The Impact of Globalisation on Local Music Traditions

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ARTICLE DETAILS	ABSTRACT
	This study explores the complicated implications of globalization for local music traditions - and looks at how global cultural flows, combined with digital technology, influence our perceptions of music consumption, cultural identity and the preservation of cultures. The findings point to a clear preference (83.11%) for global music genres in our respondents, driven by digital access and changes to our cultural consumption (which raises concern for the possible marginalization of indigenous music). While local music traditions are responsive, they also prove resilient: music traditions survive through the processes of cultural hybridity and cultural adaptation. Notably, respondents expressed overwhelming support for local music preservation and the local music curriculum. The study highlights the opposing roles played by digital platforms and traditional radio. While streaming services and social media sites were used on a frequent basis, access to local music through these channels was minimal. Whereas traditional radio, and its declining listeners, provided the most amount of local music exposure. This paradox reinforces the necessity of virtual strategies to improve the visibility of local music on a global digital scale when preserving and promoting cultural sustainability at home. The study suggests protecting and promoting local musical heritage in global world requires a willingness to innovate and hybridize (to make it relevant) while maintaining a serious commitment to cultural diversity to keep

local music alive in an expanding viewer landscape.

1. INTRODUCTION

Globalization, defined as the growing interconnectedness and interdependence in the world's economies, societies, and cultures, has had a profound effect on cultural landscapes around the world. While certainly many dimensions of culture are impacted, music as a vibrant and dynamic cultural form is a rich site of globalization. Local music traditions have historically reflected the distinct cultural identity, history, and social values of communities and have been confronted with global musical styles, technologies, and consumption. The resultant relationship is complex and empowers distinct processes of cultural exchange, cultural adaptation, and, on occasion, cultural displacement. Therefore, the globalization of local music is now a relevant and pressing topic in global studies at the onset of the rapidly changing twenty-first century.

The rise of global music through digital platforms, international media, and trans-national cultural flows has created audience opportunities and access to musical genres and ultimately changed audiences' tastes and producers' styles. In one respect, globalization has been helpful by allowing the global music genres (such as pop, rap, and electronic) to proliferate around the world and thereby contribute to a homogenization of popular taste. This is true for a generation of 'young' audience who may feel pressured to abandon traditional music, because they embrace, on principle, the global music sounds symbolized by the International Style of modernity and the global identity of today. But globalization can also create space for local music to be reimagined, blended with global influences, and heard by new audiences no longer constrained by geographical markers. Hybridity creates ways for traditional genres to be invigorated while still expressing the realities of the present day.

Furthermore, the influence of globalization on local music traditions is enmeshed with broader socio-cultural and economic processes. Global digital platforms and social media have transformed how music is produced, disseminated, and consumed, often without the traditional gatekeeper elements, allowing local musicians to promote their music globally. Nevertheless, the global music markets often emphasize commercial outputs that have mass-appeal structures, which, in many cases, critiques the earlier development of niche local genres and traditions and ultimately impacts the preservation of

culture. Therefore, the tension between cultural preservation and blending with globalized influences represents an ongoing negotiation in communities centered on identity, creativity, and cultural survival during a time of increasing globalization. Understanding this complex influence of globalization on cultural production is vital for policymakers, cultural practitioners, and scholars who wish to support the development of inclusive cultural development that honors tradition and encourages innovation.

1.1. Globalization and the Future of Local Music

Globalization has had a huge impact on the way music is created, shared, and enjoyed, bringing both exciting opportunities and serious challenges for local music traditions. On one side, it has opened up the global music scene, allowing different musical styles to connect across the world. Thanks to platforms like YouTube, Spotify, and Instagram, artists from all corners of the globe can share their music with a worldwide audience. This gives local musicians the chance to reach listeners far beyond their own neighbourhoods, which can lead to greater recognition and even financial rewards. However, these same digital platforms often Favor popular Western genres, as their algorithms tend to highlight mainstream content that dominates globally. Consequently, local or indigenous music styles can get pushed to the sidelines, struggling to stand out against the allure of pop, hip-hop, or electronic music. Additionally, many young people might see traditional music as old-fashioned or irrelevant, which can create a disconnect from their cultural heritage. In this way, globalization poses a real risk of cultural homogenization, where unique musical identities could be watered down or even lost entirely.

Despite the challenges that come with globalization, it also opens up exciting avenues for the growth and revival of local music traditions. A standout trend is the rise of musical fusion or hybridization, where local artists mix traditional sounds with global genres, crafting fresh and innovative styles. This not only keeps the spirit of traditional music alive but also makes it resonate with today's audiences. Moreover, governments, NGOs, and cultural organizations have a vital role to play in safeguarding local music through efforts like documentation, education, and funding. Schools can weave local music into their curriculums to foster cultural pride among young people. At the same time, digital platforms can enhance inclusivity by curating playlists that spotlight local talent or launching campaigns that celebrate musical diversity. Supporting local music festivals and encouraging collaborations between homegrown and international artists are also great ways to protect and promote cultural heritage in our increasingly globalized world.

➢ **Key Points:**

- Global platforms typically put popular music first and ignore local customs.

- Cultural homogeneity undermines the musical variety and uniqueness of indigenous people.

- Fusion genres provide local music a way to keep current in a modern way.

- Programs that teach people about and make them aware of traditional music can get young people interested in it again.

- It's important to have digital inclusion and selected material on streaming sites.

- Policy support and money can help keep fading musical styles alive by teaching them and recording them.

- Working together and exchanging cultures makes local genres more well-known and respected.

1.2. Cultural Hybridization and the Evolution of Traditional Music Forms

Cultural hybridization, a key result of globalization, has had a profound impact on how traditional music evolves. As people from different parts of the world connect more than ever, local music traditions often mix with foreign genres, instruments, and styles, leading to exciting new forms of musical expression. You can see this blend in genres like Afro-pop, Indo-jazz, or Latin-electronic, where traditional rhythms and melodies are reimagined within contemporary, often Western, musical frameworks. While this fusion can breathe new life into traditional music and attract a wider, younger audience, it also poses a risk of watering down the original cultural essence, making it essential to keep authenticity at the forefront of the blending process.

Additionally, the transformation of traditional music through hybridization has opened up new avenues for cultural exchange and artistic creativity. Musicians are now collaborating across borders, crafting music that resonates with shared human experiences while still honoring their local identities. However, this evolution isn't without its challenges, such as the commercialization of culture and the sidelining of less mainstream traditional music. The preservation of local musical heritage in this changing landscape relies on the dedicated efforts of communities, artists, and policymakers to document, safeguard, and promote original traditions alongside their global adaptations.

1.3. Objective of the Study

- To analyze how globalization and digital platforms influence preferences and consumption of local vs. global music.
- To assess public attitudes toward preserving and promoting local music traditions amid global influences.
- To evaluate the effectiveness of media platforms in promoting local music and supporting cultural sustainability.

2. LITERATURE REVIEW

Glodev et al. (2023) conducted an extensive review of the Korean Wave, known as Hallyu as a performance, as a powerful dynamic, that is shaping the globalization of South Korean culture. The review outlined how different cultural exports, particularly K-Pop, K-Drama, and audiovisual productions, have crossed borders and become viable expressions of soft power in the world. The cultural movement is releasing how people culturally consume entertainment, important influences across youth cultures, and genuinely interest in possibilities that South Korean lifestyles, fashion, and language (or culture) can provide. The review reinforced the difference of cultural diffusion with respect to the increased engagement of people with forms of combinations in the exchange between cultures but just as importantly the angst or fear of displacing, exterminating, denigrating people's traditional ways of seeing and cultural identities, in the many geographies and locations that are now dominated by Korean popular culture. By examining the process that South Korean culture has been positioned, represented, and normalised, social media platforms provide powerful sites in which South Korean culture is being made and reshaped via a global communication system, and the insights about cultural globalization demonstrated the possibilities.

Judijanto and Aslan (2024) conducted a thorough study investigating the widespread impact of globalization on local customs and traditional cultural practices. Their study documented how the increasingly influential global culture—driven by the growth of international media, fashion, and lifestyles—has contributed to the erosion of indigenous principles and historic traditions. By using a mixture of modeling approaches and qualitative approaches, they discovered that when youth have access to a large amount of global cultural content, they are more likely to be highly removed from their ancestral cultural context and lose their cultural identity over time. The study showed the complex interplay between global cultural integration and local cultural retention, while asserting the need for

balance. It would allow communities the opportunity to engage in global trends while still ensuring that their local customs are kept intact and intact and kept.

Kaul (2022) performed an extensive examination of the evolution of traditional music in an Irish village, with a particular emphasis on an analysis of tourism and social change as factors impacting that tradition. Her study found long-standing traditional music, consumed as an integral part of the village's cultural identity, to become a very potent economic resource for locals by attracting tourists and developing the locality. However, as Kaul's examined, traditional music, on its own, would often be modified in various ways in order to respond to the demands of the tourism industry, and sometimes these revisions presented a commoditized and altered version of the original art form that was intended to respond to tourist expectations rather than honoring the local cultural expression. This study revealed an intricate relationship between economic development and cultural heritage, identifying how a tourism approach became a common reference that reconfigured local tradition, often compromising the original artistry. Kaul's research articulated the tension of being asked to honor the traditional form while dealing with the realities of supporting local economies in cultural tourism. Ultimately her study suggested a balance of respecting original forms and considering the broader social and economic context, and assumes that many cultural traditions can endure because of their ability to be manipulated and sustain a narrative that is broader than just original form.

Lee et al. (2020) conducted a comprehensive and cross-national study comparing Indonesia and Malaysia to examine the reception of the Korean Wave, or Hallyu, and its role in producing cultural hybridity in these Southeast Asian countries. By analyzing discourse on social media, the researchers found that the Korean Wave had successfully garnered considerable popularity and was shifting consumption patterns and preferences in a way that engaged local cultural practices. The researchers found that the relationship between global Korean cultural products (e.g. K-pop music, dramas and fashions) and local cultural practices did not show an outright replacement of local culture by global culture. Rather it resulted in some sort of hybridization, with modes of Korean pop-culture amalgamated with local practices, resulting in various hybridized cultural identities and cultural practices. Their study demonstrated that local cultures can negotiate and respond to, rather than become subordinate to, global cultural influences. The researchers called attention to the importance of using perspectives of global cultural consumption that reflect complexities in local global cultural flows and global identities, calling

for an approach to studies of media globalization that examines the agency of local audiences not only in their consumption but also in their co-construction of global pop cultural identities.

Madhok (2021) provided an extensive historical perspective on the cyclical pattern of globalization, de-globalization and re-globalization with a strong emphasis on the impact of the COVID-19 Crisis. The experience of greater global inter-connectedness over the past few decades, especially intense flows of goods and services, exchange of information and cultural exchange, is wherein the globalization process was characterized as cyclical, which was taken advantage of by globalization proponents. However, Madhok noted that these experiences were not linear and included periods of contraction and fragmentation especially during periods of global crises. The COVID-19 Crisis was a critical conjuncture as it disrupted global supply chains, travel, and mediated counter and cross-cultural exchange. In this regard, Madhok argued, the COVID-19 Crisis made many societies assess their global dependencies and reconsider their relationships between global and local cultural forms. Madhok's work indicated how these disruptions could reignite domestic cultural identities and encourage communities to reconnect with their heritage while the world was beginning to return to normal and engage, albeit cautiously with global exchanges again. The combination of drastic limitations and gradual evolution of experiences represented the interacting dynamics of global forces and local cultural resilience during times of crisis and uncertainty.

Mutalibovna (2020) took a deep dive into the intricate and varied impacts of globalization on national cultures, especially highlighting the hurdles it creates for maintaining cultural identity and traditional heritage. It found that the swift spread of global ideas, technologies, and consumer habits—particularly those shaped by Western countries—often leads to the fading away of local customs, languages, folklore, and artistic expressions. Through a cultural perspective, Mutalibovna noted that this trend of cultural uniformity weakens national distinctiveness and identity, particularly in developing nations that don't have strong frameworks for preserving their cultures. The research underscored that while globalization promotes international connections and cultural exchanges, it also unintentionally speeds up the loss of local cultural symbols and values. This work serves as a poignant reminder of how vulnerable local cultures can be in our fast-globalizing world.

Orunbayev (2023) provided a deep dive into how globalization has transformed the sports industry, highlighting both the benefits and the cultural trade-offs involved. The research showcased how global trends—fueled by media networks, multinational sponsorships, and international competitions—have

changed the way sports are played, viewed, and monetized around the world. For example, many traditional or local sports have been pushed to the sidelines as globally popular games like football, basketball, and tennis draw in more commercial interest and media coverage. Orunbayev also looked at how local athletes and sports organizations have adapted to meet international standards, sometimes sacrificing their unique cultural practices and community ties in the process. While the study recognized the economic benefits, global visibility, and professional opportunities that globalization has brought to the sports world, it also raised concerns about the slow erosion of regional sports traditions and community-focused recreational values. The conclusion emphasized that for globalization in the sports industry to be sustainable, it needs to honor cultural diversity by investing in the preservation and promotion of indigenous sports, ensuring that progress doesn't come at the cost of cultural heritage.

Qiu, Zuo, and Zhang (2022) took a deep dive into the existing literature on how intangible cultural heritage (ICH) fits into the tourism industry. The study explored the dual role of tourism as a way to showcase cultural heritage while also posing risks to its authenticity and sustainability. It highlighted that, although tourism development has boosted the visibility and economic benefits of local cultural traditions, there's a real danger of commodifying and watering down these cultural expressions just to satisfy tourist demands. The authors stressed the importance of adopting responsible tourism strategies that engage local communities in decision-making processes and uphold cultural integrity alongside economic growth. They also pointed out some gaps in the current research, urging future studies to delve deeper into the long-term effects of tourism on ICH and how digital technology can help preserve cultural stories.

Shaleha and Purbani (2019) delved into how Indonesian local wisdom can be applied in language teaching to help shape students' character in today's globalized world. The researchers believed that weaving cultural values into education could really bolster students' sense of identity and moral growth, especially when faced with outside cultural influences. They pointed out that globalization tends to dilute traditional values among the youth, and argued that education should step in to counter this by integrating local culture into the curriculum. By using real-life classroom applications and practical examples, the authors showed how traditional stories, proverbs, and ethical teachings can be powerful tools for enhancing both language skills and character education. Their findings underscored the importance of culturally grounded teaching methods in developing well-rounded individuals who can succeed on a global stage while still staying connected to their roots.

Suharyanto (2024)took a deep dive into the challenges and strategies involved in preserving local culture in the face of rapid globalization. It pointed out the tricky balancing act between embracing modernity and maintaining cultural identity, showing how swift technological and social changes can often put traditional customs at risk. Suharyanto made a compelling case that while globalization opens doors for cultural exchange and modernization, it also poses a threat to unique cultural values if not handled with care. The research suggested a framework for cultural preservation that emphasizes active community involvement, government backing, and weaving cultural education into contemporary development plans. Suharyanto wrapped up by stating that keeping cultural identity alive calls for flexible approaches that honor tradition while also welcoming necessary changes.

Sutrisno (2023)explored how media consumption patterns are changing and what that means for people's cultural identities. It found that the rise of digital media platforms has dramatically changed the way people access and interact with cultural content. While this shift has opened the door to a wider array of cultures and ideas, it also threatens local cultural identities by favoring a more uniform global content over unique local expressions. Sutrisno pointed out that these evolving media habits might weaken traditional cultural ties, particularly among younger generations who are increasingly drawn to globalized media. The research emphasizes the need for media policies and content creation strategies that promote local cultural representation and foster critical media literacy to help maintain cultural diversity in our digital world.

3. RESEARCH METHODOLOGY

This study adopted a descriptive research design to explore the music consumption behaviors and attitudes of the study participants. Purposive sampling was used to identify knowledgeable participants to provide meaningful data. A structured questionnaire was used for data collection which included close-ended and Likert-scale questions. Descriptive analysis of the data indicated frequency and distribution. To improve rigor, measures were taken to assess validity and reliability of the instrument, including engaging experts for review and conducting pilot testing. Ethical considerations included informed consent, confidentiality and anonymity to protect participant rights and privacy. The study aims to provide a clear picture of participants' behaviors and perceptions.

3.1. Research Design

The research used a descriptive research design to assess respondents' awareness, consumption patterns, and disposition toward both local and global music. It was an effort to understand whether globalization through digital mechanisms has impacted musical preferences, as well as the cultural attitudes underlying such preferences. The use of a descriptive framework allows for a clear establishment of patterns, such as whether the popularity of global music has come at the expense of local music, and whether the sense of cultural preservation has narrowed in the globalization process. The aim of the descriptive research design was to allow for a sophisticated analysis of how individuals engage with music from increasingly diverse forms, representing socio-cultural nuances and the on-going negotiation between globalism and localism in a world shaped by interdependence and connectivity.

3.2. Sampling and Participants

The study utilized purposive sampling to understand music consumption and cultural attitudes. The participants in the study had diversity in age, education, and cultural exposure. The study was able to obtain a sample size sufficient to provide insights into variety in music consumption and perceptions of local traditions. The study specifically analyzed urban youth and adults that were familiar with local music and global music to understand how they embody the ongoing interplay between traditional and globalized music. This analysis enabled the study to engage with the most current trends and attitudes towards music, and ultimately provided insights into the cultural impacts of globalization in shaping music consumption trends.

3.3. Data Collection Methods

Data collection. The study utilized a structured questionnaire consisting of close-ended questions and Likert-scale items in order to obtain primary data on music consumption patterns. The structured questionnaire consisted of four sections: (1) general awareness of music consumption patterns, (2) perceptions and attitudes regarding the impact of globalization on local music traditions, (3) attitudes towards local music preservation and local music promotion, and (4) the influence of digital platforms on music consumption. The questionnaires were administered in both online and offline modes, achieving a balance of representativeness and inclusiveness to the study. The mixed-mode approach included participants who varied electronically through access to digital technologies to ensure a diverse audience and a well-rounded understanding of music consumption patterns. The questionnaire's

organization allowed for quantitative data collection and a full understanding of participant responses, opinions, perspectives or attitudes approach.

3.4. Analysis Techniques

Percentages were used to analyze quantitative data from the survey. This approach somewhat easily allowed for the calculation of the percentage of individuals in each response option in various categories, highlighting the frequency and distribution of particular behaviors, preferences, and attitudes in the sample population. The written outputs were in tables of frequencies and percentages of response (e.g. tables of scores), and the written and graphic output (e.g. bar charts and pie charts) were used to demonstrate patterns. This overall approach provided a more nuanced and accessible interpretation of the music consumption habits and cultural perceptions of the survey respondents, adding depth to the analysis and comparison of the findings.

3.5. Validity and Reliability

Experts in media and cultural studies reviewed all items on the research instrument in great detail. Each questionnaire item stood up well to the expert reviews and demonstrated relevance, clarity, and specific content to record aspects of the music consumption conduct and cultural attitudes. A pilot test of the study was also conducted with a small group of respondents to identify areas of ambiguity and optimize the appropriateness of the instrument. Internal consistency was checked to validate reliability reproducibility of data. This study purposefully de-identified the participants from all collected data to develop a safe space for them to provide honest perceptions without fear of bias. This practice considers ethical standards that mitigated social desirability bias and other response bias to enhance trustworthiness in the data collected.

4. DATA ANALYSIS AND INTERPRETATION

The survey results indicate that there is 75% of respondents listen to global music regularly, compared to only 55% who listen to local music regularly. The higher percentage of people listening to global music is an indication of a preference for global over local music among respondents. Moreover, 58% of respondents stated that they prefer global music in their daily life, as opposed to 42% of respondents who prefer local music. Thus global music has more listeners and prevalence in respondents' daily lives than local music to some extent. The visualization (Figure 1) shows the differences and strengthens the assertion that global music is more prevalent than local music in respondents' daily lives, and deeply-

embedded in their daily routines. Hearing local music in their everyday lives is more sporadic for respondents; thus, global music might be more accessible for respondents, in that globalization and digital access has shifted respondents' music consumption habits and perhaps tastes in culture and increased engagement in international music markets.

Table 1. Awareness and Consumption Patterns

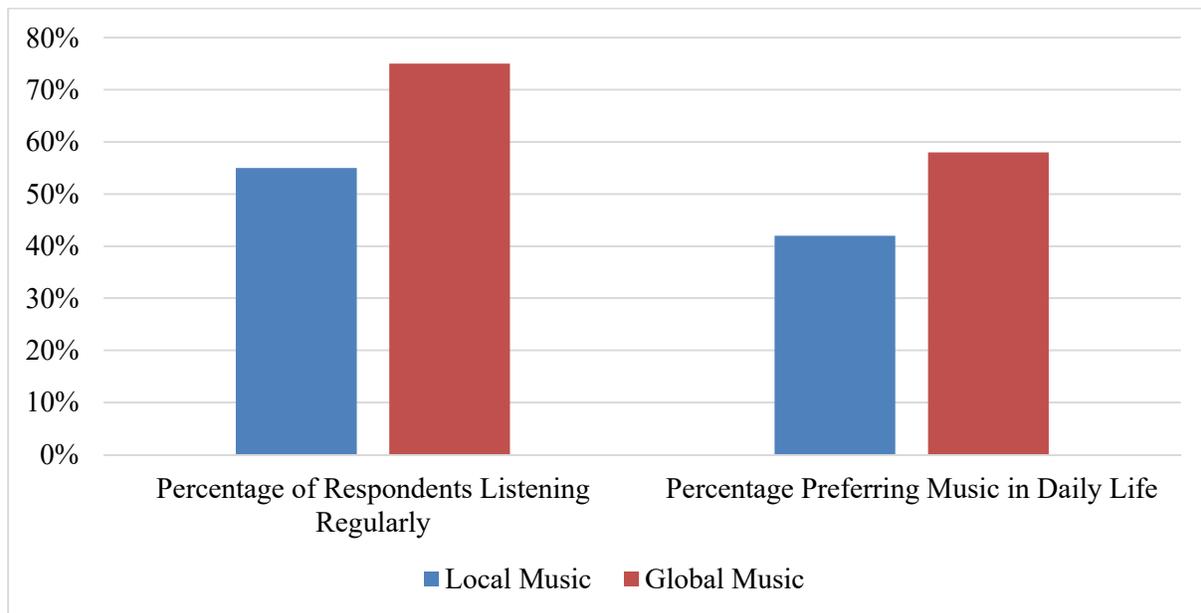| Music Type	Percentage of Respondents Listening Regularly	Percentage Preferring Music in Daily Life
Local Music	55%	42%
Global Music	75%	58%

Figure 1: Graphical Representation of Awareness and Consumption Patterns

The data reveals a clear preference for global music among those surveyed, showing a 20% increase in regular listening to global genres. This trend can be linked to several factors, including the ease of access to digital platforms, the influence of international music trends, and the cultural awareness of younger audiences. The 16% difference in daily preferences suggests that global music has woven itself

into the fabric of respondents' everyday lives, becoming a vital part of their entertainment and cultural experiences. This shift may be a result of cultural changes brought on by globalization, where local traditions find it challenging to stand out against the overwhelming presence of global content. It also raises concerns about the potential decline in the support and sharing of local music, particularly among younger, tech-savvy individuals who have a wealth of global music options at their fingertips. These insights highlight the intricate relationship between cultural globalization and music consumption, prompting us to think about how we can preserve and promote our local musical heritage.

The study shows that 62% of people think the growing popularity of global music is causing local music to suffer, raising worries about cultural overshadowing and the potential loss of traditional musical styles. On the flip side, 28% disagree, indicating that not everyone views globalization as a threat. Interestingly, 70% believe that local music traditions are evolving and adapting to global influences, embracing cultural blending and transformation instead of being completely replaced. Only 20% disagree, suggesting that change is just a natural part of globalization's effects. Finally, 65% of respondents feel that global digital platforms are helping to promote local music on an international scale, broadening its reach beyond the usual geographical limits. However, 25% are still skeptical, questioning whether these platforms truly support local music fairly and effectively. The chart in Figure 2 illustrates the complexity of these opinions, showcasing globalization as both a challenge and an opportunity for local music traditions.

Table 2. Impact of Globalization on Local Music Traditions

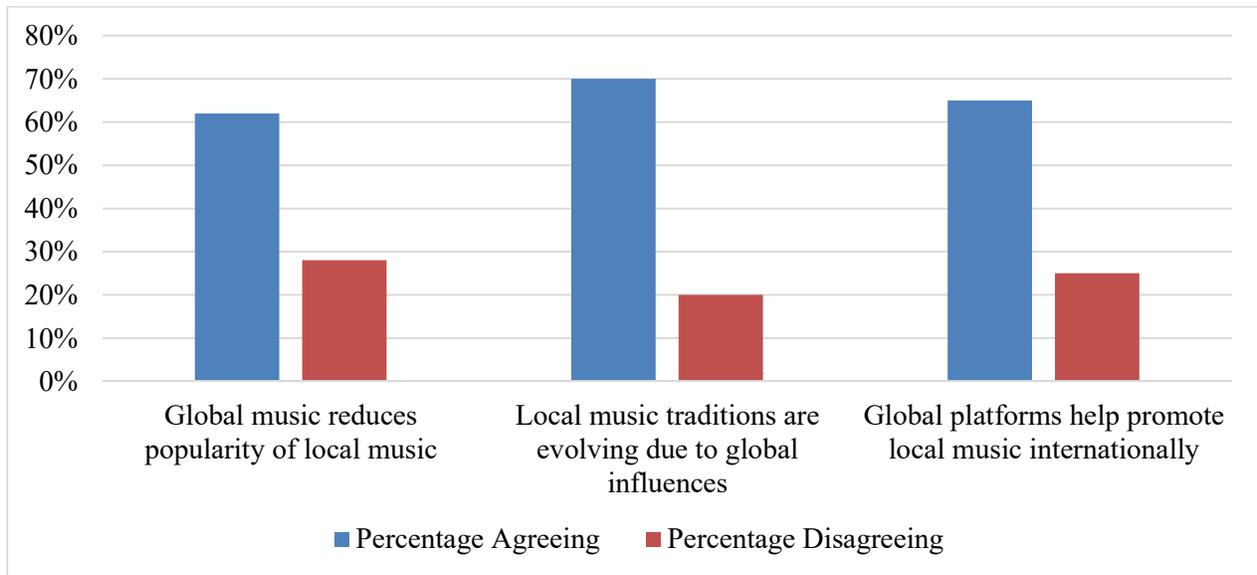| Impact Aspect	Percentage Agreeing	Percentage Disagreeing
Global music reduces popularity of local music	62%	28%
Local music traditions are evolving due to global influences	70%	20%
Global platforms help promote local music internationally	65%	25%

Figure 2: Graphical Representation of Impact of Globalization on Local Music Traditions

Globalization plays a huge role in shaping local music traditions, bringing along both hurdles and exciting possibilities. A notable 62% of people surveyed are concerned that the rise of global music is leading to a decline in indigenous sounds, which could result in cultural erosion and a loss of those unique local identities we cherish. On the flip side, 70% view globalization as a vibrant force that's reshaping and revitalizing local music traditions, fostering cultural exchange and the blending of styles. Plus, with the rise of global digital platforms, local music can now find its way to international audiences, gaining fresh appreciation along the way. This really underscores the complex and often conflicting effects of globalization—while it poses challenges to preserving local heritage, it also provides tools for cultural innovation and greater visibility on the world stage. Striking a balance between preserving our roots and embracing the evolution of culture is essential in today's globalized world, as it allows traditional music to resonate with wider audiences and earn newfound appreciation.

The study shows that there's a strong enthusiasm for preserving and promoting local music traditions. A whopping 85% of those surveyed believe that local music deserves dedicated efforts for its preservation and promotion, underscoring its cultural significance. This indicates a shared understanding of the importance of protecting musical heritage from being overshadowed by global music trends. Additionally, 78% of respondents are in favor of incorporating local music traditions into school curricula, suggesting that formal education is vital for maintaining cultural identity and passing down traditions to younger generations. Only a small fraction disagreed, with 10% opposing preservation

efforts and 15% against its inclusion in education. The chart in Figure 3 highlights the community's dedication to keeping local music alive as a key part of their cultural identity and heritage.

Table 3. Attitudes Toward Preservation of Local Music

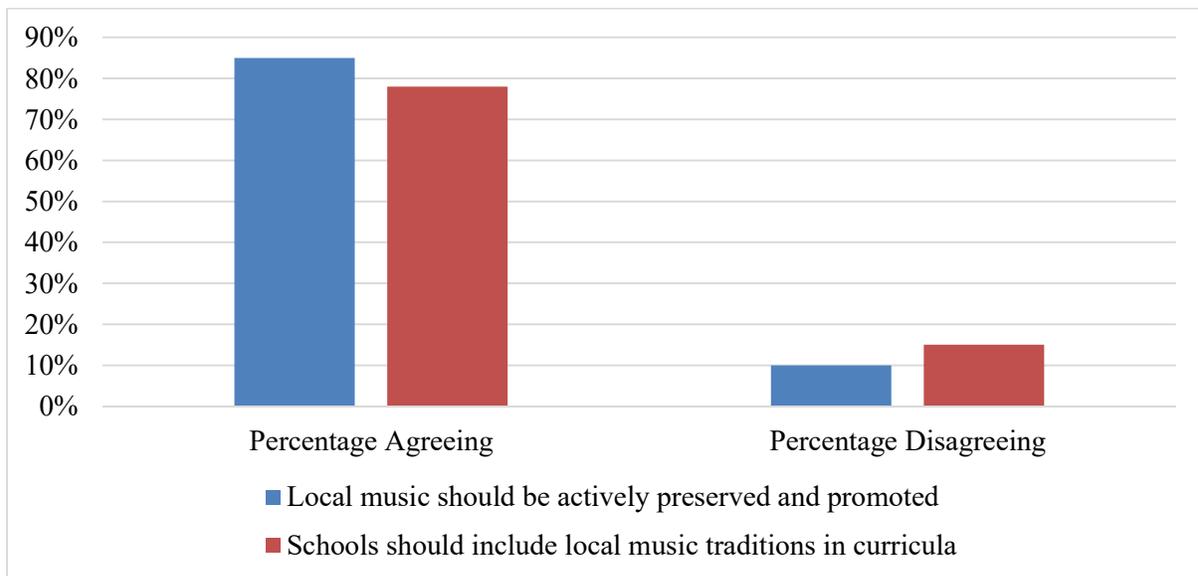| Attitude Statement	Percentage Agreeing	Percentage Disagreeing
Local music should be actively preserved and promoted	85%	10%
Schools should include local music traditions in curricula	78%	15%

Figure 3: Graphical Representation of Attitudes Toward Preservation of Local Music

The data shows that while digital platforms like streaming services and social media are the go-to choices for most people, traditional radio still plays a vital role in promoting local music. Even though only 40% of folks tune into the radio, it provides the best exposure—65%—for local music, highlighting its importance in preserving culture. In contrast, while streaming and social media are widely used, they tend to give less visibility to local content, likely because of algorithms that favor global trends. This points to a real need for strategic efforts to boost the presence of local music on digital platforms, ensuring that popularity doesn't overshadow cultural representation.

Table 4 and Figure 4 show that streaming services like Spotify and YouTube are the go-to choices for music lovers, with a whopping 80% of respondents using them regularly. However, it's interesting to note that only 55% of these users feel that these platforms introduce them to local music, hinting that the content might be skewed more towards global hits or mainstream tracks. Social media platforms such as TikTok and Instagram are also quite popular, but just 48% of users believe they help them discover local music. While these platforms are great for entertainment and finding new tunes, they might not be the best at showcasing local cultural content. On the other hand, traditional radio, despite being used by only 40% of respondents, stands out as the best source for local music exposure, with 65% acknowledging its role in sharing local sounds. This situation underscores the intricate relationship between platform popularity and cultural representation, highlighting the need for targeted efforts to boost the visibility of local music on digital platforms, ensuring that we maintain a balance between broad accessibility and cultural preservation.

Table 4. Influence of Digital Platforms on Music Consumption

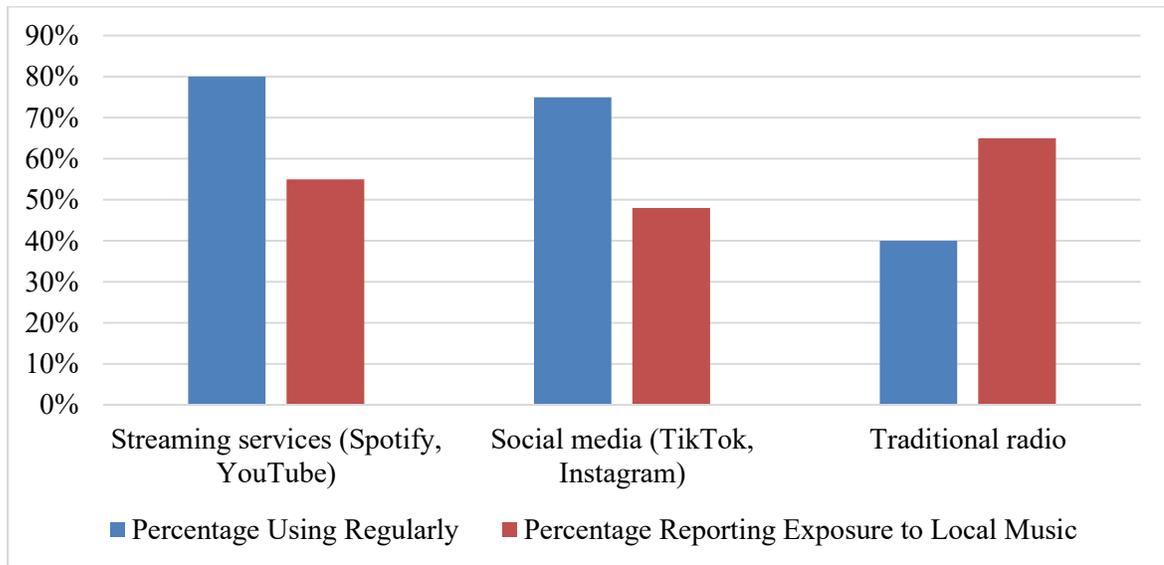| Platform Type	Percentage Using Regularly	Percentage Reporting Exposure to Local Music
Streaming services (Spotify, YouTube)	80%	55%
Social media (TikTok, Instagram)	75%	48%
Traditional radio	40%	65%

Figure 4: Graphical Representation of Influence of Digital Platforms on Music Consumption

The data paints a clear picture of the stark difference between how digital platforms dominate music consumption and the role traditional radio plays in promoting local music. While streaming services and social media are widely used—80% and 75% of people use them regularly, respectively—they don't do a great job of introducing listeners to local music, with only 55% and 48% of users saying they've encountered it. This suggests that even though these digital platforms are popular, they often lean towards global or mainstream content, likely because of algorithmic biases or market trends that favor widely recognized music. In contrast, traditional radio, which is used by a smaller segment of respondents (40%), emerges as a crucial channel for preserving culture, providing the highest exposure to local music at 65%. This highlights the lasting significance of radio as a medium that nurtures and maintains local musical heritage, often serving as a link between traditional art forms and modern audiences. The findings point to an urgent need for focused strategies to boost the visibility and accessibility of local music on digital platforms. By doing this, we can tap into the extensive reach of streaming and social media while ensuring that cultural representation and diversity are upheld in the fast-changing digital music scene.

5. CONCLUSION

The results of this study clearly show how globalization affects local music traditions in many ways, highlighting a complex mix of challenges and opportunities. While global music genres dominate what people listen to and influence daily habits, raising concerns about the fading visibility and popularity of

indigenous musical styles, local music is finding ways to adapt and grow through cultural blending and digital exposure. The strong community backing for preserving and promoting local music—especially through educational programs and cultural initiatives—reflects a broad acknowledgment of its essential role in cultural identity and heritage. Additionally, the different roles of digital platforms and traditional radio illustrate the intricate dynamics of music distribution. Streaming services and social media provide a wide reach but often give less visibility to local content, while radio continues to be a crucial medium for cultural preservation, even with its smaller audience. This highlights the pressing need for thoughtful strategies to boost the representation of local music on digital platforms, striking a balance between global access and cultural sustainability. Ultimately, the study emphasizes that protecting local musical traditions in a globalized world demands a comprehensive approach that embraces innovation and adaptation while firmly valuing cultural diversity and heritage, ensuring that local music not only survives but flourishes amidst global influences.

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