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The Influence Of General Values On The Behavior Of Modern Society

Khairunnisa harahap¹, Reny Madhani², Rizky delhiana br bukit³, putri AnisaZulfitri⁴, Zulfitri⁴

¹ Universitas Muslim Nusantara Al Washliyah. e-mail: khairunnisaharahap@umnaw.ac.id

² Universitas Muslim Nusantara Al Washliyah. e-mail: renymadhani@gmail.com

³ Universitas Muslim Nusantara Al Washliyah. e-mail: delhianarizky@gmail.com

⁴ Universitas Muslim Nusantara Al Washliyah. e-mail: putrianisa182002@gmail.com

⁵ Universitas Muslim Nusantara Al Washliyah. e-mail: zulfitri@umnaw.ac.id

ABSTRACT

As formed by God, humans are born as individuals, but as their nature changes and evolves, they become social beings. Why? Because humans require the support and aid of others from the moment of their birth till their death. Humans are unique in their nature, character, interests, and desires in daily life. There are differences between these human interests and aspirations. The relationship between two people will be disrupted if their interests and desires are not the same or even conflicting. This will disrupt the community's peace and security if it is allowed to continue for an extended period of time. Community behavior that conforms to the rules, regulations, and cultural standards is therefore necessary in the community.

Keywords: Customary norms, customary values of daily life, culture, Indonesia, modernization, cultural preservation

1. Introduction

A ritual is an action performed by a group of people with a specific purpose and connected to spiritual beliefs (Situmorang, 2004: 175) (Bramantyo & Setiono, 2022). However, maintaining traditional norms and values in the face of industrialization and globalization presents a number of difficulties. The sustainability of these traditions may be threatened by the significant influence that social, economic, and technical advancements have brought about. Communities must decide whether to keep their traditions or modify them to stay relevant in the face of changing circumstances. With an emphasis on how these customs are incorporated into everyday activities and how people try to preserve them in the face of modernization, this article seeks to analyze the role and function of customary norms and values in people's daily lives.

2. Methods

This study made use of a review of the literature. A review of the literature is a study technique that entails gathering, assessing, and interpreting scholarly or non-scholarly sources that are pertinent to a given subject. Using this approach, one may comprehend current trends, spot knowledge gaps, and learn from earlier research. Following preset procedures or protocols, Systematic Literature Review (SLR) method can be used to identify journals and conduct a systematic review in each process (Triandini et al., 2019).

3. Discussion

3.1 The Concept of Customs in Indonesian Culture

Within a community, customs are systems of beliefs, rules, and behaviors that are transmitted from one generation to the next. In-depth knowledge of customary law is crucial for creating equitable and sustainable legal frameworks as well as for comprehending the dynamics of local communities. (Nafisa et al., 2024). The richness of culture and regionally specific local knowledge are reflected in the wide variety of customs found throughout Indonesia. Norms derived from the life of the excluded people and aspects of their high cultural values make up local knowledge. (Meilana & Aslam, 2022). In Indonesian culture, customs are primarily defined as follows:

1) Values and Norms' Origin: Ancestral Heritage: Family teachings that have been transmitted orally through myths, legends, and traditions are frequently the source of customs. These include laws that regulate marriage, death, birth, and religious ceremonies, among other facets of social life. Local Beliefs: Animism, dynamism, and local religions are strongly associated with many practices. Many indigenous groups in Indonesia, for instance, observe specific rituals to pay respect to the spirits of local deities or ancestors.

2) Social Structure and Law: Customary Law: Unwritten customs often regulate people's lives. These traditional rules are quite effective at settling disputes and upholding social order. Social Roles and Hierarchy: Depending on an individual's age, gender, and social standing, customs frequently specify their roles and obligations. Chiefs, elders, and shamans, for instance, have distinct roles in the community.

3) Ceremonies and Rituals: Religious Ceremonies Examples of how customs are practiced in a religious setting include religious rites like Yogyakarta's Sekaten or Bali's Ngaben ceremony. Life Cycle Rituals: Traditional life cycle rites, such the seven-month pregnant ceremonial (Mitoni) in Java or the death ceremony (Rambu Solo) in Toraja, have a big influence on people's lives..

4) Meaning and Symbolism: Adat Symbolism: Symbolism is abundant in many rituals. Traditional attire, traditional homes, and ceremonial tools, for instance, frequently represent cultural values and have profound symbolic connotations. Philosophical Meanings: In addition to governing behavior, customs have profound philosophical implications on life, human interactions with the natural world, and human relationships in general.

5) Adaptation and Change: Social Dynamics: Traditions are dynamic and ever-changing. Customs are implemented and interpreted differently as a result of industrialization, education, and cross-cultural interactions. Preservation and Revitalization: By recording oral traditions, hosting cultural festivals, and incorporating practices into formal education, many communities aim to maintain their traditions. In Indonesia, customs are the cornerstone that keeps society cohesive and harmonious. Despite the difficulties posed by globalization and technology, customs continue to be a vital component of Indonesian society's cultural identity.

3.2 The Role of Customary Norms in Daily Life

Based on customs that have been passed down from one generation to the next, customary norms are unwritten standards that regulate how members of a society behave. A law known as "adat" is applicable to local communities. (Yuliyani, 2023).

Conventional norms serve a variety of important purposes in daily life, including:

1) guiding social behavior: Regulating Social Engagement: Conventional norms dictate how members of the community should behave, dress, and communicate to one another. For example, in many places, respect for elders is a highly valued rule. Morality and Etiquette:

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Customary rules govern manners and etiquette at social gatherings, celebrations, and ceremonies. Being courteous, respecting other people's lives, and following the rules that are appropriate for the situation we are in are the main components of etiquette. (Ferdinand et al., 2017).

2) *Preserving Peace and Order: Resolving Conflicts:* Conventional standards are frequently employed to settle disputes amicably and equitably, without requiring the involvement of outside parties like law enforcement. For instance, communal conflicts are frequently settled through customary discussions. *Prevention of Negative Behavior:* Unsuitable behaviors can be avoided or curbed when there are established norms. Social punishments, such as reprimands or temporary exclusion, are typically imposed for breaking customary rules.

3) *Solidarity and Community Identity: Strengthening Cultural Identity:* Local customs and cultural identity are preserved through customary standards. It gives people in the community a sense of pride and unity. Communities can deepen their connections to their varied cultural heritage and promote understanding by preserving local values and customs. (Febrianty et al., 2023).

Social Solidarity: Members of a community show their support and bond with one another by abiding by customs. This builds a solid network of social support.

4) *Value Teaching and Education: Knowledge Transfer:* Customary norms are frequently passed down to the next generation through stories, rituals, and everyday activities. This helps to preserve customary values and knowledge. *Character Development:* At a young age, customs help people develop their character by instilling virtues like integrity, diligence, and respect. Many traditions and conventions promote the idea of gotong royong, or group cooperation, which enhances people's quality of life. This can be evident in a variety of activities, like working together to build homes, farm, or plan parties. *Communal Welfare:* Adat standards frequently govern how resources and duties are shared, guaranteeing that everyone in the community receives the assistance and attention they require. The Subak system in Bali serves as an illustration of Adat rules in daily life: Bali's traditional subak irrigation system governs farmers' equitable and sustainable water distribution. In the Balinese subak tradition, which has long been a part of the Balinese people's culture, several offerings serve as significant representations of how people should interact with God. (Handayani et al., 2023). Subak customs place a strong emphasis on collaboration, group accountability, and environmental harmony. Customs act as guidelines in many facets of daily life, promoting social cohesiveness, imparting valuable values, and ensuring the welfare of the community.

3.3 Customary Values in Daily Life

Culture and society are closely intertwined. (Panuntun, 2020). A community's respected and upheld ideals and beliefs are known as customary values. These principles provide a moral and ethical basis for day-to-day living and are a reflection of local wisdom. Adat values are important in determining societal cohesiveness and individual behavior in Indonesia, a country with a diverse population. The following are some significant facets of adat values in day-to-day living:

1) *Gotong Royong's Worth: Collaboration and Unity:* One value that highlights the significance of communal solidarity and collaboration is gotong royong. This is demonstrated in day-to-day actions like building homes, maintaining a clean environment, and lending a hand to neighbors in need. *Community Involvement:* The importance of gotong royong promotes everyone in the

community to actively participate in a range of events, strengthening the sense of belonging and group ownership.

2) *Values of the family: Observance of Parents:* Respect for elder family members and parents is emphasized in many Indonesian cultures. Speech, attitude, and behavior in daily life all reflect this ideal. *Family responsibilities:* Family members are supposed to assist and encourage one another, particularly during trying times. This approach strengthens family relationships and ensures social assistance for all family members.

3) *Religious Values: Spiritual Life:* Regularly observed spiritual and religious activities, such as prayers, fasting, and traditional rites, are examples of religious values. Everyday life has significance and purpose because of this value. *Morals and Ethics:* Religious principles also dictate moral and ethical norms, assisting people in differentiating between right and wrong behavior.

4) *The values of balance and justice: Social Justice:* Fairness and balance in interpersonal relationships are valued in many indigenous tribes. This is evident in the way that justice is given first priority while making judgments and resolving disputes. *Balance with Nature:* This value emphasizes the significance of preserving harmony with the natural world. To celebrate nature and invoke the well-being of the ecosystem, for instance, ceremonies are done in many indigenous traditions.

5) *The virtues of bravery and independence: Self-reliance:* Self-reliance is valued in many indigenous cultures, where people are trained to support themselves and their families on their own. *Courage and Resilience:* This characteristic encourages people to be brave when confronted with obstacles in life and to be steadfast while standing up for their beliefs.

6) *The Importance of Honor and Decency: Civility in Conduct:* Being polite is a highly valued quality, particularly in social situations. This covers appropriate speech, attire, and public behavior. *Preserving Honor:* This value highlights how crucial it is to uphold one's own and one's family's honor by acting in conformity with accepted customs and standards. Traditional values in everyday life include: *Javanese tradition:* In the Javanese language, the phrase "Tepo Seliro" refers to tolerance, respect for one another, and regard for all social differences. (Sadewa, 2018). Tepo seliro's value in social interactions teaches empathy and self-awareness. People are supposed to always keep other people's feelings and situations in mind when they take any action. Traditional beliefs have a big impact on people's daily lives in Indonesia. They preserve the sustainability of local culture and foster social ties in addition to influencing individual behavior. These principles continue to be important and respected in many communities even in the face of social change and modernization.

4.4 Modernization Challenges to Customs

Modernization has a profound impact on many aspects of people's life. Although technology, the economy, and society have advanced, there are significant obstacles to the preservation of traditions. Here are a few of the primary difficulties:

1) *Shifts in Lifestyle and Values: Individualism vs. Community:* Modernization frequently promotes individualistic values that run counter to the gotong royong and communal values that form the foundation of many habits. Communities' unity and social bonds may deteriorate as a result. Modern materialistic and consumptive lifestyles have the potential to supplant more straightforward, community-focused traditional ideals.

2) *Village to City: Urbanization and Migration :* Many people relocate from rural areas to urban areas in pursuit of improved economic prospects as a result of urbanization. A dissociation from

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local customs and traditions is often the outcome of this migration, as modern culture increasingly dominates city living. *Diaspora of Indigenous Communities: Migration* also leads to the disintegration of indigenous communities, which makes it more challenging to preserve traditions because there is no supportive communal environment.

3) *Cultural Globalization: Impact of Foreign Cultures*: As a result of globalization, local values may be influenced and altered by foreign cultures. Global culture, which is frequently more appealing to the younger generation, spreads more quickly thanks to mass media and the internet. *Cultural Homogenization*: As a result of globalization, local customs may become less distinctive as the more prevalent global culture takes their place.

4) *Market Economy*: The transition to a free market economy alters the structure of traditional economies, which are typically predicated on subsistence or barter systems. This has the potential to upset long-standing customs related to conventional economic endeavors. *Modern Technology*: As technology advances, it alters how people live and interact, frequently replacing customs.

For example, face-to-face interactions, which are frequently governed by traditional norms, may decline as a result of modern communication tools. The absence of indigenous education is a consequence of formal education institutions' frequent disregard for indigenous knowledge and values. A curriculum that emphasizes contemporary knowledge and abilities may cause the younger generation to become less aware of and respectful of their traditions. *Social Mobility*: People who receive more education frequently move up the social mobility ladder, leaving their native towns to pursue possibilities elsewhere.

5) *Governance and Regulations: Policies for Development*: The sustainability of indigenous cultures may be threatened by government development initiatives that are inconsiderate of regional traditions. For instance, historical landmarks or sacred locations may be harmed by infrastructure development that is carried out without consulting indigenous populations. *Absence of Legal Support*: Indigenous populations may be marginalized as a result of many contemporary laws and regulations that neither acknowledge nor uphold the existence of customary rules. *Actual Instances of Modernization Challenges: Influence of Social Media* : Digital platforms and social media encourage global ideas and lifestyles that frequently diverge from local standards. Digital information that promotes other cultures has a greater influence on the younger generation, which makes them less interested in local customs. Many indigenous tribes are working to adapt and preserve their traditions despite these considerable and genuine hurdles. Customs remain relevant in this day and age thanks to local activities including cultural festivals, indigenous education, and digital media preservation.

5.5 Community Efforts to Adjust and Maintain Customs

In spite of the numerous obstacles posed by industrialization, numerous communities in Indonesia are making an effort to adjust and preserve their traditions. These are a few of the initiatives the communities have taken:

1) *Enhancing Native American Education: Indigenous Schools*: In certain areas, students are taught traditional languages, traditions, and values through indigenous schools. In addition to ensuring that the next generation recognizes and values their cultural legacy, these schools act as hubs for local culture education. In order to impart understanding of regional customs and values, indigenous materials are incorporated into the formal school curriculum at both the primary and secondary levels. Efforts to cultivate moral character in citizens are carried out

successfully and efficiently in educational settings. (Saputro, & Murdiono, 2020; Chawla, & Cushing, 2007) (Fahmi et al., 2022).

2) *Preservation through Documentation: Recording Oral Traditions: Attempts to record oral traditions, myths, and stories using audio, film, and writing. In addition to preserving the knowledge, this documentation makes it easier for future generations to access it. Cultural Archives: The establishment of physical or digital archives for study and instructional purposes that include a variety of cultural topics, including dance, music, rituals, and artifacts.*

3) *Development of Cultural Tourism: Cultural Festival: The planning of cultural events that include dance, music, art, and customary rituals; these events not only enhance cultural identity but also draw tourists and boost local economies. Village tourism is the growth of tourist villages that provide tourists with cultural experiences, enabling them to learn about and take part in everyday customs.*

4) *Technology and Social Media Use: Social media: Using social media sites to spread and advertise information about traditions, cultural events, and rituals. The younger generation becomes more conscious of and appreciative of local culture as a result. Apps and Websites: Creation of applications and websites that offer thorough details on traditions, such as manuals, calendars for ceremonies, and folktales.*

5) *Cooperation with NGOs and the Government: Legal Assistance: collaboration with the government to pass laws that would provide adat legal protection and recognition. Attempts to incorporate customary law into the national legal system are part of this. Preservation Initiatives: Collaborate with non-governmental groups and global organizations to implement cultural preservation initiatives, including community development initiatives, traditional craft instruction, and historical site restoration.*

6) *Innovation and Adaptation in Customary Practices: Ritual Modernization: The process of updating traditional rites to make them more applicable and useful in a contemporary setting without sacrificing their core principles. For instance, performing rituals with contemporary technology or adding fresh components while maintaining tradition. Cultural Product Innovation: The production of cultural goods that blend traditional components with contemporary style and technology, such as handicrafts tailored to consumer preferences or traditional apparel altered for daily use.*

7) *Home Learning: Family Education Through storytelling, family rituals, and participation in customary events, parents and elder family members teach children cultural values and customs. Community and Environment: Making use of neighborhoods and communities as educational settings where kids can participate firsthand in traditional activities and observe how values are used in day-to-day living. Instances of tangible initiatives: West Java's Kasepuhan Ciptagelar Indigenous School: Cultural Education:*

To help youngsters comprehend and value their cultural heritage, this traditional school teaches them the Sundanese language, traditional farming methods, and local knowledge. Through these initiatives, communities are attempting to preserve their cultural identity in the face of change by making sure that their traditions are alive and app.

4. Conclusion

The shared ideals of a society serve as a guidance for individual behavior. Negative perceptions about particular groups can be reinforced by these principles, though, if they are discriminatory or exclusive, leading to damaging societal prejudices. Stereotypes impact social dynamics and individual behavior, and they are linked to common ideals. It takes a

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thorough comprehension of common values and a dedication to dispelling prejudices to create a more inclusive society. All people can live in a more equitable and peaceful environment if we put in the necessary work.

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