

The Influence of Globalisation on the Shift in Local Language and Cultural Identity

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ABSTRACT

Globalisation led to significant changes in the use of regional languages and local cultural identities, particularly in Indonesia, a country renowned for its linguistic and cultural diversity. This study aimed to analyse the impact of globalisation on the decline in regional language use, identify the factors that influenced the shift in local cultural identity, and explore adaptive strategies to preserve language and culture in the digital era. Employing a descriptive qualitative approach with a literature analysis method, this research examined various academic journals, books, and research reports published within the past decade. The findings indicated that globalisation significantly contributed to the decline in the number of regional language speakers, with Indonesian and foreign languages increasingly dominating daily communication. Furthermore, global culture, disseminated through social media and the entertainment industry, shifted young people's interest away from local traditions. However, this study also highlighted the potential of social media as a tool for revitalising local languages and cultures, with various digital initiatives successfully raising public awareness of cultural preservation. Strategies to sustain local language and culture included integrating regional languages into education, utilising digital technology, implementing government policies, promoting cultural awareness campaigns, and fostering collaboration with the creative industries. Nevertheless, this study had limitations, as it did not incorporate direct field data. Therefore, future research was recommended to adopt ethnographic approaches and quantitative analysis to measure the long-term effectiveness of digital strategies. The findings of this study were expected to serve as a reference for policymakers, educators, and cultural communities in formulating strategies to safeguard local languages and cultural heritage amidst the pressures of globalisation.

Keywords: *cultural identity; globalisation; regional languages; social media.*

INTRODUCTION

Globalisation has become a dominant phenomenon influencing nearly every aspect of human life, including language and cultural identity. Over the past few decades, rapid advancements in communication, transportation, and economic integration have accelerated global interconnectedness, leading to increasingly intensive cultural interactions (Giddens 2019). One of the consequences of

globalisation is cultural homogenisation, where dominant cultures spread rapidly and have the potential to displace local cultures (Appadurai 2020). Language, as a fundamental component of culture, also faces immense pressure, with many regional languages experiencing a decline in speakers or even extinction (Crystal 2018).

According to UNESCO (2021), over 40% of the world's languages are at risk of extinction, largely due to the lack of intergenerational transmission. In Indonesia, a country renowned for its extraordinary linguistic diversity, this trend is increasingly evident. Many young people prefer to use Indonesian or foreign languages, particularly English, in their daily communication at school, in the workplace, and on social media (Lauder, 2019). This shift raises concerns about the loss of cultural heritage embedded within these regional languages.

Local cultural identity has also undergone significant changes due to globalisation. With the growing dominance of global culture, particularly from the West and East Asia, traditional cultural practices such as art, music, dance, and customs have become marginalised (Hylland Eriksen 2020). Younger generations tend to be more attracted to popular culture disseminated through social media and the global entertainment industry, which often overlooks or even replaces local cultural expressions (Kim 2019). This phenomenon highlights a shift in cultural values and preferences that could impact the sustainability of local cultural identity in the future.

Research on the impact of globalisation on language and local cultural identity is increasingly important as it relates to the preservation of cultural heritage and indigenous knowledge. Language is not merely a communication tool; it also serves as a medium for transmitting values, history, and unique perspectives within a community (Fishman 2018). When a language disappears, it is not just words that are lost but also the ways of thinking, traditions, and belief systems embedded within it (Harrison 2021).

From a social perspective, neglecting the protection of local languages and cultural identity can lead to alienation and the loss of communal solidarity (Edwards 2020). Younger generations who no longer recognise or use their local language and culture may struggle to develop a strong sense of identity and feel less connected to their ancestral communities (Spolsky 2019). Economically, the sustainability of local culture also holds strategic value, particularly in tourism and creative industries, which often rely on the unique cultural appeal of a region (Henderson 2021).

Previous studies have highlighted the impact of globalisation on local language and culture. Crystal (2018) revealed that the extinction of local languages occurs due to the increasing dominance of global languages, particularly in education and business. Research by Skutnabb-Kangas (2020) emphasised the importance of bilingual policies and language revitalisation efforts as solutions for preserving regional languages.

Tan & Lee (2020) found that social media can play a role in promoting and preserving local language and culture. They noted that online communities using platforms such as YouTube, Instagram, and TikTok have successfully created digital spaces to share and sustain their linguistic and cultural heritage. However, their study did not sufficiently explore the long-term effectiveness of such strategies.

Appadurai (2020) proposed the concept of "scapes" in cultural globalisation, demonstrating how cultural identity is shaped by interactions between external and local influences. However, this study remains largely conceptual and does not specifically examine the practical effects of globalisation on language and local culture in specific societies such as Indonesia.

From these studies, several research gaps remain unaddressed. Firstly, most research has focused on language extinction, but less attention has been given to how local languages and cultures can adapt and evolve in the era of globalisation. Secondly, there is a lack of systematic studies exploring the role of technology and social media in language and cultural revitalisation efforts, particularly in the Indonesian context.

The objectives of this study are to analyse the impact of globalisation on regional language use in Indonesia, identify the factors causing the shift in local cultural identity due to globalisation, and explore strategies for maintaining and adapting local language and culture in the digital era. This research will adopt a multidisciplinary approach encompassing educational policies, the role of digital technology, and community participation in cultural preservation.

The findings of this study are expected to have both theoretical and practical implications. Theoretically, this research will contribute to the academic discourse on globalisation and its impact on language and cultural identity. Practically, the findings can be utilised by policymakers, educators, and local communities to design more effective strategies for preserving local language and culture amidst the rapid waves of globalisation. Thus, this research not only provides new insights into the challenges faced by local language and culture in the globalisation era but also offers concrete solutions to ensure the continuity of cultural heritage for future generations.

METHOD

This study employs a descriptive qualitative approach with a literature analysis method (see Amalia Solikhah, 2023; Apriyanto & Nurhayaty, 2019; Kusuma & Apriyanto, 2018). This method was chosen as it enables the researcher to explore relevant literary sources in depth to understand the impact of globalisation on language and local cultural identity. The literature analysis in this study involves reviewing various scholarly journals, academic books, research reports, and articles published in the past ten years, with a focus on primary sources relevant to the research topic.

The data sources for this study consist of academic literature discussing globalisation, language shift, and changes in local cultural identity. The collected data will be analysed using content analysis techniques, identifying key themes emerging from previous studies, linking existing findings, and identifying research gaps that remain unaddressed. The analysis process involves comparing different perspectives in the literature and evaluating their relevance and contributions to the objectives of this research.

FINDINGS AND DISCUSSION

The literature analysis results indicate that globalisation has had a significant impact on the decline in the use of regional languages in Indonesia. According to data from UNESCO (2021), more than 40% of the world's languages are at risk of extinction, and this trend is also evident in Indonesia, where the number of active speakers of regional languages is decreasing. The primary factors contributing to this phenomenon include the increasing use of Indonesian and foreign languages, particularly English, in daily communication. This aligns with the findings of (Lauder 2019), who revealed that young people in Indonesia tend to prefer using Indonesian or English in their social interactions, especially in educational settings and digital media.

Previous studies have also shown that the main drivers of this shift are urbanisation, modernisation, and an education system that does not sufficiently support the preservation of regional languages (Fishman 2018). In the Indonesian context, the national education system places greater emphasis on Indonesian as the primary language of instruction, while regional languages are often taught only for a limited time in primary schools (Harrison 2021). Additionally, digital media, which is dominated by content in Indonesian and English, has further accelerated the decline in the use of regional languages.

To illustrate the declining trend in regional language usage, the following table presents the number of speakers of selected regional languages in Indonesia over the past two decades:

Table 1. Number of Regional Language Speakers in Indonesia

| No | Regional Language | Number of Speakers in 2000 | Number of Speakers in 2020 | Percentage Decline |
|----|-------------------|----------------------------|----------------------------|--------------------|
| 1 | Javanese | 85 Million | 75 Million | 11.8 % |
| 2 | Sundanese | 35 Million | 28 Million | 20 % |
| 3 | Minangkabau | 7 Million | 5 Million | 28.6 % |
| 4 | Buginese | 5 Million | 3.5 Million | 30 % |
| 5 | Balinese | 3 Million | 2 Million | 33.3 % |

Source: (UNESCO 2021)

The table above clearly shows that all analysed regional languages have experienced a decline in the number of speakers over the past 20 years. This underscores the need for further intervention to ensure the survival of regional languages in Indonesia. The data from UNESCO (2021) illustrates a significant decline in the number of regional language speakers in Indonesia between 2000 and 2020. This trend indicates a shift in linguistic dynamics, likely influenced by modernization, urbanization, and the increasing dominance of the Indonesian language as the national lingua franca (Diako, 2012). Among the five regional languages listed, all have experienced a decline in the number of speakers, though at varying rates.

Javanese, the most widely spoken regional language, saw a decrease from 85 million speakers in 2000 to 75 million in 2020, marking an 11.8% decline. Despite this drop, Javanese remains the largest regional language in Indonesia, which may be

attributed to its strong cultural presence and widespread use in both rural and urban areas (Yahaya et al., 2010). Sundanese, the second-largest language in the table, experienced a more substantial decline of 20%, with its speakers decreasing from 35 million to 28 million. This suggests a gradual linguistic shift, possibly due to intergenerational language attrition and the influence of Bahasa Indonesia in formal and daily communication (Amaral et al., 2017; Natarova, 2011).

Minangkabau and Buginese have suffered even sharper declines, with reductions of 28.6% and 30%, respectively. This decline may be attributed to migration patterns, as speakers of these languages often move to urban centers where they adopt Indonesian as their primary language. Furthermore, the weakening of traditional language transmission within families and educational institutions may have contributed to this trend (Galdia, 2017; Nihal, 2010).

Balinese experienced the most significant decline, with a 33.3% reduction in speakers over two decades. The drastic decrease suggests that younger generations may be shifting away from the use of Balinese, possibly due to the increasing role of Indonesian in education, media, and economic activities. Additionally, the impact of globalization and tourism in Bali may have further influenced linguistic preferences, leading to a reduced emphasis on maintaining the native language (Galperin & Lituchy, 2014).

Overall, the data highlights the urgent need for preservation efforts to safeguard Indonesia's linguistic diversity (Dewi & Setiadi, 2018; Thomason, 2001). Without intervention, such as the promotion of regional languages in schools, cultural programs, and digital media, these languages may continue to decline. Addressing this issue requires a collaborative approach involving communities, educational institutions, and policymakers to ensure that Indonesia's rich linguistic heritage remains an integral part of its cultural identity.

Local cultural identity has also undergone significant changes due to globalisation. A study by (Kim 2019) found that young generations are more interested in global cultures, such as Korean pop music, Western fashion, and modern lifestyles, rather than their own traditional heritage. This phenomenon is supported by research from (Hylland Eriksen 2020), which states that the dominance of global culture, disseminated through digital media and the entertainment industry, has led to a shift in traditional cultural values.

In the Indonesian context, the analysis shows that several elements of local culture are being replaced by global influences. For instance, traditional attire is being worn less frequently in formal settings, except for ceremonial events such as weddings or traditional rituals. Additionally, traditional music genres such as gamelan and angklung are losing popularity among the younger generation, who increasingly favour foreign pop and hip-hop music.

The following graph illustrates changes in the level of interest among young people in local versus global culture, based on a survey conducted by the Indonesian Cultural Institute in 2020:

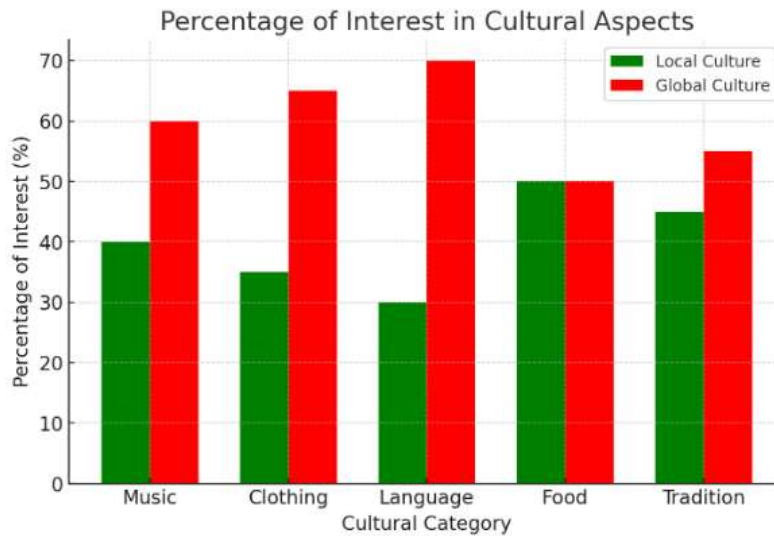


Figure 1. Comparison of Young People's Interest in Local and Global Culture

From the figure above, it is evident that global culture is increasingly dominating the interests of young generations, while interest in local culture has declined significantly. This highlights the need for more innovative strategies to preserve local cultural identity (Amin, 2020; Apriyanto & Nurhayaty, 2019; Van Der Borg et al., 2005). The figure illustrates the percentage of interest in local and global culture across five cultural categories: music, clothing, language, food, and traditions. The two categories are represented by different colors, with local culture in green and global culture in red. The data reveals a noticeable preference for global culture over local culture in most categories, suggesting a shift in cultural interests among individuals.

Music and clothing show a strong inclination toward global culture, with a significantly higher percentage of interest compared to local culture (Maatougui, 2014). The percentage of interest in global music is much higher than local music, indicating the widespread influence of international music trends. A similar pattern is seen in clothing, where global fashion dominates over traditional attire, possibly due to modernization and the influence of global fashion industries through social media and pop culture.

Language presents the most striking difference, with global culture receiving the highest percentage of interest among all categories. This suggests that people are increasingly using and prioritizing global languages over local languages, which may be a reflection of globalization, international communication needs, and the decline in local language use over time. The dominance of global language interest may also align with the decline in regional language speakers in Indonesia, as seen in other studies.

Food is the only category where local and global culture receive almost equal levels of interest (Counihan & Esterik, 2013). This balance suggests that while global cuisine is widely appreciated, local culinary traditions remain a strong part of cultural identity. The continued popularity of local food could be attributed to its deep cultural significance and the fact that food habits are more resistant to change compared to other cultural aspects.

Traditions also show a relatively smaller gap between local and global culture compared to other categories, though global traditions still receive slightly more interest (Gao & Prime, 2010; Lears, 2016). This indicates that while traditional cultural practices are still valued, they may be gradually losing relevance in modern society. Efforts to preserve and promote local traditions may be necessary to maintain cultural heritage and prevent further decline in interest.

Despite the challenges that globalisation poses to the survival of regional languages and cultures, the findings also suggest that social media can be an effective tool for revitalisation efforts. A study by (Tan & Lee 2020) found that platforms such as YouTube, Instagram, and TikTok are being utilised by communities to share content in regional languages and showcase elements of local culture.

In Indonesia, several digital initiatives have successfully raised awareness of the importance of cultural preservation. For example, YouTube channels dedicated to regional language content have attracted thousands, even millions, of viewers. Additionally, digital campaigns such as #BanggaBerbahasaDaerah (Proud to Speak Regional Languages) on Twitter and Instagram have helped rekindle public interest in regional languages. The following table presents examples of successful social media initiatives for local cultural revitalisation in Indonesia:

Table 2. Impact of Digital Initiatives on Social Media

| No | Digital Initiative | Platform | Impact |
|----|---|--------------------|---|
| 1 | #BanggaBerbahasaDaerah Campaign | Twitter, Instagram | Increased awareness among young people about the importance of regional languages |
| 2 | "Belajar Bahasa Jawa" (Learning Javanese) YouTube Channel | YouTube | Taught Javanese vocabulary and grammar to thousands of viewers |
| 3 | "Batik Nusantara" Instagram Account | Instagram | Promoted the uniqueness and history of batik from various regions in Indonesia |
| 4 | "Traditional Dance" TikTok Challenge | TikTok | Encouraged young people to learn and perform traditional dances |

Source: Indonesian Cultural Institute (2020)

The digital initiatives listed above demonstrate how social media and online platforms play a crucial role in promoting and preserving Indonesia's cultural heritage. The #BanggaBerbahasaDaerah campaign on Twitter and Instagram has successfully raised awareness among young people about the importance of regional languages, which is essential in addressing the declining number of native speakers. By leveraging popular social media platforms, this initiative has reached a broad audience and encouraged discussions on the significance of linguistic diversity.

The "Belajar Bahasa Jawa" YouTube channel has contributed to language preservation by offering educational content on Javanese vocabulary and grammar. This platform is particularly effective because YouTube allows for visual and auditory learning, making it easier for viewers to grasp the nuances of the language. The channel's impact highlights the potential of digital platforms in supporting language learning and cultural education.

Similarly, the "Batik Nusantara" Instagram account has played an important role in promoting Indonesia's traditional textile art. By showcasing the uniqueness and historical significance of batik from different regions, this initiative has helped preserve and celebrate an important aspect of Indonesia's cultural identity. Instagram's visual nature makes it an ideal platform for promoting batik designs and their cultural meanings to a global audience.

Lastly, the "Traditional Dance" TikTok Challenge has engaged young people in learning and performing traditional dances. TikTok's short video format and viral nature make it an excellent tool for cultural preservation, as it encourages active participation rather than passive consumption. By turning cultural learning into an interactive and entertaining experience, this initiative has made traditional dances more accessible and appealing to the younger generation.

Based on the research findings, several strategies can be implemented to safeguard the continuity of regional languages and local cultures in the era of globalisation: (1)Integration of Regional Languages in Education: School curricula should place greater emphasis on the use of regional languages as part of daily learning. (2)Utilisation of Digital Technology: Social media and digital applications can be used to engage young generations in learning and using regional languages. (3)Government Support: Policies that support local cultural preservation, such as incentives for content creators producing culturally themed content, need to be strengthened. (4)Cultural Awareness Campaigns: Initiatives such as cultural festivals, art exhibitions, and language-based competitions can enhance appreciation for local culture. (5)Collaboration with the Creative Industry: Films, music, and games that incorporate local cultural elements can be an engaging way to introduce culture to younger generations.

While this study provides an in-depth understanding of the impact of globalisation on language and cultural identity, several limitations should be acknowledged. Firstly, this research relies solely on literature analysis without conducting direct interviews with affected communities. Secondly, although social media has been shown to play a role in cultural revitalisation, this study has not quantitatively measured the long-term impact of digital strategies.

For future research, it is recommended that field studies employing ethnographic approaches be conducted to gain deeper insights into how communities experience cultural changes due to globalisation. Furthermore, a quantitative analysis of the effectiveness of social media in preserving language and local culture is needed to measure its tangible impact. By understanding both the challenges and opportunities, it is hoped that efforts to preserve regional languages and cultures can be more effective in navigating the ever-intensifying currents of globalisation.

CONCLUSION

The findings of this study indicate that globalisation poses significant challenges to the sustainability of regional languages and local cultural identities. Although many regional languages are experiencing a decline in the number of speakers, this research

highlights that local languages and cultures are not merely facing extinction but also possess the potential to adapt to the dynamics of globalisation. From a cultural psychology perspective, these changes reflect a complex process of identity adaptation, in which individuals and communities construct hybrid identities that combine both traditional and modern elements. Therefore, the continuity of local languages and cultures largely depends on how communities, particularly younger generations, perceive and integrate their cultural heritage into their daily lives.

This study also emphasises the crucial role of social media in the revitalisation of regional languages and local cultures. The findings contribute to the field of communication psychology by demonstrating that digital platforms can serve as spaces for more dynamic and inclusive expressions of cultural identity. From a social psychology perspective, interactions within digital communities enable individuals to develop a sense of pride in their language and cultural heritage through active participation in cultural campaigns, the creation of creative content, and engagement in online cultural discussions. Consequently, the use of digital technology can serve as a strategic tool for strengthening social bonds and fostering collective awareness of the importance of cultural preservation.

The social implications of this study suggest that a multidisciplinary approach is necessary to ensure the sustainability of regional languages and cultures amid the forces of globalisation. From an educational psychology standpoint, integrating local languages and cultures into the learning system not only enhances linguistic competence but also shapes a stronger social identity among individuals. Additionally, cultural policies that support digital innovation in heritage preservation can further strengthen the competitiveness of creative industries based on local culture. Therefore, collaboration between governments, academics, cultural communities, and the digital industry is essential in ensuring that regional languages and cultures not only survive but also thrive in an increasingly complex era of globalisation.

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