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## TRACING IDENTITY: THE SOCIO-CULTURAL TRANSFORMATION OF THE AKIT TRIBE OF BENGKALIS IN THE ERA OF GLOBALIZATION

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## ABSTRACT

The Akit tribe in Bengkalis has undergone significant socio-cultural transformations in the era of globalization. This study explores the complex processes through which the Akit community navigates changes in their identity, traditions, and social structures. The research examines the impact of global influences on local customs by investigating how external pressures and internal dynamics have reshaped the tribe's cultural landscape. Through a comprehensive analysis of historical and contemporary data, the study highlights the resilience and adaptability of the Akit people in preserving their heritage while integrating new cultural elements. The findings contribute to a broader understanding of the impact of globalization on indigenous communities, offering insights into the challenges and opportunities faced by the Akit tribe in maintaining their cultural identity in a rapidly changing world. Additionally, this research contributes to academic literature by providing new perspectives on cultural adaptation, sharpening the discourse on cultural sustainability in the modern era, and offering practical recommendations for policymakers in designing strategies that support the preservation of local cultures amidst the currents of globalization. The study's contributions are significant in fostering a deeper appreciation of the delicate balance between cultural preservation and adaptation, ensuring that the unique cultural identity of the Akit tribe is not lost but rather enriched through the thoughtful incorporation of global influences. By examining the Akit tribe's experiences, this research underscores the importance of culturally sensitive approaches in policy-making and highlights the role of indigenous knowledge in shaping sustainable development pathways.

## I. INTRODUCTION

Globalization has become an inevitable phenomenon, influencing every corner of the world and various aspects of human life, including the culture and identity of indigenous communities. The process of globalization brings with it a flow of information, technology, and new values that reach even previously isolated areas (Adianto et al., 2024). Indigenous communities, such as the Akit tribe in Bengkalis, are among those facing these changes. With the powerful current of globalization, the Akit tribe faces a significant challenge in maintaining their rich traditions and customs. This tribe has long lived with a system of values, beliefs, and cultural practices handed down through generations, but now they stand at a crossroads between preserving their cultural heritage and adapting to the inevitable changes of the times (Andini et al., 2022).

The socio-cultural transformation experienced by the Akit tribe is not only the result of external influences such as global media, technology, and contact with the outside world but also internal dynamics within their own community. These changes encompass various aspects of life, from daily routines increasingly influenced by modern technology to shifts in social structures where traditional roles are beginning to change, and even their perspectives on the outside world, which are becoming more open to new ideas. For instance, easier access to education and information has opened new horizons for the younger generation of the Akit tribe, who have different views compared to previous generations. In this context, it is crucial to understand how the Akit tribe navigates and adjusts to global pressures while striving to maintain their unique identity (Budiman, 2019).

However, navigating these changes is not an easy task for the Akit tribe. They must find a balance between preserving their cultural heritage and adopting new elements that come with globalization. This process involves complex decisions, where the community must determine what should be preserved and what can be adapted. Efforts to maintain cultural identity often face significant challenges such as cultural assimilation, loss of language and local traditions, and economic pressures that force them to adapt in new ways. Despite these challenges, the Akit tribe demonstrates remarkable resilience and adaptability (Dewirahmadanirwati et al., 2023). By preserving their cultural roots while remaining open to change, they strive to stay relevant in a rapidly evolving world. This effort is crucial not only for their survival as an indigenous community but also for the broader global cultural diversity. (Doszhan, 2023)

This research aims to explore the complex process of socio-cultural transformation experienced by the Akit tribe in the era of globalization. By analyzing historical and contemporary data, the study will delve deeper into how the Akit community adapts to changes and the challenges and opportunities they face in preserving their cultural identity. Additionally, the research seeks to contribute to academic literature by providing new perspectives on cultural adaptation in the modern era and offering practical recommendations for policymakers in designing strategies to

support the preservation of local cultures amidst the currents of globalization. Thus, this research not only aims to document the changes occurring within the Akit tribe but also to offer broader insights into how indigenous communities worldwide can balance the preservation of their cultural heritage with integration into the global world. In this endeavor, it is important to recognize and appreciate the resilience and adaptability of indigenous communities like the Akit tribe, who continue to strive to maintain their identity amidst the waves of global change.

## **II. METHODS**

This study adopts a qualitative approach using a case study method to examine the socio-cultural transformation experienced by the Akit tribe in the era of globalization. The research is located in Bengkalis, Riau, and includes subjects from various age groups and backgrounds within the Akit tribe, such as community leaders, adat chiefs, and younger generations. Data collection techniques include in-depth interviews with community members to gather their perspectives on the changes occurring, participatory observation to study changes in daily routines and cultural practices, and historical document analysis to track changes over time. Additionally, cultural surveys will be used to gather quantitative data on the community's perceptions of globalization's impact on their cultural preservation. All collected data will be analyzed using thematic and historical analysis methods to identify patterns and key themes reflecting the adaptation and challenges faced by the Akit tribe. To maintain research ethics, informed consent will be obtained from all participants, ensuring the confidentiality of their identities and personal data. The research findings will be published in journal articles and presented at academic conferences to contribute to the academic literature on cultural adaptation in the modern era.

## **III. RESULT AND DISCUSSION**

### **1. Changes in Akit Identity and Traditions**

Global values such as individualism, materialism, and consumerism have exerted profound influences on the Akit people, reshaping their perspectives on their traditions and cultural heritage. The introduction of international media and global educational curricula has introduced a spectrum of new ideas and lifestyles that often challenge and transform traditional Akit values (Elsera et al., 2021). This influx of external influences compels the Akit to reassess and adapt their understanding of identity, striving to reconcile modern concepts with the preservation of their deeply rooted customs and practices. The clash between global trends and traditional values creates a complex environment where the Akit must navigate the pressures of modernization while safeguarding the essence of their cultural heritage (Faisal & Sari, 2019). This dynamic interaction between global and local values necessitates a continuous and deliberate effort to maintain a cultural equilibrium, allowing the Akit to embrace beneficial aspects of globalization without losing the core elements of their identity. (Fauzi & Mulyadi, 2020)

The impact of globalization is particularly evident in the transformation of Akit cultural practices. Traditional rituals and ceremonies, once strictly adhered to, are now incorporating modern elements influenced by technological advancements and the pervasive reach of social media (Fauzi & Widayati, 2019). For example, traditional celebrations that were once conducted in intimate, local settings are increasingly being broadcast through live streaming, allowing them to reach a global audience while integrating digital features into their traditional forms. This blending of old and new not only modernizes the presentation of these rituals but also reflects a hybridization of cultural forms that merge local traditions with contemporary influences (Harahap et al., 2021). Additionally, the global media landscape has introduced new artistic elements and creative ideas into Akit art, resulting in a fusion of traditional aesthetics with modern artistic trends. This evolution in artistic expression illustrates how cultural practices are adapting to a globalized world while attempting to retain their unique cultural characteristics (Hasbullah, 2018).

Globalization has significant implications for the social structure and collective identity of the Akit community. The migration of younger generations to urban areas in search of educational and employment opportunities has led to a shift from traditional extended family units to more nuclear, dispersed family structures (Hidayat et al., 2022). This change affects the ways in which family members interact, support one another, and uphold traditional practices. As family and community structures evolve, maintaining a cohesive collective identity becomes increasingly challenging. The introduction of new ideas and lifestyles from outside influences can create tensions between individual aspirations shaped by globalization and collective responsibilities rooted in tradition. These tensions highlight the need for the Akit to navigate a delicate balance between honoring their cultural heritage and adapting to the demands of a modernizing world (Indrawati et al., 2021).

The Akit community is actively engaged in various efforts to preserve their cultural identity amidst the pressures of globalization. Educational programs aimed at younger generations play a crucial role in transmitting traditional cultural knowledge, ensuring that the youth remain connected to their heritage despite the allure of modern influences. Cultural festivals and community events serve as vibrant platforms for celebrating and showcasing Akit traditions, drawing both local and international attention to their unique cultural practices (Jayakusuma et al., 2023). These events not only reinforce cultural pride within the community but also foster a sense of continuity and cohesion. Additionally, international collaborations and cultural exchanges provide opportunities for the Akit to introduce their culture to a global audience, facilitating a dialogue between their traditions and global perspectives. By engaging in these preservation and adaptation efforts, the Akit community demonstrates a proactive approach to navigating the complexities of globalization, striving to achieve a harmonious balance between embracing modern advancements and preserving the core elements of their

cultural identity. Through these multifaceted strategies, the Akit seek to ensure that their cultural heritage remains vibrant and resilient in the face of an ever-changing global landscape (Kholid & Oktaviani, 2021).

## **2. Impact of Globalization on Social Structures**

Globalization and urbanization have profoundly impacted the family and community structures of the Akit tribe, introducing significant changes to traditional social dynamics. One of the most notable effects is the migration of younger members of the community to urban areas in search of enhanced educational and employment opportunities. This movement has led to a substantial shift from traditional extended family units, where multiple generations live together and support each other, to smaller, more nuclear family households. As young people relocate to cities, they often establish independent households, leaving behind their rural family homes and contributing to a dispersion of family members. This shift in family structure affects the ways in which individuals interact, support each other, and maintain traditional practices, altering the fabric of communal life (Rasudin, 2022).

The transition from extended to nuclear family units has significant implications for how family members engage with one another. In traditional settings, the extended family provided a robust support system, with multiple generations contributing to household responsibilities and decision-making processes. As families become smaller and more dispersed, the immediate support network is reduced, leading to changes in familial roles and responsibilities. Younger family members who migrate to urban centers may find themselves less connected to their extended family, affecting traditional practices such as communal gatherings, ceremonies, and daily support systems (Rehan Halilah Lubis et al., 2024). This fragmentation can create a sense of disconnection and loss among those who remain in rural areas, impacting the community's cohesion and cultural continuity.

In addition to changes in family dynamics, the broader social systems and community organization of the Akit tribe are also evolving in response to globalization and urbanization. The traditional methods of decision-making and role distribution within the community are being influenced by modern factors and external pressures. As urban migration introduces new economic and social dynamics, traditional leadership structures and community roles must adapt to accommodate these changes. For instance, decision-making processes that once relied on communal consensus and hierarchical structures may now involve new forms of governance or outside influences. This adaptation process is crucial for ensuring that community organization remains effective and relevant in the face of modern challenges (Sidiq et al., 2021).

The ability of the Akit tribe to maintain social cohesion amid these changes is dependent on how well traditional social frameworks can adapt to the evolving dynamics. Integrating modern influences while preserving essential aspects of cultural heritage is a delicate balancing act. The community's efforts to adapt their traditional practices to accommodate urban

migration and changing family structures will be key to sustaining their social cohesion and cultural identity (Sugiyanto et al., 2022). This process may involve revisiting and modifying traditional practices to align with contemporary realities, fostering a resilient and adaptable community that can thrive in a rapidly changing environment.

Globalization has markedly transformed social mobility and economic opportunities for the Akit people, ushering in both advancements and challenges. Improved access to education and technology has been pivotal in reshaping the landscape of opportunities for individuals within the community. With enhanced educational resources and digital connectivity, members of the Akit community are now able to acquire skills and knowledge that were previously inaccessible, opening doors to a broader range of career possibilities beyond traditional sectors. For instance, individuals who previously worked in agriculture or fishing are now able to pursue roles in modern sectors such as services, trade, and technology (Sugiyanto et al., 2019). This shift has enabled some members of the community to achieve higher social status and better employment prospects, contributing to personal and familial economic improvement. The integration of technology and advanced educational practices has facilitated a more diverse range of job opportunities, enabling the Akit people to participate in the global economy in ways that were not possible before (Sugiyanto et al., 2021).

However, these advancements have also brought about economic disparities within the Akit community. The benefits of globalization and modern opportunities are not evenly distributed, leading to significant gaps between those who have access to and can leverage these new resources and those who remain reliant on traditional livelihoods. As a result, economic inequality has become a more pronounced issue, with some community members thriving in modern sectors while others continue to struggle within traditional frameworks. This divergence has shifted the sources of income from long-standing practices such as agriculture and fishing to newer economic activities, which has had a profound impact on both family economics and community cohesion. Traditional roles and livelihoods are being redefined, with some occupations becoming less central to the community's economic structure (Suroyo, Hermita, et al., 2022). These evolving employment patterns are not only altering the financial landscape but are also reshaping social dynamics within the Akit community. The transition from traditional to modern sectors introduces new social hierarchies and interactions, challenging established norms and potentially creating tensions between different segments of the community. Thus, while globalization has opened up new avenues for economic advancement, it has also highlighted and exacerbated existing social and economic inequalities, necessitating thoughtful strategies to ensure more inclusive benefits and mitigate disparities within the community (Sutiono, 2019).

As globalization advances, the Akit community is encountering increasing tensions between its deeply rooted traditional values and the evolving demands of modernity. This clash

is particularly pronounced in the generational divide, where older members of the community strive to uphold established customs and social norms that have long defined their way of life. In contrast, younger generations, influenced by global cultural exchanges and technological advancements, often find themselves at odds with these traditional values (Yuliana et al., 2022). This friction can manifest in various dimensions of daily life, from shifts in family structure and intergenerational relationships to changes in community roles and practices. For instance, the younger generation's embrace of modern education and career opportunities can sometimes conflict with traditional expectations regarding family duties and community responsibilities. These dynamics highlight the broader challenge faced by many communities around the world as they navigate the pressures of modernization while striving to maintain their cultural heritage (Abidin, 2017).

Despite these internal conflicts, there are significant examples of collaboration between the Akit community and external entities, such as government agencies and non-governmental organizations (NGOs), which are working together to address pressing social issues. These partnerships are often aimed at integrating modern solutions with community-specific approaches to improve various aspects of life, such as education, health, and infrastructure. For example, NGOs might work with local leaders to develop educational programs that respect traditional values while introducing new learning methods. Similarly, government initiatives could focus on healthcare improvements or infrastructure development that align with local customs and needs. Such collaborations seek to leverage external resources and expertise while ensuring that the interventions are culturally sensitive and tailored to the community's unique context (Al-Zo'by, 2019).

The interplay between social conflict and collaboration within the Akit community illustrates a broader trend of how globalization can both challenge and enhance local practices. While the friction between traditional values and modern demands presents significant hurdles, the collaborative efforts between local communities and external organizations offer promising pathways to address these challenges constructively. By blending traditional knowledge with innovative approaches, these partnerships can foster sustainable development and social cohesion. This process highlights the potential for harmonious integration of modern advancements with cultural preservation, ensuring that the benefits of globalization are realized in a manner that respects and enriches local traditions. Through such efforts, the Akit community, like many others, demonstrates the capacity to navigate the complexities of globalization while maintaining its identity and heritage.

The intricate relationship between global pressures and adaptive strategies reveals a profound transformation in how nations, organizations, and individuals address the multifaceted challenges of our era. At the national level, governments are increasingly incorporating sustainability into their policy agendas, driven by pressing concerns over climate

change, environmental degradation, and resource scarcity. Countries are setting ambitious targets to cut greenhouse gas emissions, with many committing to achieve net-zero emissions by mid-century. This entails a substantial overhaul of energy systems, transportation infrastructures, and industrial processes. Governments are also investing in renewable energy sources such as wind, solar, and hydropower, while simultaneously enhancing energy efficiency across various sectors (Elsera et al., 2024). These measures are complemented by international agreements like the Paris Agreement, which aims to foster global cooperation in addressing climate change and promoting sustainable development. In response to these pressures, organizations are reimagining their business models to integrate principles of sustainability. Companies are increasingly adopting circular economy practices, focusing on minimizing waste, optimizing resource use, and advancing green technologies. This shift is not only a reaction to regulatory requirements and consumer demand for sustainable products but also a strategic move to future-proof businesses against environmental risks and enhance long-term viability. The growing recognition that economic success and environmental stewardship are intertwined is prompting firms to innovate and adopt sustainable practices as a core aspect of their operational strategies (Hassi & Storti, 2017).

On an individual level, global pressures are driving significant shifts in lifestyle choices and consumption patterns. Heightened awareness of environmental issues has led many individuals to embrace sustainable living practices, such as reducing the use of single-use plastics, adopting plant-based diets, and supporting eco-friendly and ethically produced goods. The rise of digital technology has further accelerated these changes by transforming how people work, learn, and interact. Remote work and virtual connectivity have become more prevalent, providing greater flexibility and reducing the environmental impact associated with traditional commuting and office spaces (Keeves et al., 2021). This digital transformation is reshaping both professional and personal spheres, encouraging individuals to seek a balance between convenience and environmental responsibility. Additionally, the growing emphasis on mental health and well-being reflects an awareness of the psychological impacts of global uncertainties and pressures. Individuals are increasingly engaging in practices that promote resilience, such as mindfulness and sustainable living, underscoring a broader cultural shift towards holistic well-being. Together, these individual and collective responses illustrate a dynamic and evolving approach to navigating the complexities of a globalized world, highlighting an integrated strategy for addressing and adapting to the interconnected challenges of contemporary society.

### **3. Responses and Adaptation to Global Pressures**

Global pressures exert a profound influence on the responses and adaptation strategies of nations, organizations, and individuals, shaping their actions and decisions in significant ways. As climate change accelerates and environmental concerns become more pressing, countries

are increasingly committed to implementing robust measures to address these challenges. National governments are enacting policies aimed at reducing carbon emissions, investing in renewable energy sources, and promoting sustainability through regulatory frameworks and incentives. For instance, many countries are setting ambitious targets for achieving net-zero emissions, which involves transitioning from fossil fuels to cleaner energy alternatives and enhancing energy efficiency across various sectors. This global movement towards environmental stewardship also extends to international agreements and collaborations, such as the Paris Agreement, which seek to unify efforts in combating climate change. In response to these pressures, organizations are similarly reconfiguring their operations to align with sustainability goals. Businesses are adopting greener technologies, optimizing supply chains to reduce their carbon footprint, and prioritizing corporate social responsibility. This shift reflects a broader recognition of the interconnectedness between environmental health and economic viability, prompting firms to innovate in ways that support both ecological and economic sustainability (Putra et al., 2023).

On an individual level, the impact of global pressures is equally transformative, prompting changes in lifestyle and consumption patterns. As awareness of environmental issues grows, many people are making conscious choices to reduce their ecological footprint. This includes embracing sustainable living practices, such as minimizing waste, opting for energy-efficient appliances, and supporting eco-friendly products and companies. Additionally, the rise of digital technology and remote work has revolutionized how people engage with their professional and personal lives. The flexibility offered by telecommuting not only accommodates changing work environments but also contributes to reducing commuting-related emissions. Furthermore, the increased focus on mental health and well-being reflects a response to the social and psychological pressures amplified by global uncertainties (., 2018). As individuals adapt to these evolving circumstances, they are also fostering a culture of resilience and adaptability, navigating the complexities of a rapidly changing world. Collectively, these individual and collective responses underscore a dynamic interplay between global pressures and the diverse strategies employed to address and adapt to them, illustrating an ongoing evolution in our approach to managing the challenges of a globalized and interconnected society.

#### **4. Implications and Policy Recommendations**

The intricate interplay between global pressures and the adaptive strategies of nations, organizations, and individuals underscores a transformative era in how societies respond to complex challenges. Governments across the globe are increasingly prioritizing environmental sustainability as a cornerstone of their policy frameworks, driven by escalating concerns over climate change, resource depletion, and ecological degradation. In response, many countries are crafting and implementing ambitious climate action plans that include targets for reducing

greenhouse gas emissions, transitioning to renewable energy sources such as wind, solar, and hydropower, and enhancing energy efficiency across various sectors. These strategies are not merely reactive; they are part of a proactive approach to reshape economies and infrastructures in ways that support long-term environmental sustainability (. & A, 2021). For instance, numerous nations have committed to achieving net-zero emissions by mid-century, a goal that necessitates a comprehensive overhaul of energy systems, transportation networks, and industrial processes. This transition is supported by international frameworks like the Paris Agreement, which aims to foster global cooperation in mitigating climate change and promoting sustainable development. Alongside these efforts, organizations are re-evaluating and transforming their business models to align with principles of sustainability. Companies are increasingly adopting circular economy practices, which focus on reducing waste, enhancing resource efficiency, and recycling materials to minimize environmental impact. Innovations in green technology and sustainable supply chain management are becoming central to corporate strategies, reflecting a growing recognition that economic prosperity and environmental stewardship are inextricably linked. This shift towards sustainability is also driven by consumer demand for more ethical and environmentally friendly products and services, pushing companies to integrate sustainability into their core operations and corporate ethos (Suroyo, Putra, et al., 2022).

On an individual level, the influence of global pressures is manifesting in significant changes in lifestyle choices and consumption habits, driven by heightened awareness of environmental issues and the pursuit of personal well-being. As concerns about climate change and resource scarcity become more pronounced, individuals are increasingly adopting sustainable living practices. This includes reducing reliance on single-use plastics, embracing plant-based diets, and supporting brands that prioritize eco-friendly and ethical production methods. The rise of digital technology has further catalyzed these changes by transforming how people work, learn, and engage with the world. Remote work and digital connectivity have become more prevalent, offering greater flexibility and reducing the environmental impact associated with commuting and traditional office environments. This shift is not only altering professional landscapes but also influencing personal lifestyles, as individuals seek to harmonize convenience with environmental responsibility. Additionally, the focus on mental health and well-being has gained prominence, reflecting a growing understanding that global uncertainties and socio-economic pressures can impact psychological health. Individuals are increasingly engaging in practices that promote resilience and adaptability, such as mindfulness, stress management techniques, and sustainable living, highlighting a broader cultural shift towards holistic well-being. Collectively, these responses illustrate an ongoing evolution in how societies and individuals navigate the complexities of a globalized and rapidly

changing world, demonstrating a dynamic and integrated approach to addressing the interconnected challenges of our time.

#### IV. CONCLUSION

Globalization and urbanization have profoundly reshaped the Akit tribe's identity, family structures, and economic opportunities. As global values such as individualism and materialism infiltrate the Akit community, there has been a notable shift from traditional extended family units to smaller, nuclear households due to urban migration. Younger members moving to cities for better education and job prospects have disrupted longstanding family support systems and traditional roles, leading to a reconfiguration of communal interactions and cultural practices. This transition has impacted how traditions are celebrated, with rituals and ceremonies increasingly incorporating modern elements such as digital technology, reflecting a blend of traditional and contemporary influences. Despite these changes, the Akit tribe strives to balance modernization with cultural preservation, integrating new ideas while attempting to maintain their core traditions.

Economically, globalization has introduced both opportunities and challenges. Enhanced access to education and technology has enabled some Akit individuals to pursue careers in modern sectors beyond traditional agriculture and fishing, resulting in improved social mobility and economic status for some. However, this shift has also highlighted economic disparities, as those unable to capitalize on these opportunities continue to depend on traditional livelihoods, exacerbating existing inequalities. The evolving economic landscape has redefined family and community roles, creating new social dynamics and potentially leading to tensions between traditional values and modern expectations. To address these challenges effectively, it is crucial to implement strategies that promote inclusive growth, support traditional practices in adapting to modern realities, and provide targeted resources for those struggling to transition. Initiatives such as community-based educational programs, cultural preservation efforts, and equitable economic development plans can help bridge the gap between tradition and modernity. By fostering collaboration between local leaders, external organizations, and government bodies, the Akit community can navigate globalization's complexities while preserving its unique cultural identity and enhancing social cohesion.

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