

International Journal of Social Welfare and Public Policy

E-ISSN: (2745-6013)
P-ISSN: (2745-6005)
Vol. 6 No. 3, 2025
Page: 21-40

Community Social Interaction and the Preservation of Local Cultural Identity in Bantimurung District, Maros Regency, Indonesia

Andi Miftah[1], Wahyuni[1], Marwah[1]

[1]Sekolah Tinggi Ilmu Ekonomi Indonesia, Makassar

*Corresponding Author: Andi Miftah

Article Info

Article History:

Received 7 July 2025
Revised 18 August 2025
Accepted: 23 December 2025

Keywords:

Social Interaction, Cultural Identity, Cultural Preservation, Gotong Royong, Bantimurung District, Ethnography, Community Studies.

Abstract

This study examines community social interaction and the preservation of local cultural identity in Bantimurung District, Maros Regency, Indonesia. The main objective of this research is to analyze how social interactions within the community contribute to the maintenance and transmission of local cultural identity amid increasing influences of modernization, tourism development, and digital transformation. This study employs a qualitative research approach using an ethnographic and case study design. Data were collected through observation, in-depth interviews, and documentation involving community leaders, cultural practitioners, youth representatives, and residents. The data were analyzed using thematic analysis and the Miles and Huberman interactive model, consisting of data reduction, data display, and conclusion drawing. The findings reveal that community social interaction in Bantimurung is characterized by strong kinship ties, cooperation (gotong royong), and active participation in traditional ceremonies and cultural activities. These interactions function as the primary mechanism for transmitting cultural values and strengthening collective identity. The study also identifies that local cultural identity is expressed through traditional rituals, language use, customary practices, and local arts. Community efforts in cultural preservation are carried out through family-based transmission, cultural events, youth involvement, and collaboration with local government programs. However, several challenges were identified, including declining youth participation, economic constraints, tourism commercialization, and the influence of digital culture. The study concludes that social interaction plays a crucial role in sustaining cultural identity, while cultural preservation is a dynamic process shaped by the negotiation between tradition and modernity. Strengthening intergenerational communication and community participation is essential to ensure the continuity of local cultural identity in the future.

Introduction

Culture is an essential element in shaping the identity and social structure of a community. It reflects the values, beliefs, traditions, and ways of life that are inherited from one generation to another (Boboqulovna et al., 2024). In many traditional societies, culture not only functions as a symbol of identity but also serves as a social mechanism that strengthens solidarity and maintains harmony among community members. Local cultural identity becomes increasingly important in the modern era because it distinguishes one community from another and preserves historical continuity within society. However, the rapid development of globalization, modernization, and technological advancement has created significant challenges for the preservation of local culture, particularly in rural communities and tourism areas. Cultural identity is not static but continuously shaped and reshaped through social interaction and historical transformation (Faiz, 2024).

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

Social interaction plays a crucial role in maintaining and transmitting cultural values within society. Through communication, participation in traditional activities, and collective community practices, local cultural identity can survive despite external influences. Social reality is socially constructed through interaction and shared meanings among individuals in society (Berger et al., 2023). This perspective indicates that culture is preserved not only through formal institutions but also through everyday interactions among community members. Therefore, understanding patterns of social interaction is essential in examining how local cultural identity is maintained within a changing social environment (Syam et al., 2023).

In Indonesia, cultural diversity represents one of the nation's most significant social assets. Indonesia consists of thousands of islands with various ethnic groups, languages, customs, and traditions that contribute to the richness of national culture (Shuhufi et al., 2023). Nevertheless, globalization and the expansion of digital communication have influenced the lifestyles and cultural orientations of local communities, especially among younger generations. Western popular culture, social media trends, and modern consumer lifestyles have gradually transformed traditional social values and cultural practices. Globalization encourages the movement of cultural flows across borders, creating both opportunities for cultural exchange and threats to local identity (Zalli, 2024). In many cases, local traditions are increasingly marginalized as younger generations become more attracted to globalized cultural expressions.

One of the regions in Indonesia that reflects the intersection between local culture, tourism development, and social transformation is Bantimurung District in Maros Regency, South Sulawesi (Pangessa et al., 2023). Bantimurung is widely recognized as a tourism destination due to its natural attractions, including waterfalls, caves, and biodiversity. The development of tourism has contributed positively to the local economy by increasing employment opportunities and improving community income. However, the expansion of tourism and modernization has also influenced social interaction patterns and local cultural practices within the community. Increased interaction with tourists, digital media exposure, and urban influences have gradually changed the way local people communicate, socialize, and preserve traditional customs (Sutrisno, 2023).

Despite these changes, the people of Bantimurung continue to maintain various forms of local cultural identity through traditional ceremonies, communal activities, local arts, and customary values. Community gatherings, cooperation (*gotong royong*), traditional celebrations, and local wisdom remain important aspects of social life in the district (Pohan et al., 2025). These cultural practices function as mechanisms for strengthening social cohesion and preserving collective identity among community members. Culture can be understood as a system of meanings embodied in symbols and expressed through social practices. Therefore, the preservation of local culture depends greatly on the continuity of social interaction within the community (Song et al., 2024).

However, the preservation of local cultural identity in Bantimurung faces several challenges. One of the major issues is the declining interest of younger generations in traditional culture (Ningrum et al., 2025). Many young people are more interested in modern lifestyles, social media culture, and digital entertainment than in participating in traditional activities. This phenomenon has raised concerns among community leaders and cultural practitioners regarding the sustainability of local traditions in the future. One community elder stated, *"Young people today spend more time on social media than*

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

learning about our traditional customs and values." This statement reflects the growing gap between traditional cultural practices and contemporary youth culture in rural communities.

In addition, the transformation of social interaction patterns due to technological advancement has affected community relationships. Traditional face-to-face interactions and communal gatherings are gradually being replaced by online communication and individualistic lifestyles. Declining social participation and weakening community networks can reduce social capital within society (Singh et al., 2022). In the context of Bantimurung, reduced community participation in cultural activities may weaken collective efforts to preserve local identity. Nevertheless, some community groups and cultural organizations continue to organize cultural events and traditional activities to encourage public participation, especially among younger generations (Moayerian et al., 2022).

The role of families, traditional leaders, and local institutions is also essential in preserving cultural identity. Cultural values are often transmitted informally through family interaction, storytelling, and participation in customary practices. Parents and elders serve as important agents in introducing younger generations to local traditions and community values. At the same time, schools and local governments have responsibilities in supporting cultural education and preservation programs. Safeguarding intangible cultural heritage requires active community participation and intergenerational transmission of cultural knowledge (Vazquez, 2024). Therefore, cultural preservation should involve collaboration between families, communities, educational institutions, and government authorities.

This study is important because it seeks to explore how community social interaction contributes to the preservation of local cultural identity in Bantimurung District, Maros Regency, Indonesia (Sakir et al., 2024). The research aims to understand the forms of social interaction that support cultural continuity, identify challenges faced by the community, and analyze the role of local participation in maintaining cultural identity amid modernization and globalization. Furthermore, this study is expected to contribute academically to sociological and cultural studies related to social interaction, community identity, and cultural sustainability in contemporary society (Bonnell et al., 2023).

Methods

Research Approach

This study employs a qualitative research approach to explore community social interaction and the preservation of local cultural identity in Bantimurung District, Maros Regency, Indonesia. A qualitative approach is considered the most appropriate method because the study focuses on understanding social experiences, cultural meanings, traditions, and interaction patterns within the community. Qualitative research enables the researcher to gain a deeper understanding of how local cultural identity is maintained through daily social interaction and collective community practices. This approach also allows participants to express their perspectives and experiences in a natural and detailed manner.

Research Design

The research design used in this study is an ethnographic approach combined with a case study perspective. The ethnographic approach is applied because the research seeks to

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

understand the cultural life, traditions, and social interaction patterns of the Bantimurung community within their natural social environment. Ethnography emphasizes direct observation and engagement with participants to understand the meanings attached to cultural practices. Meanwhile, the case study perspective allows the researcher to focus specifically on Bantimurung District as a unique cultural and social setting influenced by tourism development and modernization. Through this design, the study examines how community interaction contributes to the preservation of local cultural identity.

Research Location and Time

This research was conducted in Bantimurung District, Maros Regency, South Sulawesi, Indonesia. The location was selected because Bantimurung is known not only as a tourism destination but also as a community with strong local cultural traditions and active social interaction among residents. The district represents a relevant setting for examining cultural preservation in the context of social change and modernization. The research was conducted over several months, including the stages of preliminary observation, data collection, data analysis, and report writing. Conducting the research over an extended period allowed the researcher to observe cultural activities and social interaction patterns comprehensively.

Research Participants

The participants in this study consisted of community leaders, cultural practitioners, residents, youth representatives, and local government officials. Participants were selected using purposive sampling because they were considered capable of providing relevant and detailed information regarding community interaction and cultural preservation. Community leaders and cultural practitioners were chosen due to their active roles in preserving local traditions, while youth participants were included to understand the perspectives of younger generations regarding cultural identity. Local government officials were also interviewed to examine cultural preservation programs and policies implemented within the district.

Data Collection Techniques

Data collection in this study was conducted through observation, in-depth interviews, and documentation. Observation was used to examine directly the patterns of social interaction, cultural activities, and community participation within Bantimurung District. The researcher observed traditional ceremonies, communal gatherings, social cooperation activities, and everyday interactions among community members. Observation enabled the researcher to understand how cultural values were practiced and maintained in daily life.

In-depth interviews were conducted using semi-structured interview techniques to allow participants to share their experiences and perspectives freely while maintaining the focus of the study. The interviews explored issues such as the role of social interaction in preserving culture, the influence of modernization, challenges in maintaining cultural identity, and community participation in traditional activities. Interviews were conducted in a respectful and culturally sensitive manner to ensure participant comfort and openness. Documentation was also used as a supporting data collection method. The documentation process included collecting photographs, videos, archives, government reports, and records related to cultural activities and local traditions in Bantimurung

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

District. These documents provided additional evidence and strengthened the findings obtained through observation and interviews.

Research Instruments

The research instruments used in this study included observation guidelines, interview guides, audio recording devices, and field notes. Observation guidelines were designed to assist the researcher in identifying social interaction patterns, cultural expressions, and forms of community participation in cultural preservation activities. Interview guides consisted of open-ended questions related to cultural identity, social relationships, traditional practices, and community efforts to maintain local culture. Audio recordings and field notes were used to ensure the accuracy and completeness of the collected data during the research process.

Data Analysis Techniques

The data collected in this study were analyzed using thematic analysis and the Miles and Huberman interactive analysis model, which consists of data reduction, data display, and conclusion drawing. Data reduction involved selecting and organizing relevant information according to the focus of the study. Data display was conducted by presenting findings in descriptive narratives and thematic categories to facilitate interpretation. Finally, conclusions were drawn by identifying patterns, themes, and meanings that emerged from the data. This analytical approach enabled the researcher to understand the relationship between social interaction and the preservation of local cultural identity within the Bantimurung community.

Results and Discussion

Table 1. Supporting Factors in the Preservation of Local Cultural Identity

Supporting Factor	Evidence Identified in the Findings	Contribution to Cultural Preservation
Social cohesion and solidarity	Community members maintain cooperation, mutual assistance, and *gotong royong* in social and cultural activities.	Strengthens social relationships and collective participation, creating a supportive environment for maintaining local traditions and cultural practices.
Family influence and intergenerational transmission	Families introduce cultural values, traditions, language, and customary practices to younger generations through everyday interaction.	Facilitates the transmission of cultural knowledge and values from older to younger generations and supports cultural continuity.
Community awareness and cultural pride	Community members demonstrate awareness of the importance of local traditions and express pride in their cultural heritage.	Encourages community participation and strengthens collective commitment to maintaining local cultural identity.
Education and cultural learning	Cultural knowledge is acquired through family interaction, community activities, and educational experiences.	Provides opportunities for younger generations to understand, appreciate, and continue local cultural practices.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

The findings indicate that the preservation of local cultural identity in Bantimurung District is supported by several interconnected social and cultural factors. Social cohesion and solidarity provide the social foundation for collective participation, while family influence facilitates the transmission of cultural values between generations. Community awareness and cultural pride further strengthen people's willingness to maintain local traditions, whereas education and cultural learning provide opportunities for younger generations to understand and reproduce cultural practices. These factors do not operate independently; rather, they reinforce one another through continuous community interaction. Consequently, the preservation of local cultural identity is closely related to the capacity of the community to maintain social relationships, transmit cultural knowledge, and encourage active participation in cultural activities.

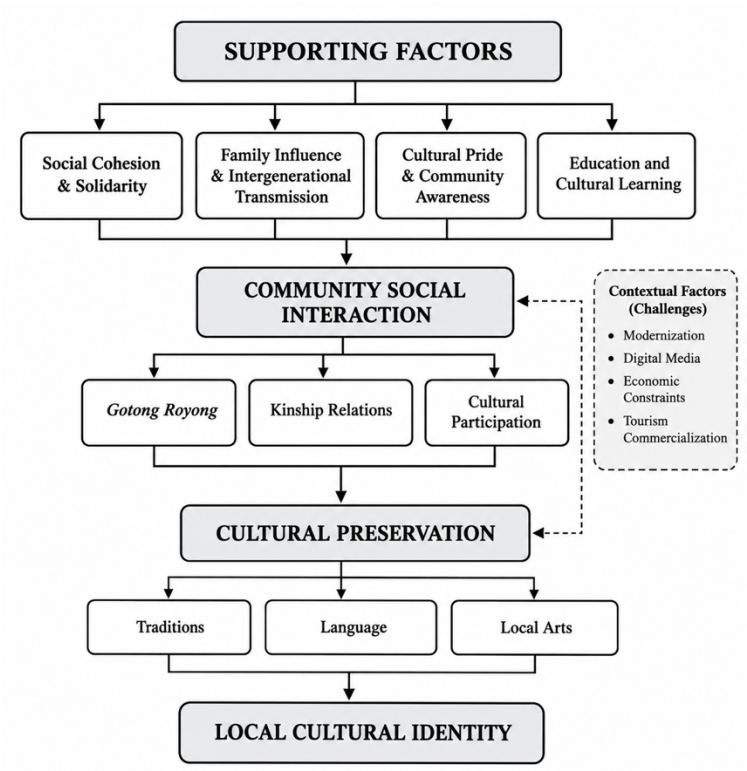


Figure 1. Thematic Relationship Between Supporting Factors, Community Interaction, and Cultural Preservation

Figure 1 illustrates the thematic relationship identified in the findings. The preservation of local cultural identity is supported by social cohesion and solidarity, family influence, community awareness and cultural pride, and education and cultural learning. These supporting factors encourage community social interaction through *gotong royong*, kinship relationships, and participation in cultural activities. Sustained interaction subsequently contributes to the continuity of traditions, local language, arts, local wisdom, and collective cultural identity. At the same time, the findings indicate that modernization, digital media, economic constraints, and tourism-related pressures constitute contextual factors that may influence the intensity and form of cultural participation. Thus, cultural preservation can be understood as an ongoing social process in which community interaction functions as an important mechanism connecting supporting conditions with the continuity of local cultural identity.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

Patterns of Community Social Interaction

The findings of this study indicate that community social interaction in Bantimurung District remains strongly influenced by traditional values, collective activities, and close interpersonal relationships among residents. Social interaction within the community is characterized by cooperation, mutual assistance, kinship, and active participation in cultural and social activities. Despite the increasing influence of modernization and tourism development, the local community continues to maintain social practices that strengthen solidarity and preserve cultural identity.

One of the most visible patterns of social interaction in Bantimurung District is the tradition of *gotong royong* or cooperation. Community members regularly participate in collective activities such as cleaning public spaces, preparing traditional ceremonies, repairing communal facilities, and assisting neighbors during important social events. These activities create strong emotional bonds among residents and reinforce the values of togetherness and social responsibility. One community member explained,

> *"When there is a wedding, funeral, or traditional ceremony, everyone in the village helps each other without expecting payment."*

This statement reflects how cooperation remains an essential part of social life and contributes to maintaining community unity.

Family and kinship relationships also play a central role in shaping social interaction patterns in the district. Extended family networks are actively involved in community activities, decision-making processes, and cultural celebrations. Social interaction frequently occurs during family gatherings, religious events, and traditional ceremonies where community members share stories, cultural knowledge, and local values. According to several participants, these gatherings function as important spaces for transmitting cultural traditions to younger generations. One elder stated,

> *"We teach our children about our customs during family gatherings and community events so they will not forget our traditions."*

This finding demonstrates that social interaction serves as a mechanism for preserving cultural identity through intergenerational communication.

Religious and cultural activities were also identified as important forms of social interaction within the community. Traditional ceremonies, local festivals, religious celebrations, and communal prayers provide opportunities for residents to strengthen social relationships and express their collective cultural identity. Participation in these activities encourages community cohesion and reinforces shared cultural values. Many respondents emphasized that cultural and religious events continue to unite people despite social and economic changes occurring in the area. One participant explained,

> *"Traditional ceremonies make us feel connected to our ancestors and remind us that we belong to the same community."*

This indicates that cultural activities function not only as traditions but also as social spaces that reinforce collective identity.

The study also found that social interaction patterns in Bantimurung District have gradually changed due to modernization, tourism development, and technological advancement. Increased exposure to digital media and interaction with tourists have

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

influenced communication styles and social behavior, especially among younger generations. Some participants reported that younger people spend more time using smartphones and social media than participating in traditional communal activities. One community leader stated,

> *"Young people today communicate more through social media than face-to-face interaction in the community."*

This shift reflects the growing influence of digital culture on traditional social relationships within rural communities.

Nevertheless, the findings suggest that direct social interaction remains highly valued among community members. Face-to-face communication, communal discussions, and participation in traditional activities are still considered important aspects of maintaining social harmony and cultural continuity. Many residents believe that social interaction strengthens trust, solidarity, and mutual understanding among community members. One respondent explained,

> *"Even though technology has changed many things, we still gather together during important community events because it keeps our relationships strong."*

This finding indicates that traditional forms of interaction continue to coexist with modern communication practices.

The role of community leaders and elders was also found to be significant in maintaining patterns of social interaction. Traditional leaders, religious figures, and respected elders often act as mediators, advisors, and organizers of cultural activities within the community. They encourage community participation, resolve conflicts, and promote the importance of preserving local traditions. According to one participant,

> *"Community elders remind us to maintain respect, unity, and our cultural values in everyday life."*

This demonstrates that leadership within the community contributes to preserving social cohesion and cultural identity.

The findings reveal that patterns of community social interaction in Bantimurung District are characterized by cooperation, kinship, communal participation, and cultural engagement. Although modernization and digital technology have influenced social behavior, traditional interaction patterns continue to play an important role in maintaining community solidarity and preserving local cultural identity. The study highlights that social interaction functions not only as a form of communication but also as a social mechanism for sustaining cultural continuity within the community.

Forms of Local Cultural Identity

The findings of this study reveal that the local cultural identity of the Bantimurung community is reflected through various traditional practices, social values, cultural symbols, and collective activities that continue to be maintained by the local people. These forms of cultural identity function as markers of community belonging and distinguish the Bantimurung community from other regions. Despite the influence of modernization and tourism development, many traditional customs and cultural expressions remain important aspects of daily social life within the district.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

One of the most significant forms of local cultural identity is the continued practice of traditional ceremonies and customary rituals. Community members actively participate in ceremonies related to marriage, harvest celebrations, religious events, and ancestral traditions. These ceremonies are often accompanied by traditional music, dances, local foods, and cultural symbols that reflect the historical heritage of the community. According to several participants, traditional ceremonies strengthen social solidarity and reinforce collective cultural identity among residents. One cultural practitioner explained,

> *"Traditional ceremonies remind us of who we are and connect us to the traditions of our ancestors."*

This finding indicates that ceremonial activities play a crucial role in preserving historical memory and cultural continuity.

Another important form of local cultural identity is the tradition of *gotong royong* or communal cooperation. The value of mutual assistance remains deeply rooted in community life and is practiced during social events, cultural celebrations, and public activities. Community members voluntarily help one another in preparing ceremonies, building communal facilities, and solving social problems. This tradition reflects collective values such as solidarity, togetherness, and social responsibility. One respondent stated,

> *"Helping each other is part of our culture; we believe that community unity is more important than individual interests."*

This demonstrates that local cultural identity is not only expressed through rituals but also through everyday social behavior and community relationships.

Language and local expressions also represent important elements of cultural identity in Bantimurung District. Many community members continue to use local languages and traditional expressions in daily communication, especially during cultural ceremonies and family gatherings. Elders and cultural leaders emphasized the importance of preserving local language as a symbol of identity and cultural heritage. One elder explained,

> *"Our language is part of our identity; if young people stop using it, our culture may slowly disappear."*

This finding highlights the close relationship between language preservation and cultural sustainability within the community.

Traditional arts and performances were also identified as significant forms of local cultural identity. Cultural activities such as traditional dances, music performances, and local artistic expressions continue to be performed during festivals, ceremonies, and tourism events. These artistic traditions serve not only as entertainment but also as representations of community history, beliefs, and cultural values. Several participants stated that traditional performances are important for introducing local culture to younger generations and visitors. One participant mentioned,

> *"When we perform traditional dances, we are showing our history and cultural pride to others."*

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

This indicates that traditional arts function as a medium for cultural expression and identity preservation.

Religious values and spiritual traditions also contribute strongly to local cultural identity in Bantimurung District. Religious celebrations, communal prayers, and spiritual customs are integrated into many aspects of social and cultural life. Community members often combine religious practices with local traditions, creating a unique cultural identity shaped by both spiritual and customary values. One respondent explained,

> *"Our traditions and religious practices are connected because both teach us respect, harmony, and unity."*

This finding suggests that local cultural identity is closely linked to moral and spiritual principles practiced within the community.

The study also found that local wisdom and traditional knowledge remain important cultural elements within the community. Elders continue to teach younger generations about environmental preservation, social ethics, traditional farming methods, and community values through storytelling and daily interaction. This transfer of cultural knowledge helps maintain continuity between generations and strengthens the community's sense of identity. One elder stated,

> *"We teach young people to respect nature and community traditions because these values have guided our lives for generations."*

This demonstrates that local wisdom functions as both cultural heritage and practical guidance for social life.

However, the findings indicate that some forms of local cultural identity face challenges due to modernization and changing lifestyles among younger generations. Increased exposure to digital culture, modern entertainment, and external influences has reduced youth participation in certain traditional activities. Some respondents expressed concern that younger people are becoming less interested in learning local customs and cultural practices. One community leader explained,

> *"Many young people prefer modern culture and spend less time participating in traditional activities."*

This finding highlights the need for stronger community efforts and cultural education programs to ensure the sustainability of local cultural identity in the future.

The study demonstrates that local cultural identity in Bantimurung District is expressed through traditional ceremonies, communal cooperation, language, arts, religious practices, and local wisdom. These cultural forms continue to shape social relationships and strengthen the collective identity of the community. Although modernization presents challenges to cultural preservation, the community continues to maintain and transmit important cultural values through social interaction and collective participation in traditional activities.

Community Efforts in Preserving Cultural Identity

The findings of this study indicate that the preservation of local cultural identity in Bantimurung District is actively supported by various community efforts involving elders, cultural practitioners, youth groups, and local institutions. These efforts are carried out through the continuous practice of traditions, cultural education within

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

families, community-based cultural events, and collaboration with local government programs. Despite the pressures of modernization and tourism development, the community demonstrates a strong commitment to maintaining and transmitting cultural values across generations.

One of the main community efforts in preserving cultural identity is the organization of traditional ceremonies and cultural festivals. These events serve as important platforms for showcasing local traditions, strengthening social cohesion, and educating younger generations about cultural heritage. Community members actively participate in preparing and performing rituals, traditional dances, music, and customary practices. One cultural leader explained,

> *"We organize traditional events every year so that young people can see and learn directly about our customs."*

This statement reflects the community's awareness of the importance of experiential cultural learning to preserve identity.

Family-based cultural transmission is another key effort in maintaining cultural identity. Parents and elders play a significant role in teaching children about traditional values, local language, and customary practices through daily interaction and storytelling. This informal education process ensures that cultural knowledge is passed down naturally within households. One respondent stated,

> *"In our family, we always teach children about our traditions, so they grow up understanding their cultural roots."*

This indicates that cultural preservation begins at the family level and is reinforced through continuous social interaction.

Youth involvement in cultural activities is also an important aspect of community efforts. Several youth organizations and informal groups actively participate in cultural performances, community events, and traditional ceremonies. These activities aim to increase young people's awareness and pride in their cultural identity. However, the study also found that youth participation is inconsistent due to the influence of digital media and modern lifestyles. One youth participant mentioned,

> *"We try to join cultural activities, but sometimes it is difficult because many young people are more interested in online activities."*

This suggests that while youth engagement exists, it requires further encouragement and support.

Local community leaders and cultural figures also play a crucial role in coordinating and sustaining cultural preservation efforts. They act as mediators between tradition and modern society by organizing cultural programs, encouraging participation, and guiding younger generations. One community elder explained,

> *"We remind the younger generation that our culture is valuable and must be preserved for the future."*

This highlights the importance of leadership in maintaining cultural continuity within the community.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

In addition, collaboration with local government institutions has contributed to cultural preservation efforts in Bantimurung District. Government programs supporting cultural festivals, tourism-based cultural promotion, and heritage conservation initiatives help strengthen community efforts. These programs provide financial support, organizational assistance, and platforms for cultural expression. One local official stated,

> *"The government supports cultural events because they are important for preserving local identity and promoting tourism."*

This demonstrates that institutional support plays a complementary role in sustaining cultural preservation activities.

The study also found that education and awareness-raising activities contribute significantly to cultural preservation. Schools and informal learning spaces are used to introduce students to local history, traditional arts, and cultural values. Teachers and community educators incorporate cultural content into learning activities to foster appreciation for local heritage among students. One teacher explained,

> *"We include local cultural lessons so that students understand and respect their traditions."*

This indicates that formal and informal education systems both contribute to strengthening cultural identity.

The findings show that community efforts in preserving cultural identity in Bantimurung District are multifaceted and involve collective participation from families, youth, elders, cultural leaders, educational institutions, and government authorities. These efforts demonstrate that cultural preservation is not the responsibility of a single group, but a shared social process sustained through continuous interaction and collaboration. Despite challenges from modernization and changing lifestyles, the community remains committed to maintaining and transmitting its cultural identity to future generations.

Factors Affecting Cultural Preservation

The findings of this study indicate that the preservation of local cultural identity in Bantimurung District is influenced by a combination of supporting and inhibiting factors. These factors include social cohesion, family roles, community awareness, education, economic conditions, tourism development, and the influence of modernization and digital technology. Together, these elements shape the extent to which local cultural traditions are maintained, adapted, or gradually weakened within the community.

One of the main supporting factors is strong social cohesion and solidarity among community members. The tradition of cooperation (*gotong royong*) and close kinship relationships encourage active participation in cultural activities and traditional events. Community members generally feel a shared responsibility to preserve cultural heritage as part of their collective identity. One participant explained,

> *"We still help each other in cultural events because it is our way of keeping our traditions alive."*

This statement shows that social solidarity plays a crucial role in sustaining cultural practices through active participation and collective responsibility.

Family influence is also an important supporting factor in cultural preservation. Families serve as the primary environment where cultural values, traditions, and local wisdom are

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

transmitted to younger generations. Parents and elders often introduce children to traditional practices, language, and customs from an early age. One elder stated,

> *"Our children learn about traditions from home first, before they learn it anywhere else."*

This highlights the role of family as the foundation of cultural transmission and identity formation.

Community awareness and pride in local culture also contribute significantly to cultural preservation. Many residents recognize the importance of maintaining cultural identity as a symbol of heritage and community dignity. This awareness encourages participation in cultural festivals, traditional ceremonies, and communal activities. One cultural practitioner explained,

> *"We are proud of our culture, so we try to keep it alive even when modern life becomes more dominant."*

This indicates that cultural pride motivates individuals to actively engage in preservation efforts.

Education is another important factor that influences cultural preservation. Schools and informal educational activities play a role in introducing students to local traditions, history, and cultural values. Teachers often incorporate cultural content into learning activities to strengthen students' understanding of their heritage. One teacher stated,

> *"We teach local culture in school, so students do not forget where they come from."*

This demonstrates that education serves as a bridge for intergenerational cultural transmission.

However, the study also found several inhibiting factors that challenge cultural preservation in Bantimurung District. One of the main challenges is modernization and the influence of global culture. The increasing exposure to digital media, social networks, and modern lifestyles has shifted the interests of younger generations away from traditional practices. One community leader stated,

> *"Young people are now more attracted to modern entertainment than traditional events."*

This reflects the growing cultural shift influenced by globalization and technological advancement.

Economic factors also affect cultural preservation efforts. Some community members prioritize work and economic survival over participation in cultural activities. Limited financial resources can also restrict the organization of cultural events, especially those requiring significant costs. One respondent explained,

> *"Sometimes we want to hold cultural events, but funding becomes a major problem."*

This highlights how economic constraints can limit the sustainability of cultural practices.

Tourism development in Bantimurung District presents both opportunities and challenges for cultural preservation. While tourism can promote and support local culture, it can also lead to commercialization and changes in traditional practices to meet visitor expectations. One participant stated,

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

> *"Tourism helps promote our culture, but sometimes traditions are modified to attract tourists."*

This indicates that cultural adaptation for tourism purposes may affect the authenticity of traditional practices.

Digital technology and social media also influence cultural preservation among younger generations. While technology can be used to promote local culture, it is more often associated with reduced participation in traditional activities. Many young people prefer online interactions and digital entertainment over community-based cultural engagement. One youth participant mentioned,

> *"Most young people are more active on their phones than attending cultural gatherings."*

This reflects the impact of digital transformation on social behavior and cultural participation.

The findings show that cultural preservation in Bantimurung District is shaped by both strengthening and weakening factors. Strong social cohesion, family involvement, cultural awareness, and education support the continuity of local traditions, while modernization, economic constraints, tourism commercialization, and digital influence present significant challenges. These interconnected factors demonstrate that cultural preservation is a dynamic process requiring continuous adaptation, community commitment, and institutional support.

Analysis and Interpretation of Findings

The analysis of this study reveals that community social interaction in Bantimurung District plays a central role in the preservation of local cultural identity. The findings show that cultural continuity is not merely maintained through formal institutions but is primarily sustained through everyday social practices such as cooperation, family interaction, traditional ceremonies, and community gatherings. These forms of interaction function as mechanisms through which cultural values are transmitted, reinforced, and reinterpreted across generations. This supports the sociological view that culture is continuously constructed and maintained through social interaction within society.

From the interpretation of the findings, it is evident that *gotong royong* and kinship-based relationships remain the strongest foundation of social cohesion in the community. These interactions create a shared sense of responsibility that encourages active participation in cultural activities. The persistence of such traditional practices indicates that despite the influence of modernization, local values still hold significant meaning in shaping community behavior. One participant explained,

> *"We still gather and help each other because without cooperation, our traditions cannot continue."*

This reflects how collective action remains essential in sustaining cultural identity.

The findings also suggest that cultural identity in Bantimurung District is dynamic rather than static. It is continuously negotiated through interactions between tradition and modernity. While older generations tend to preserve cultural practices in their original forms, younger generations often reinterpret these traditions in more flexible ways

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

influenced by digital media and modern lifestyles. This intergenerational difference does not necessarily indicate cultural loss, but rather cultural transformation. One youth respondent stated,

> *"We still respect our traditions, but we also adapt them to modern life and technology."*

This highlights how cultural identity evolves while still maintaining its core values.

Another important interpretation is the dual role of modernization and tourism in cultural preservation. On one hand, tourism development provides opportunities for cultural exposure, economic benefits, and increased awareness of local traditions. On the other hand, it also introduces the risk of cultural commercialization, where traditions may be modified for external audiences. One community member explained,

> *"Tourism helps our culture become known, but sometimes we change small parts of the tradition to attract visitors."*

This indicates that cultural practices are increasingly shaped by external economic and social forces, which can both support and challenge authenticity.

The role of family and education is also significant in shaping cultural identity. Families function as the first institution where cultural values are introduced and practiced, while schools and informal education reinforce cultural knowledge among younger generations. The findings suggest that intergenerational transmission is crucial in maintaining cultural continuity. One elder stated,

> *"If children are not taught at home, they will not understand the meaning of our culture."*

This emphasizes that cultural preservation depends heavily on early socialization processes within families and educational environments.

Furthermore, the analysis shows that digital technology has a complex impact on cultural preservation. While it contributes to reduced participation in physical cultural activities, it also offers opportunities for documenting and promoting local culture to a wider audience. However, the dominant trend observed in this study is the decline of direct social participation among youth due to increased engagement with online platforms. One respondent noted,

> *"Many young people prefer spending time online rather than attending cultural events in the village."*

This demonstrates how technological change reshapes patterns of social interaction and cultural engagement.

The interpretation of findings indicates that cultural preservation in Bantimurung District is the result of continuous interaction between social cohesion, intergenerational transmission, modernization, and external influences such as tourism and digital technology. Rather than disappearing, local cultural identity is being reshaped and renegotiated within changing social contexts. This confirms that cultural identity is a living process that depends on sustained social interaction and collective participation within the community.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

Community Social Interaction and the Preservation of Local Cultural Identity

This study set out to examine how community social interaction contributes to the preservation of local cultural identity in Bantimurung District, Maros Regency, Indonesia (Rahman, 2022). The core objective of the research was to understand the relationship between everyday social interactions and the sustainability of cultural identity in a context shaped by modernization, tourism development, and increasing digital influence. The findings demonstrate that cultural preservation in Bantimurung is not a static process, but rather a dynamic social construction continuously reproduced through interaction, participation, and collective meaning-making within the community (Setyaningrum et al., 2026).

A key theoretical implication of this study is the strong support it provides for symbolic interactionism, which emphasizes that meaning is created and sustained through social interaction (Azarian, 2023). The results show that cultural identity is actively produced through repeated communal practices such as *gotong royong*, traditional ceremonies, and kinship-based communication. These interactions are not merely functional but symbolic, as they reinforce shared values, collective memory, and a sense of belonging. In this sense, culture in Bantimurung is not simply inherited but continuously enacted through social engagement. This finding aligns with the argument that identity is socially constructed and maintained through ongoing interpretive processes within everyday life (Duffy et al., 2022).

Another important implication is the confirmation that cultural preservation is highly dependent on intergenerational interaction. The study reveals that families and elders play a crucial role in transmitting cultural knowledge to younger generations (Malla et al., 2025). However, this transmission is increasingly challenged by generational shifts in lifestyle, communication patterns, and technological engagement. Younger community members tend to reinterpret cultural practices rather than fully reproduce them in traditional forms. This indicates that cultural continuity is no longer based on strict preservation but on adaptive transformation. In other words, cultural identity persists not through rigidity, but through selective adaptation to changing social realities (Kunst et al., 2025).

The findings also contribute to broader debates on globalization and cultural hybridity. Bantimurung District illustrates how local culture is neither completely eroded nor fully preserved in its original form but instead negotiated within global influences such as tourism and digital media (Merung et al., 2024). Tourism plays a dual role by both strengthening cultural visibility and encouraging commodification of traditions. Similarly, digital technology reduces physical participation in cultural activities while simultaneously offering new spaces for cultural representation. This duality suggests that globalization does not simply destroy local culture but reshapes it into hybrid forms that combine tradition and modernity (Patowary, 2025). This supports contemporary cultural theories that view identity as fluid and continuously reconstructed in response to external pressures.

From a sociological perspective, the persistence of *gotong royong* and communal solidarity in Bantimurung is particularly significant. Despite modernization, these traditional values remain deeply embedded in social life and continue to function as mechanisms of social cohesion (Siradjuddin, 2024). This suggests that rural communities may exhibit stronger resistance to cultural fragmentation due to the persistence of

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

collective norms and kinship networks. However, the gradual weakening of youth participation in traditional activities indicates that these structures are under increasing pressure. If this trend continues without intervention, there is a risk of gradual cultural disengagement among younger generations (Saraiva et al., 2025).

The study also highlights important policy implications. First, cultural preservation strategies cannot rely solely on symbolic events or annual festivals but must be embedded in daily social life and educational systems (Gomez et al., 2024). Strengthening cultural education in schools and promoting family-based cultural transmission are essential to sustaining long-term cultural identity. Second, local governments should adopt culturally sensitive tourism development policies that avoid excessive commercialization of traditions while still supporting economic benefits for the community. Third, digital platforms should be strategically used not as substitutes for cultural participation, but as tools for cultural documentation, promotion, and intergenerational engagement (Makwane et al., 2025).

Another key implication relates to social change and cultural resilience. The findings suggest that cultural resilience in Bantimurung depends on the ability of the community to balance preservation and adaptation (Fakhriati et al., 2025). Culture that is too rigid risks becoming irrelevant to younger generations, while culture that is overly adapted risks losing its authenticity and meaning. Therefore, sustainable cultural preservation requires a negotiated balance where traditions are maintained in their core values while allowing flexible expression in contemporary contexts. This adaptive resilience is essential for ensuring that cultural identity remains meaningful across generations (Hammood et al., 2025).

This study contributes to the understanding that community social interaction is the foundational mechanism through which local cultural identity is preserved, transformed, and redefined (Fauzan, 2025). Cultural preservation in Bantimurung District is not achieved through preservation alone, but through continuous social negotiation between tradition, modernity, and external influences. The implications of this study extend beyond the local context, offering insights into how rural communities in developing regions can sustain cultural identity in the face of rapid social transformation (Adefila et al., 2024).

Conclusion

This study concludes that community social interaction plays a fundamental role in the preservation of local cultural identity in Bantimurung District, Maros Regency, Indonesia. The findings demonstrate that cultural identity is continuously maintained and transmitted through everyday social practices such as *gotong royong*, kinship relations, traditional ceremonies, and intergenerational communication within families and the wider community. Despite the influence of modernization, tourism development, and digital technology, these forms of social interaction remain essential in sustaining collective values and cultural continuity. However, the study also reveals that cultural preservation faces several challenges, including declining youth participation, shifting lifestyles, and the commercialization of traditions within the tourism sector. These factors indicate that cultural identity is not static but dynamically negotiated through interaction between tradition and modern influences. Therefore, the study concludes that sustainable cultural preservation requires strengthening community-based participation, enhancing family and educational roles in cultural transmission, and

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

implementing supportive policies that balance cultural conservation with socio-economic development.

References

Boboqulovna, K. M., & Debo, D. (2024). The influence of cultural codes on society. *American Journal of Philological Sciences*, *4*(03), 82-90. https://doi.org/10.37547/ajps/Volume04Issue03-15

Faiz, F. A. (2024). Understanding cultural identity in a globalized world. *Journal of Social Signs Review*, *2*(01), 10-18.

Berger, P., & Luckmann, T. (2023). The social construction of reality. In *Social theory re-wired* (pp. 92-101). Routledge.

Syam, C., Seli, S., & Abdu, W. J. (2023). Dynamics of language interaction in multicultural urban communities: Analysis of socio-cultural linguistic environment. *Society*, *11*(2), 575-588. https://doi.org/10.33019/society.v11i2.628

Zalli, E. (2024). Globalization and education: exploring the exchange of ideas, values, and traditions in promoting cultural understanding and global citizenship. *Interdisciplinary Journal of Research and Development*, *11*(1 S1), 55-55. https://doi.org/10.56345/ijrdv11n1s109

Shuhufi, M., & Purkon, A. (2023). Harmonization of Islamic law and local culture: A study of Indonesian Sundanese ethnic culture. *Jurnal Ilmiah Al-Syir'ah*, *21*(1), 138-153. https://dx.doi.org/10.30984/jis.v21i1.1870

Pagessa, M. G., & Irwan, A. L. (2023, June). Analysis of the Planning for Sustainable Development of the Bantimurung Natural Park (Sustainability Tourism)(Simbang District, Maros Regency). In *3rd International Conference on Linguistics and Cultural (ICLC 2022)* (pp. 487-494). Atlantis Press. https://doi.org/10.2991/978-2-38476-070-1_44

Sutrisno, S. (2023). Changes in media consumption patterns and their implications for people's cultural identity. *Technology and Society Perspectives (TACIT)*, *1*(1), 18-25. https://doi.org/10.61100/tacit.v1i1.31

Pohan, R. A., Ramli, M., Atmoko, A., Akbar, S. D., & Hanurawan, F. (2025). Unveiling gratitude in Javanese Muslim hajatan traditions: Cultural wisdom and social cohesion in the midst of modernization. *Social Sciences & Humanities Open*, *11*, 101321. https://doi.org/10.1016/j.ssaho.2025.101321

Song, G., Prompongsaton, N., & Kotchapakdee, P. (2024). Cultural Preservation and Revival: Discuss efforts to preserve and revive traditional Miao costume patterns. Explore how local communities, artisans, and cultural organizations are working to ensure that these patterns are passed down to future generations. *Migration Letters*, *21*(S8), 231-243.

Ningrum, L. P., & Abdullah, T. (2025). Negotiating modernization in village tourism amidst efforts to preserve traditional culture. *Journal of Heritage Tourism*, *20*(5), 661-682. https://doi.org/10.1080/1743873X.2025.2515873

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

Singh, M. K., & Moody, J. (2022). Do social capital and networks facilitate community participation?. *International Journal of Sociology and Social Policy*, *42*(5-6), 385-398. https://doi.org/10.1108/IJSSP-01-2021-0022

Moayerian, N., McGehee, N. G., & Stephenson Jr, M. O. (2022). Community cultural development: Exploring the connections between collective art making, capacity building and sustainable community-based tourism. *Annals of Tourism Research*, *93*, 103355. https://doi.org/10.1016/j.annals.2022.103355

Vázquez-Atochero, A. (2024, November). The Elderly's role in preserving and transmitting intangible cultural heritage. In *International Workshop on Gerontechnology* (pp. 3-17). Cham: Springer Nature Switzerland. https://doi.org/10.1007/978-3-031-87729-2_1

Sakir, A. R., & Ponto, I. S. (2024). Analysis of Participatory Development Implementation in Bantimurung Village, Simbang District, Maros Regency. *Journal of Social Sciences and Cultural Study*, *1*(3), 88-93.

Bonnell, V. E., & Hunt, L. (Eds.). (2023). *Beyond the cultural turn: New directions in the study of society and culture* (Vol. 34). Univ of California Press.

Rahman, A. (2022). The contribution of the tourism sector to the regional original income of Maros Regency as a favorite tourism destination. *Journal of Asian Multicultural Research for Economy and Management Study*, *3*(3), 14-24. https://doi.org/10.47616/jamrems.v3i3.328

Setyaningrum, Y., & Hartanto, B. D. (2026). Community Cultural Resilience in the Flow of Digital Globalization through an Ethnographic Study of Community Based Preservation. *Qriset Indonesia Journal of Cultural Science*, *1*(1), 09-16. https://doi.org/10.63668/qjcs.v1i1.21

Azarian, R. (2023). Social construction of places as meaningful objects: a symbolic interactionist approach. *International Review of Sociology*, *33*(3), 546-564. https://doi.org/10.1080/03906701.2023.2259060

Duffy, L. N., Fernandez, M., & Sène-Harper, A. (2022). Digging deeper: Engaging in reflexivity in interpretivist-constructivist and critical leisure research. In *The messiness of leisure research* (pp. 102-120). Routledge.

Malla, T., & Adhikari, D. (2025). The Role of Senior Citizens in Indigenous Knowledge Transmission in Surkhet, Nepal. *Spectrum of Humanities and Social Sciences*, *1*(2), 128-144. https://doi.org/10.3126/shss.v1i2.87653

Kunst, J. R., & Mesoudi, A. (2025). Decoding the dynamics of cultural change: A cultural evolution approach to the psychology of acculturation. *Personality and Social Psychology Review*, *29*(2), 111-144.

Merung, A. Y., Larisu, Z., Bahriyah, E. N., & Zia, M. (2024). Transformation cultural identity in the global era: A study of globalization and locality. *Transformation*, *1*(5). https://doi.org/10.62872/sbe22z03

Patowary, O. R. (2025). Balancing Modernity and Tradition: Globalisations Effect on Local Cultural Heritage. *The Human Mosaic: Intersections of Art, Culture, and Social Insight*, 12.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0

Siradjuddin, Z. (2024). *Enhancing Traditional Development In Modern Era*. Deepublish.

Saraiva, M., & Nogueiro, T. (2025). Perspectives and realities of disengagement among younger generation Y and Z workers in contemporary work dynamics. *Administrative Sciences*, *15*(4), 133. https://doi.org/10.3390/admsci15040133

Gómez-Ullate, M., & Saraiva, S. S. (2024). Festivals and youth: An educational cultural route to festivals. *Youth*, *4*(1), 369-381. https://doi.org/10.3390/youth4010026

Makwane, S., & Nasir, M. (2025). DIGITAL ENGAGEMENT FOR CULTURAL PRESERVATION: COMMUNITY PARTICIPATION IN THE AGE OF TECHNOLOGY. *Globus: Journal of Progressive Education*, *15*(1). doi: 10.46360/globus.edu.220251011

Fakhriati, F., Yusuf, M., Sihombing, A. A., Syaifullah, D. H., Suyami, S., Priatin, Y. M., & Musfeptial, M. (2025). Survival strategy of Indonesian villagers in coping with climate change. *Local Environment*, 1-19. https://doi.org/10.1080/13549839.2025.2553527

Hammood, Y. M., Ismail, S. M., Prasad, K. D. V., Khasawneh, M. A. S., & Naeim, M. (2025). Multigenerational resilience: A novel theory on the psychological transmission of resilience and the role of culture and spirituality in indigenous communities: A narrative review. *Asian journal of psychiatry*, *107*, 104485. https://doi.org/10.1016/j.ajp.2025.104485

Fauzan, A. (2025). The transformation of traditional culture in responding to the challenges of globalization in local Indonesian Communities. *The Journal of Academic Science*, *2*(3), 1021-1030. https://doi.org/10.59613/42jzr037

Adefila, A. O., Ajayi, O. O., Toromade, A. S., & Sam-Bulya, N. J. (2024). Empowering rural populations through sociological approaches: A community-driven framework for development. *International Journal of Rural Sociology*.

Copyright © 2025, International Journal of Social Welfare and Public Policy Under the license CC BY-SA 4.0