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Challenges And Prospects Of Social And Cultural Strengthening In Sustainable Inclusive Development

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Abstract

This study examines the challenges and prospects of strengthening socio-culture in sustainable, inclusive development in Lekor Village, Central Lombok. Using a qualitative approach, this study identifies factors that influence the preservation of local culture amidst the flow of modernisation and economic pressures. The study results indicate that the younger generation is less involved in preserving culture, while the community faces the challenge of changing values due to modernisation. However, there is great potential in developing culture-based tourism and the creative economy. Inclusive development involving the community, government, and the private sector is considered a solution to promote economic welfare without sacrificing cultural values. This study recommends improving culture-based education, tourism management skills training, and government policies that support the preservation of culture and community-based economy. Active participation of the community, especially the younger generation, is essential to maintain the sustainability of traditions while encouraging inclusive and sustainable economic development. In conclusion, despite many challenges, the existing opportunities can be optimally utilised through cross-sector collaboration and policies that support local culture.

Keyword : *Cultural Preservation, Economy, inclusive development, Local Culture, Lekor Village*

INTRODUCTION

Sustainable, inclusive development has become a global agenda that has received widespread attention from various groups, including governments, non-governmental organisations, and the international community. This agenda is reflected in the Sustainable Development Goals (SDGs) adopted by the UN, especially Goal 10, which emphasises reducing inequality and Goal 11, which focuses on sustainable urban and community development (United Nations, 2015). This approach emphasises the importance of ensuring that all levels of society feel the benefits of development, regardless of social, economic, or cultural background.

A critical dimension in realising sustainable, inclusive development is strengthening social and cultural aspects at the local level. A study by (UNDP 2021) shows that strengthening local communities through cultural preservation and community empowerment contributes significantly to social resilience and sustainable economic development. Furthermore, this perspective is reinforced by research (Sachs 2015), which emphasises that sustainable development must respect cultural diversity and involve local communities as the main actors in the planning and implementation process. Socio-culture is a community's identity and a foundation for creating a harmonious, just, and competitive society. (Melati and Hamdanah 2024)

In Indonesia, with its extraordinary cultural and ethnic diversity, strengthening social and cultural aspects is very important in supporting development efforts. This country has more than 1,300 ethnic groups, with various local languages and traditions that shape the community's social identity (Zuriatina 2020). In sustainable, inclusive development, socio-cultural diversity must be integrated into the development strategy to respond to each community's needs and challenges. (Nasution 2022)

However, strengthening socio-cultural values within the development framework often faces various challenges. Globalisation, urbanisation, and modernisation have resulted in rapid social change that usually conflicts with local traditions. Local wisdom, a source of social and economic strength for centuries, is often marginalised by modern economic pressures and lifestyle changes (Sabrina, 2022). Research by Mignolo and Walsh (2018) shows that the dynamics of globalisation

usually prioritise a homogeneous development narrative, which is not in line with local needs and characteristics.

Meanwhile, (Gautama and Widiyahseno, 2020) highlight that poverty, unequal access to education and public services, and social conflict are fundamental issues that hinder sustainable, inclusive development achievement. This is in line with the findings of (Patel et al. 2020), who observed that in the context of developing countries, accessibility of social services is still limited, so strengthening socio-cultural capacity is often hampered by the uneven distribution of resources and less responsive policies.

According to (Yuda Pratama, 2023), the role of socio-culture in development is often ignored in national and regional development planning. The focus of development tends to be more on economic and infrastructure aspects, without considering that sustainable development must involve and strengthen the socio-cultural foundations of the community. This was also stated by (Roser et al. 2021), who emphasised that strengthening social institutions and preserving local culture can be important mechanisms to reduce social vulnerability to the impacts of climate change and global inequality.

In the context of Central Lombok, socio-cultural strengthening is highly relevant, considering that this area is rich in local wisdom. The community in Central Lombok faces challenges similar to those in other regions of Indonesia, such as the pressures of globalisation and rapid social change. On the other hand, local potentials, such as traditional traditions and cultural values, can be essential resources for creating sustainable and inclusive development. Therefore, it is crucial to identify the challenges and prospects of socio-cultural strengthening in Central Lombok as part of sustainable, inclusive development efforts.

This study aims to provide a deeper understanding of the main challenges faced in socio-cultural strengthening and explore opportunities that can be optimised to support inclusive and sustainable development. By integrating theories of sustainable development, modernisation, and local wisdom, this study is expected to significantly contribute to developing development strategies based on the socio-cultural strengths of the local community.

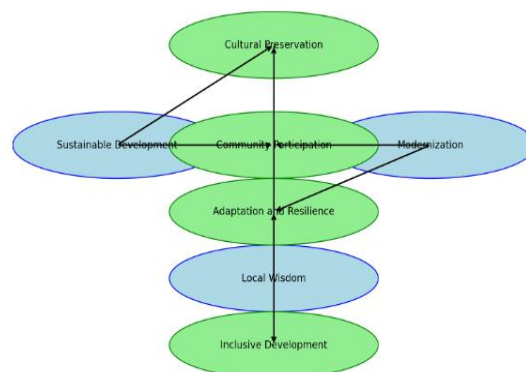
Given the importance of socio-cultural strengthening in sustainable, inclusive development, this study will focus on two main dimensions: the challenges and

prospects of socio-cultural strengthening in Central Lombok. It will explore strategies for strengthening socio-cultural aspects in the context of development. These strategies include active participation of local communities, cross-sectoral collaboration, and government policies that support socio-cultural development. This approach is expected to significantly contribute to development that is not only inclusive but also based on the socio-cultural strengths of local communities.

This study uses the theory of sustainable development, modernisation, and local wisdom as a conceptual basis to analyse the challenges and prospects of sociocultural strengthening in sustainable, inclusive development (Junaid et al., 2022). The sustainable development theory emphasises that development must include economic, social, environmental, and cultural dimensions in a balanced manner. In this context, the involvement of local communities and the preservation of cultural values are considered fundamental elements to achieve inclusive development. This aspect is relevant in reducing social inequality, increasing a sense of belonging among communities and strengthening social cohesion as the central pillar of sustainability.

Meanwhile, the theory of local wisdom complements this approach by highlighting the importance of traditional knowledge, values, and practices as the primary resources for overcoming development challenges. Local wisdom is an instrument for maintaining social and environmental sustainability and strengthening cultural resilience in the face of globalisation. By utilising local wisdom, local communities have the opportunity to become active actors in the process of sustainable and inclusive development while maintaining their cultural heritage.

Conceptual Framework: Strengthening Socio-Cultural Aspects in Inclusive Development



Combining these three approaches will comprehensively analyse how socio-cultural strengthening can address global and local challenges and how new opportunities can be optimised to achieve more equitable and sustainable development.

The figure above shows a conceptual framework for the theory. It shows the relationship between the main theories (sustainable development, modernisation, and local wisdom) and their key roles in this study. The framework also illustrates how these concepts support strengthening culture and community participation to achieve inclusive development. This study will examine how local wisdom can strengthen cultural identity, build social resilience, and create more sustainable solutions in the context of development. It will also analyse local wisdom as part of a strategy that local communities can implement to balance growth and cultural preservation.

METHODS

This study uses a qualitative approach with a case study design to understand the challenges and prospects for strengthening socio-cultural inclusive, sustainable development. Qualitative methods allow in-depth exploration of complex socio-cultural experiences, perspectives, and interactions in Lekor Village, Central Lombok, chosen because of its socio-cultural diversity and significant challenges in culture-based development.

This study uses primary and secondary data. Primary data were obtained through in-depth interviews with three informants of the local community, namely traditional leaders active in cultural activities, village governments related to socio-cultural development, and individuals engaged in the creative economy sector. Meanwhile, the FGDs that were conducted lasted for 2 to 3 hours. FGDs were conducted to record social and cultural dynamics in the field, including customary activities, interaction patterns, and social-environmental conditions. FGDs were also conducted to collect secondary data such as development planning documents, village reports, and supporting literature.

The study's population included all parties who contributed to strengthening socio-cultural conditions in Lekor Village, including local communities, village governments, and creative economy actors. The technique used was purposive sampling to select three key informants: traditional figures who understand local traditions,

village governments with responsibility in the socio-cultural field, and creative economy actors who utilise local culture.

The FGD data were analysed using a thematic analysis approach. The process involved filtering information relevant to the research focus, organising data based on central themes such as socio-cultural challenges, local potential, and cultural strengthening strategies, and compiling the analysis results in a descriptive narrative with direct participant quotes to enhance the findings.

This research was conducted in Lektor Village, Central Lombok because this village has great potential to strengthen local culture as a basis for creative economic development. However, challenges such as the pressures of globalisation and modernisation are relevant to analysis in the context of sustainable, inclusive growth. This approach and method are designed to explore an in-depth understanding of sociocultural strengthening, identify challenges, and formulate strategies to overcome existing obstacles.

RESULT AND DISCUSSION

Socio-Cultural Strengthening in Theoretical Perspective

This study is based on the theory of sustainable, inclusive development and the concept of socio-cultural strengthening, which emphasises the importance of preserving local values amid the development process. The inclusive development perspective that emphasises community involvement in development planning and implementation finds high relevance in the context of Lektor Village. According to Chambers (1983), effective development depends not only on economic growth but also on the active participation of the community in determining the direction and priorities of their development. This study's results align with this view, where active community participation in strengthening local traditions is the key to success.

In the context of Lektor Village, modernisation theory provides additional insight into the dynamics of social change. Modernisation, often associated with globalisation, has triggered a transformation of local values that has caused the younger generation to adopt a more individualistic mindset. This supports the findings of Sandewa (2023),

who noted that modernisation contributes to changes in the perception of traditional culture, especially among the younger generation.

Dialogue of Empirical Findings and Previous Research

1. Social Fragmentation

The findings on social fragmentation between the older and younger generations in Lekor Village strengthen the research of Hidayat et al. (2023), which states that intergenerational conflict often arises due to differences in perceptions of the relevance of local culture in the modern era. The younger generation, exposed to formal education and digital media, tends to view tradition as old-fashioned. However, this study expands the dialogue by adding that youth initiatives such as local arts communities show efforts to bridge intergenerational differences.

2. Structural Transformation of the Economy

The finding that the conversion of agricultural land triggers structural transformation of the economy is also in line with the research of Rahman et al. (2023), which highlights the impact of changes in the structure of the village economy on the sustainability of agrarian values. However, this study adds that this transformation can be utilised by developing a culture-based creative economy.

3. Culture-Based Tourism

This study supports Warsilah's (2015) view on the importance of community-based tourism in preserving local traditions. By actively involving local communities, tourism can be a tool to protect and strengthen cultural identity while increasing economic welfare. In this case, the research findings show the great potential of Lekor Village in integrating traditional elements such as dance, music, and handicrafts into tourist attractions.

4. Creative Economy and Local Wisdom

The findings on the creative economy based on local traditions, such as woven crafts, are relevant to Najma Ajmala et al. (2024) research, which shows that revitalising local culture through the creative economy can improve social and economic sustainability. However, this study expands the discussion by highlighting the role of the digital market as a bridge to expand the reach of local products to the international market.

Expansion of Theoretical Perspective

In addition, the theory of community participation in development needs to be expanded to include a more holistic cross-sector collaboration model. The findings of this study emphasise the importance of proactive government policy support, involvement of the younger generation, and collaboration between the community, government, and the private sector to achieve sustainable, inclusive development based on culture.

Socio-Cultural Conditions of Lekor Village

Lekor Village is known for its rich culture and local traditions, which are still very strong in its community. With several traditional activities, such as "nyongkolan," the community still maintain important cultural identities. However, in the development process, various dynamics influence the existence and role of this culture in the daily lives of the community.

The Role of Tradition in Community Life

Traditions and customs still play an essential role in the community's social life. Routine traditional activities preserve cultural heritage and strengthen social relations and solidarity among community members. However, several challenges have emerged related to efforts to maintain this tradition, especially given the flow of modernisation that has begun to penetrate the village through various development programs. (Djibran et al. 2023)

Modernisation and Changes in Cultural Values

Lekor Village has experienced changes in socio-cultural values as a result of modernisation. The younger generation, in particular, has begun to be exposed to external influences through digital media, formal education, and migration to the city. This has led to a change in views on local traditions, where some young people have begun to regard traditions and customs as old-fashioned or no longer relevant. This change has decreased participation in cultural activities such as traditional ceremonies and religious rituals. This decline in involvement is also influenced by a more individualistic modern lifestyle, which differs from the communal values that

characterise traditional societies. The flow of modernisation has influenced people's perspectives on their cultural identity, which is a major challenge in maintaining local traditions. (Sandewa 2023)

Cultural Tourism Potential

Despite facing various challenges, Lekor Village has great potential in developing cultural tourism based on local wisdom. One of the main strengths that can be utilised is the diversity of traditions and arts still alive in the community, such as traditional dances, gamelan music, and handicrafts. This potential is an excellent opportunity to develop culture-based tourism that attracts tourists and can be a new source of income for village communities.



Figure 1: Cultural Tourism Potential

Culture-based tourism can be essential for preserving local traditions, provided local communities are actively involved in managing and developing tourist destinations. This can strengthen the community's cultural identity and provide significant economic benefits through increased income from the tourism sector (Najma Ajmala Nisya Yurico et al. 2024).



Figure 2: Revitalization of Local Wisdom Through Creative Economy

The digital market also provides opportunities for products based on local wisdom to penetrate a broader market. Combining local traditions with modern innovations allows creative economic products from Lekor Village to compete in regional and international markets.

Participation of the Young Generation in Cultural Preservation

One of the positive findings of this study is the increasing awareness among the younger generation about the importance of preserving local culture. Although most of the younger generation tends to adopt a modern lifestyle, there are also initiatives from youth groups that are starting to play an active role in preserving culture, such as by forming local arts and culture communities (Suriadi et al., 2024). These groups strive to combine modern elements with local traditions so that local culture can remain relevant among young people. The participation of the younger generation in cultural activities, such as cultural festivals and traditional arts competitions, is a positive indicator that there is hope for preserving traditions and culture in Lekor Village. This initiative needs to be supported by government policies and related parties to develop further (Marbun, 2023).

Strategy for Strengthening Socio-Cultural Development in Sustainable Inclusive Development

Community-Based Tourism Development

Community-based tourism can be the primary strategy for strengthening the socio-cultural fabric of Lekor Village. This approach requires the full involvement of local communities in planning, managing, and developing tourist destinations. Sustainable tourism development must also consider cultural and environmental preservation to provide short-term economic benefits and ensure long-term sustainability. (Ni Ketut Ratih Larasati and Dian Rahmawati 2017)



Figure 3: Community-based cultural approach (1)



Figure 4: Community-based cultural approach (2)

Community-based tourism approaches can help preserve local traditions by making them part of tourist attractions. Thus, local traditions are seen as cultural heritage and economic assets that can be developed sustainably. (Warsilah 2015)

Education and Cultural Awareness

One key strategy for strengthening socio-cultural values is education and increasing cultural awareness among the community, especially the younger generation. Educational programs that integrate local cultural values into the school curriculum can

help strengthen cultural identity among children and adolescents. In addition, the community needs to be trained and socialised to realise that local culture has high economic and social value. (Putra and Safitri 2024)

Government Policy Support

Local governments are essential in supporting socio-cultural strengthening through inclusive policies (Marbun, 2023). The government must ensure that every development program in Lekor Village considers cultural aspects and local community participation. One example of a policy that can be implemented is incentivising tourism and creative economy business actors who prioritise local cultural values.



Figure 4: Government policy support

In addition, according to (Putri and Putri (2022), reasonable regulations protect indigenous peoples' rights, and customary land also needs to be strengthened to maintain cultural identities closely related to land and natural resources.

Collaboration between Community, Government, and Private Sector

Socio-cultural strengthening cannot be done by one party alone; it requires collaboration between the community, government, and private sector (Kusumawiranti 2021). This collaboration can be realised through partnerships between local communities and tourism and creative economy industry players, where the community is involved in every stage of the development process. Collaboration can also increase community capacity through training and mentoring from the government

and private sector in managing culture-based businesses. (Masruchiyah and Laratmase 2023)



Figure 5: Collaborative support in FGD (Focus Discussion Group) activities

Although in the implementation of this research, various challenges faced by the community in maintaining socio-culture emerged, there are also great opportunities that can be utilised to strengthen local cultural identity in the context of sustainable, inclusive development (Genik Puji Yuhanda and Muhibudin Wijaya Laksana 2024). The challenges mainly relate to modernisation, social fragmentation, and economic pressure. Still, through the development of community-based tourism, creative economy, and participation of the younger generation, Lektor Village has good prospects for maintaining cultural sustainability while improving the community's economic welfare. Strengthening socio-culture in Lektor Village requires inclusive policy support from the government and collaboration between local communities, the government, and the private sector. With a holistic and participatory approach, sustainable, inclusive development in Lektor Village can go hand in hand with preserving local culture.

CONCLUSION

Research conducted in Lektor Village, Central Lombok, shows that although strengthening socio-cultural structures can be challenging, many opportunities can be used to encourage sustainable, inclusive development that

maintains local wisdom. The community's main challenges are changes in cultural values due to modernisation, economic pressures that shift socio-cultural structures, and social fragmentation between the older and younger generations.

On the other hand, Lekor Village has enormous potential to develop cultural tourism and a creative economy based on local traditions. Traditions such as Bau Nyale, Peresean, and handicrafts are valuable assets for this village. Opportunities to develop a community-based tourism sector can be the main driving force in maintaining culture and improving the community's economic welfare. However, the success of this development requires support from various parties, including local governments, the private sector, and educational institutions.

The participation of the younger generation is also key to maintaining the sustainability of local cultural traditions. Relevant education and training programs, both in schools and in the community context, can strengthen their awareness and involvement in preserving culture. By utilising digital technology, local traditions and cultures can be maintained and promoted to a broader audience so that they survive and thrive in a modern context.

In terms of policy, local governments must play an active role in creating inclusive policies that involve local communities in every stage of development. Policies that simultaneously consider cultural, economic, and social aspects are essential to achieving sustainable, inclusive growth. In addition, collaboration between the community, government, and private sector is needed to create synergy in developing cultural-based economic potential. With the right strategy, strong community participation, and inclusive policy support, Lekor Village can maintain its cultural identity while achieving sustainable financial progress. Strengthening socio-culture in Lekor Village is about preserving the past and building a more inclusive, sustainable, and local wisdom-based future.

The flow of modernisation changes people's mindsets and causes a shift in socio-cultural roles in everyday life, especially among the younger generation. However, modernisation also allows people to adapt to the times while maintaining their cultural identity. Local cultural and artistic traditions such as Bau Nyale, Peresean, and traditional crafts can be the main pillars in developing creative economy

and community-based tourism. Therefore, preserving these traditions must be a priority in village development strategies.

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