization not as an inevitable threat but as a process requiring ethical guidance and cultural agency. The humanities thus offer normative insights that complement empirical social research.

Although numerous studies document the impacts of globalization on cultural practices and identity formation, several research gaps remain. First, existing scholarship often focuses on specific case studies or regional contexts without synthesizing broader patterns across disciplines. Second, while sociological and economic analyses dominate globalization discourse, fewer studies systematically examine cultural value transformation from a humanities-centered literature review perspective. Third, many works describe hybridization or identity tension but do not critically integrate theoretical frameworks of power, ethics, and cultural negotiation within a cohesive analytical structure. Consequently, there is a need for a comprehensive literature review that maps theoretical developments, identifies recurring themes, and highlights the interpretive contributions of the humanities in understanding cultural value transformation.

The novelty of this study lies in its integrative humanities-based synthesis of contemporary research (2023–2025) on cultural value transformation under globalization. Rather than focusing on a single geographic context or disciplinary lens, this research bridges empirical findings with theoretical debates in cultural studies and philosophy. It highlights how globalization simultaneously generates hybrid identities, cultural tensions, and ethical dilemmas while demonstrating that the humanities provide both critical and normative frameworks for interpreting these shifts. By foregrounding interpretive analysis, this study contributes to expanding globalization discourse beyond economic determinism toward cultural reflexivity.

Based on these considerations, the objective of this study is to analyze, through a comprehensive literature review, how globalization transforms cultural values and identities and how the humanities interpret, critique, and ethically frame these transformations. By achieving this objective, the study seeks to demonstrate that understanding globalization requires not only empirical observation but also critical

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humanistic reflection capable of safeguarding cultural diversity while engaging constructively with global interconnectedness.

METHODOLOGY

This study employed a qualitative research design using a systematic literature review approach grounded in humanities and cultural studies perspectives. The research aimed to synthesize and critically analyze contemporary scholarly works discussing the transformation of cultural values and identities under globalization. Data sources consisted of peer-reviewed journal articles published between 2023 and 2025 that address themes such as cultural hybridization, identity negotiation, acculturation, globalization and consumerism, multiculturalism, and ethical-cultural responses. The inclusion criteria required that articles (1) explicitly examine the relationship between globalization and cultural value transformation, (2) provide theoretical or empirical discussion relevant to humanities perspectives, and (3) be published in accredited academic journals. Data collection techniques involved systematic database searches using academic indexing platforms, followed by screening based on titles, abstracts, and full-text relevance. Selected articles were organized and categorized according to thematic focus, geographical context, and theoretical framework.

Data analysis was conducted through qualitative content analysis and thematic synthesis. The process involved coding recurring concepts such as cultural homogenization, hybrid identity formation, value negotiation, consumer capitalism, cultural resistance, and ethical pluralism. These codes were then grouped into broader analytical categories reflecting patterns of transformation and tension in cultural values. The study also applied critical discourse analysis to examine how globalization is framed within humanities scholarship, particularly in relation to power dynamics, Western dominance, and cultural agency. Analytical triangulation was performed by comparing theoretical arguments across different studies to identify convergences and divergences. Through this systematic interpretative process, the research constructed a comprehensive conceptual map of how globalization reshapes cultural values and how the humanities interpret and critique these transformations.

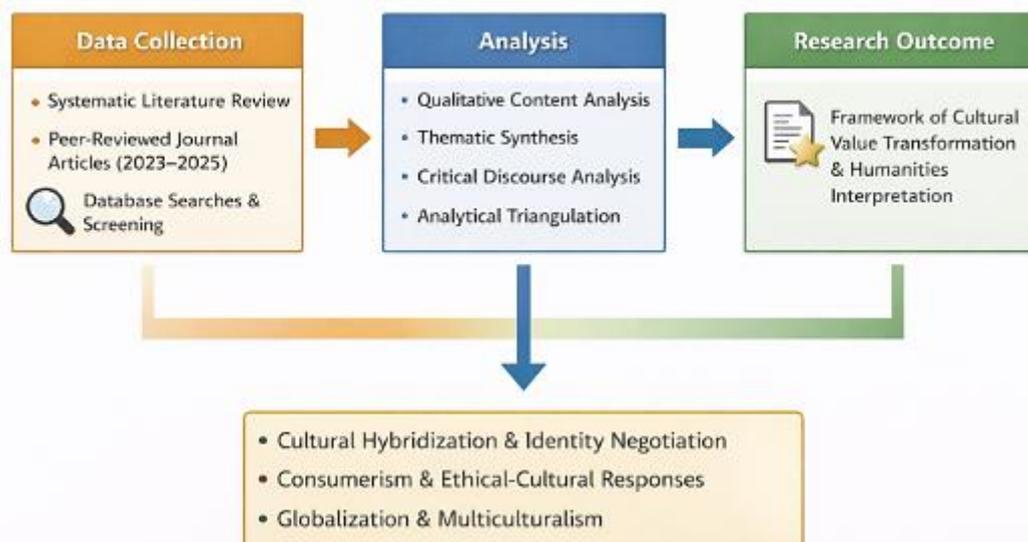


Figure 1. Diagram Conceptual Research

RESULTS AND DISCUSSION

Based on the systematic literature review and thematic synthesis of peer-reviewed studies published between 2023 and 2025, several dominant patterns were identified regarding the transformation of cultural values under globalization and the interpretive role of the humanities. The findings are summarized in the table below.

Table 1. Patterns of Cultural Value Transformation and Humanities Interpretation

Thematic Category	Forms of Cultural Change	Identity Implications	Humanities Perspective
Global Consumerism & Media Influence	Adoption of global lifestyles, language shifts, digital culture expansion	Emergence of hybrid identities; weakening of certain traditional norms	Critical analysis of cultural homogenization and capitalist influence
Cultural Hybridization	Selective adaptation of global elements into local traditions	Negotiated and multilayered identities (local–national–global)	Hybridization theory and acculturation framework
Identity Tension & Authenticity Dilemma	Conflict between tradition and modernity; stereotyping and assimilation pressure	Fragmented or politicized identities	Discourse analysis of power, dominance, and cultural resistance
Multicultural Interaction	Increased cross-cultural contact and mobility	Plural, dynamic, and adaptive identities	Cultural evolution and intercultural dialogue theory
Ethical & Policy Responses	Cultural preservation initiatives and education reforms	Reinforcement of national/local identity within global integration	Normative and ethical frameworks for cultural sustainability

The findings indicate that globalization reshapes cultural values through complex processes of negotiation rather than simple replacement. Cultural transformation manifests in hybrid identities, shifts in social norms, and tensions between authenticity and modernity. While global consumerism and media expansion contribute to homogenizing tendencies, local communities actively reinterpret external influences within their own cultural frameworks. The humanities play a critical role in interpreting these transformations by providing theoretical models such as hybridization and acculturation, as well as critical perspectives on power, capitalism, and cultural domination. Furthermore, humanities scholarship offers ethical guidance and policy-oriented reflections to balance cultural preservation with openness to global interaction. These results confirm that understanding globalization requires not only empirical observation but also humanistic analysis capable of addressing the symbolic, ethical, and identity-related dimensions of cultural change.

Discussion

This study aims to analyze how globalization transforms cultural values and identities while the humanities interpret and critically examine these transformations.

Based on the systematic literature review and thematic synthesis presented in the findings, globalization emerges as a multidimensional force reshaping everyday norms, symbolic systems, and collective identities across diverse contexts. At the same time, humanities scholarship provides conceptual, critical, and ethical frameworks to understand these shifts beyond descriptive accounts. The discussion elaborates on these interconnected dynamics in relation to the cited scholarly sources.

Globalization functions as a transformative force that penetrates daily cultural practices through media expansion, digital technology, migration flows, and global consumer markets. Empirical research demonstrates that language patterns, culinary habits, fashion preferences, entertainment consumption, and social values increasingly reflect transnational influences (Merung et al., 2024; Sutrisno, 2023; Harianto et al., 2023). In Indonesian urban contexts such as Yogyakarta, Bali, and Bandung, globalization does not simply replace local traditions but introduces negotiations between global modernity and indigenous cultural roots (Inayah et al., 2025; Djumat et al., 2025). These transformations confirm that cultural change operates through interaction rather than unilateral domination. However, the intensity of digital connectivity accelerates exposure to global lifestyles, creating pressure toward standardization.

The dual impact of globalization is evident in its simultaneous capacity to generate opportunity and tension. On one hand, globalization expands economic access, cross-cultural dialogue, and creative expression. On the other hand, it encourages consumerist values and hedonistic lifestyles, particularly among youth populations who are deeply embedded in global digital culture (Kerubo, 2024; Amia, 2025). Studies highlight that global media platforms often promote homogenized cultural symbols associated with Western consumer capitalism (Alsaleh, 2024; Nisar, 2025). This dynamic creates anxieties regarding cultural erosion and moral decline. Nevertheless, empirical evidence suggests that local communities do not passively absorb global norms. Instead, they engage in selective adaptation, resulting in hybrid cultural forms that integrate global elements without fully abandoning local traditions (Wijaya, 2025; Kipng'etich, 2024; Tiwari, 2024).

The phenomenon of cultural hybridization constitutes one of the most significant patterns identified in the findings. Hybrid identities emerge when individuals combine local traditions with global influences in negotiated and context-sensitive ways. In Indonesian cities, youth identity reflects a blending of cosmopolitan aspirations with regional heritage, demonstrating cultural agency rather than cultural loss (Merung et al., 2024; Inayah et al., 2025). Similarly, research on tribal youth in Pakistan reveals that although traditional customs and languages weaken under globalization, Pashtun identity is reconstructed through hybrid reinterpretation rather than disappearance (Nisar, 2025). These cases illustrate that globalization does not uniformly dissolve cultural values; instead, it transforms them through adaptive negotiation.

In multicultural societies, identity becomes multilayered and politically charged. Ozer et al. (2024) and Kunst and Mesoudi (2024) demonstrate that identity under globalization is increasingly fluid, encompassing local, national, and global affiliations simultaneously. Djufri (2025) and U. (2025) further argue that identity negotiation often occurs within contested political spaces where belonging and recognition are debated. Such contexts produce both enrichment and tension. On one side, multiculturalism fosters pluralism and intercultural competence. On the other, it may intensify assimilation pressures, stereotyping, and identity fragmentation. The psychological consequences of navigating competing expectations can generate internal conflict, particularly among

youth striving to balance authenticity and modernity (Ozer et al., 2024; Nisar, 2025).

The tension between authenticity and modernization emerges as a recurring theme. Kerubo (2024) and Bartosh and Tafii (2025) emphasize that globalization frequently positions Western consumer culture as aspirational, marginalizing indigenous epistemologies and practices. Tairova (2025) and Tiwari (2024) describe how commodification transforms cultural heritage into marketable symbols detached from communal meaning. This process risks reducing identity to aesthetic performance rather than lived tradition. Yet, Wijaya (2025) contends that hybridization can serve as a strategy of resilience, allowing communities to reinterpret tradition within contemporary contexts. Thus, cultural tension should not be equated with cultural collapse; rather, it reflects ongoing negotiation.

The humanities play a central role in interpreting these complex transformations. Unlike purely economic or sociological analyses, humanities scholarship interrogates symbolic meaning, narrative construction, and power relations embedded within globalization. Theories of cultural hybridization, homogenization, acculturation, and cultural evolution provide conceptual tools for understanding identity fluidity and adaptation (Kerubo, 2024; Kunst & Mesoudi, 2024; Kipng'etich, 2024). Bartosh and Tafii (2025) emphasize that cultural evolution frameworks illuminate how societies selectively retain and modify values in response to global stimuli. These theoretical contributions move beyond descriptive observation toward interpretive depth.

Furthermore, humanities scholarship critically examines the power asymmetries inherent in globalization. Cultural change does not occur in a vacuum but within economic and geopolitical hierarchies. Tairova (2025) and U. (2025) argue that globalization often privileges dominant cultural narratives, reinforcing forms of cultural colonialism. Tiwari (2024) notes that global capitalism commodifies identity, reshaping aspirations and value systems according to market logic. Through critical discourse analysis and historical contextualization, the humanities expose these structural inequalities and advocate for cultural justice. This critical function aligns with the study's objective of demonstrating that humanities scholarship not only interprets but also critiques globalization.

In addition to critique, the humanities contribute normative and ethical guidance. Inayah et al. (2025) and Alsaleh (2024) suggest that globalization need not undermine cultural identity if managed through inclusive policies and ethical frameworks. Tairova (2025) emphasizes the importance of balancing openness with preservation through intercultural dialogue. Dohan (2025) argues for policy approaches that protect local heritage while encouraging global participation. These perspectives illustrate that humanities scholarship offers constructive solutions rather than merely diagnosing cultural decline. By framing globalization within ethical pluralism and dialogical engagement, the humanities provide pathways for sustainable cultural integration.

The findings of this study confirm that globalization reshapes cultural values through dynamic processes of negotiation, hybridization, and tension. Identity transformation is neither linear nor uniform; it reflects adaptive responses shaped by agency, power, and context. While homogenization pressures exist, communities demonstrate resilience through selective appropriation. The humanities illuminate these processes by providing theoretical clarity, critical analysis of power structures, and normative guidance for cultural sustainability.

Importantly, the humanities perspective reframes globalization from a deterministic narrative of loss to a dialogical process of transformation. Rather than interpreting hybrid

identity as dilution, humanities scholarship recognizes it as a creative negotiation of belonging. Rather than viewing cultural tension as crisis alone, it interprets tension as evidence of active engagement with global modernity. This interpretive shift is essential for understanding cultural change in a way that respects diversity and agency.

Therefore, the discussion demonstrates that globalization fundamentally transforms cultural values and identities, yet these transformations are complex, contested, and context-dependent. The humanities serve as an indispensable interpretive and critical lens, revealing both the opportunities and risks embedded within global interconnectedness. By synthesizing empirical findings and theoretical debates, this study affirms that understanding cultural change requires not only social analysis but also humanistic reflection capable of addressing symbolic meaning, ethical implications, and power dynamics. In doing so, the research fulfills its objective of illustrating how globalization reshapes cultural values while the humanities interpret and critique these transformations in a comprehensive and critical manner.

CONCLUSION

This study concludes that globalization fundamentally transforms cultural values and identities through processes of hybridization, negotiation, and tension rather than simple replacement or erosion. The systematic literature review demonstrates that media expansion, digital connectivity, migration, and global consumerism reshape everyday norms and symbolic systems, generating multilayered and fluid identities across diverse social contexts. While globalization introduces risks of homogenization, consumerist dominance, and cultural commodification, empirical evidence confirms that communities actively reinterpret global influences within local frameworks, producing adaptive and hybrid cultural forms. In this dynamic landscape, the humanities play a crucial interpretive and critical role by providing theoretical frameworks such as hybridization, acculturation, and cultural evolution, while simultaneously exposing power asymmetries embedded in global capitalism and cultural hegemony. Moreover, humanities scholarship contributes normative guidance by advocating ethical pluralism, cultural sustainability, and dialogical openness. Therefore, the study affirms that understanding the transformation of cultural values under globalization requires not only empirical observation but also humanistic reflection capable of critically interpreting change and proposing balanced strategies that safeguard cultural diversity within global interconnectedness.

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