

COMPARISON OF EASTERN AND WESTERN CULTURAL VALUE SYSTEMS FROM SOCIAL ASPECTS OF SOCIETY

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ABSTRAK

Artikel ini bertujuan membahas komparasi antara sistem nilai budaya Timur dan Barat dalam aspek sosial kemasyarakatan. Hal ini didasarkan pada adanya perbedaan yang mendasar antara kedua budaya tersebut terutama dalam hal orientasi nilai, pola interaksi sosial dan cara pandang terhadap kehidupan. Kemudian juga bertujuan untuk mengkaji implikasinya dalam kehidupan masyarakat modern. Metode yang digunakan adalah pendekatan kualitatif dengan studi literatur, melalui pengumpulan data dari buku, jurnal dan sumber akademik yang relevan. Hasil penelitian menunjukkan bahwa ada dua budaya di dunia yakni budaya Timur dan budaya Barat. Kedua budaya tersebut sangat berbeda satu sama lainnya. Budaya Timur cenderung berorientasi pada kolektivisme, keharmonisan sosial dan penghormatan terhadap norma serta tradisi. Sementara itu, budaya Barat lebih menekankan individualisme, kebebasan, rasionalitas, dan kemandirian individu. Perbedaan ini juga terlihat dalam aspek etika, pendidikan, dan pola hubungan sosial. Namun, dalam era globalisasi, terjadi pertukaran nilai yang menyebabkan batas antara kedua budaya semakin dinamis. Oleh karena itu, pemahaman terhadap kedua sistem nilai ini menjadi penting dalam menghadapi perubahan sosial di masyarakat

Keyword: *Komparasi, Sistem Nilai, Budaya Timur, Budaya Barat, Sosial Kemasyarakatan.*

ABSTRACT

This article aims to discuss the comparison between Eastern and Western cultural value systems in the social aspect of society. This is based on the fundamental differences between the two cultures, especially in terms of value orientation, patterns of social interaction and outlook on life. Then it also aims to examine its implications in the life of modern society. The method used is a qualitative approach with literature studies, through the collection of data from books, journals and relevant academic sources. The results of the study show that there are two cultures in the world, namely Eastern culture and Western culture. The two cultures are very different from each other. Eastern cultures tend to be oriented towards collectivism, social harmony and respect for norms and traditions. Meanwhile, Western culture emphasizes individualism, freedom, rationality, and individual independence. This difference is also seen in the aspects of ethics, education, and social relationship patterns. However, in the era of globalization, there is an exchange of values that causes the boundaries between the two cultures to become more dynamic. Therefore, understanding these two value systems is important in dealing with social changes in society

Keywords: *Comparison, Value System, Eastern Culture, Western Culture, Social Society.*

A. INTRODUCTION

Indonesia is known as a country with abundant natural and cultural resources. Each ethnic group has a distinctive cultural heritage, is passed down from generation to generation, and becomes an identity that enriches the nation. With thousands of islands and hundreds of ethnic groups, the cultural diversity of the archipelago is evident from Sabang to Merauke and Miangas to Rote (Anggun Cahaya et al., 2025:115). Culture is a value system that shapes the way of thinking, behaving and acting in the social life of the community. Culture can include various things, ranging from the language used, the art and music created, the belief system adhered to, to the daily habits that become the identity of a group. Culture shapes the perspective and way of life of a person or group, and gives them a sense of identity and social attachment (Nurul Hanifah et al., 2025:55)

There are two major poles of culture in the study of social sciences and this is very often compared, namely the existence of the terms Western culture and Eastern culture. The difference between the two is not only seen in the material aspect, but also in the social



values that underlie people's lives. It means that studying the differences in cultural value systems between east and west is one of the important studies in social science, especially in understanding the dynamics of people's lives. Cultural values not only function as a guideline for individual behavior, but also become the basis for shaping social structures, norms and patterns of interaction in daily life (Koentjaraningrat, 2015). Therefore, understanding the difference in cultural values is very important in the midst of an increasingly strong globalization current. Because in the era of globalization, the interaction between Western and Eastern cultures is increasingly intense, giving rise to complex social dynamics, including acculturation, adaptation, and clash of values. Therefore, it is important to understand the comparison of the value systems of the two cultures, especially in the social aspect of society.

Eastern culture is generally known as the orientation of collectivism, which puts group interests above individual interests (H.A.R. Tilaar, 2016). In eastern societies, social relationships are built on the basis of togetherness, respect and harmony (Nauval Ramadhani, 2022). Individuals are expected to be able to adapt to the prevailing social norms and maintain balance in social life. This can be seen in the culture of mutual cooperation and strong family ties. In contrast, western culture emphasizes individualism, where individual freedom and rights are paramount (Ritzer & Goodman, 2019). Western society tends to provide space which is wide for individuals to express themselves and make their own life choices. This pattern influences the way we think, act and interact in social life.

Before continuing the study in depth, a search was carried out on the results of studies that have been carried out previously, including Wilda Robiah Salsabila et al., (2025) wrote an article entitled *Comparison of Ethical and Moral Values in Eastern and Western Cultures: A Literature Review* published in *the Scientific Journal of Education Forum* , In conclusion, the study of the differences in ethical and moral values between Eastern and Western cultures makes an important contribution to multicultural education. A deep understanding of the characteristics of each culture can encourage the growth of empathy between individuals across cultures. In the context of schools and universities, multicultural education based on

awareness of global ethical and moral values can strengthen tolerance and mutual understanding.

Then Indrawati and Muthmainah (2022) wrote an article titled *The Impact of Western and Eastern Cultural Parenting Styles on Child Development* which was published in the Journal of Obsession: Journal of Early Childhood Education. His findings explain that authoritative parenting is a parenting style that has a great influence on children's mental development and well-being compared to authoritarian, permissive and neglectful or uninvolved parenting styles, both in western and eastern cultures.

Furthermore, Okeu Yudipratomo (2020) wrote an article entitled *The Clash of Western Cultural Imperialism and Eastern Culture in Social Media* which was published in the Journal of Audience: Journal of Communication Sciences. The conclusion is that through exposure to social media content, the imperialism of each culture shows its superiority with the same goal, outperforming the world order with the culture displayed to achieve the interests of individuals and groups within that culture.

Likewise, Fadly Rahman (2020) wrote the article *Between East and West: Reflecting Indonesian Character Education Through the Thought of Sutan Takdir Alisjahbana* which was published in Jantra Vol. 15, No. 1. His findings that the results of the reflection on STA's thinking explain that pluralism is a catalyst for ambivalence and misunderstandings of the relationship between East and West. Both East and West themselves are identity politics, both of which need to be understood as a historical construction.

Based on previous research that has been conducted, this research has a specific focus by looking for answers to the problem of how the Eastern and Western cultural value systems work. Then how is the comparison of the two in the social aspect of society and finally how the implications of these differences in the life of modern society today. Thus, this article aims to examine in depth by conducting a comprehensive comparison of the eastern and western cultural value systems from the social aspects of society.

B. METHODOLOGY

This research uses a qualitative approach with the type of literature research or library



research. The qualitative approach was chosen because this study aims to understand and describe the meaning behind socio-cultural phenomena in depth, not to measure data statistically (J.J. Moleong, 2017).

Qualitative research is research that seeks to direct the focus of research on the systematic and accurate presentation of symptoms, facts, and events about a phenomenon that occurs in the environment or society (A.M.Yusuf, 2017). Burhan Bungin (2022:245) said that the qualitative approach is based on phenomenological philosophy, humanistic, empirical, idealism, criticism, and rationalism. Meanwhile, Abdussamad, H.Z., & Sik, M.S., (2021) said that a qualitative approach is included in naturalistic inquiry, which requires humans as instruments because of its research which is loaded with naturalistic content, as he stated that "Naturalistic inquiry is always carried out, logically enough, in a natural setting, since context is so heavily implicated in meaning.

Meanwhile, literature research is a research activity that is carried out by collecting data and information through various literature materials, such as books, encyclopedias, scientific journals, documents, and other writings that are relevant to the problem being researched (Mestika Zed, 2008). According to Suharsimi Arikunto (2019:23), literature review includes the processing of research materials by reading and recording and collecting information from various sources. Furthermore, literature research is synonymous with an event, both in the form of deeds and writings that are researched to obtain the right facts by finding the origin, the real cause (Amir Hamzah, 2020:7).

This method is very suitable for use because this research focuses on theoretical and conceptual studies of the differences in cultural value systems. According to (E.S.Nasution, 2023), literature research is the main foundation for any scientific research because it provides a strong theoretical framework and clarifies the limits of the problem to be researched. The data used in this study is sourced from secondary data obtained through documentary studies of various literature that discusses cultural sociology, anthropology and social philosophy.

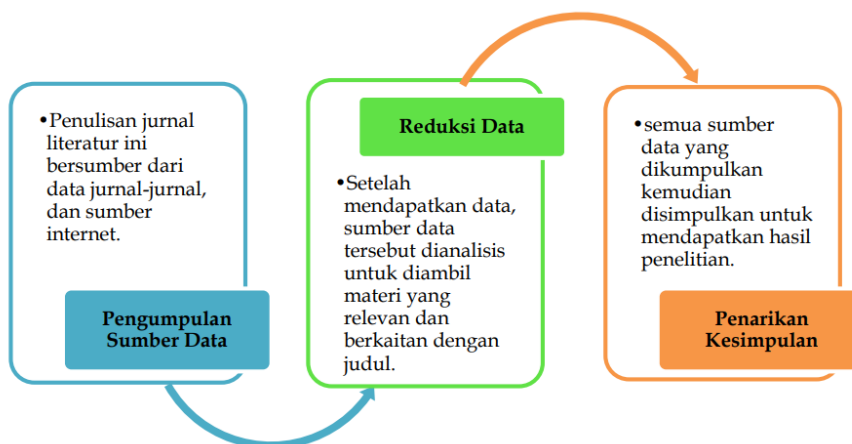
Data collection in literature research is carried out with documentation to find data in the form of notes, transcripts, books, newspapers, magazines, inscriptions, agendas and so

on. This documentation is very important in qualitative research because the data is written in the document. Then through observation used to observe and record anything contained in the source used (Burhan Bungin, 2022:51).

Data collection techniques are carried out by reading, taking notes, and processing various relevant reading materials. The data analysis process is carried out in a qualitative descriptive manner, namely by describing the facts found and then followed by analysis and providing a deep meaning to these facts without intending to make generalized conclusions (Sugiyono, 2022:57).

Furthermore, the data analysis technique uses the theory developed by Milles and Huberman (2005:98). The data analysis technique consists of three stages, namely data reduction, data presentation and conclusion drawn. The steps used are presented with the following chart.

Figure 1
Research Steps



However, Creswell (2014:263) explains in more detail about the steps in analyzing qualitative data, namely (1) processing and preparing data for analysis. This step involves transcription, interviews if any, and then sorting and sorting the data; (2) read the whole data. At this stage, the researcher begins to write specific notes or general ideas about the data obtained; (3) start *coding* all data. *Coding* is the process of organizing data by collecting pieces of text and writing them down; (4) the implementation of *coding* to describe the

setting (domain), people (*participants*), categories and themes to be analyzed; (5) write descriptions and themes that will be represented in the narrative for the research report; (6) making research interpretation.

In addition, this study also uses a comparative method, which is to compare existing concepts and theories to find differences and similarities in characteristics between Eastern and Western cultures. According to (Burhan Bungin, 2022:63), the comparative method aims to compare certain phenomena or circumstances to find out the similarities and differences. This approach allows researchers to see clearly how these cultural values work and affect the social structure of society.

The validity of the data in this study is maintained through precision in selecting reference sources and cross-verifying between various reliable and relevant sources. Thus, the results of the research are expected to be able to provide an objective and comprehensive picture of the comparison of cultural value systems from the social aspect of society.

C. RESULTS AND DISCUSSION

1. Culture and its types

Indonesia is known as a country that has a variety of cultures, each region has its own characteristics. There are various types of cultures spread in every region in Indonesia, ranging from cultural diversity in the form of language, traditional arts, historical objects, culinary, and so on. In general, culture has a sense of mind or reason that is associated with the part of human behavior that continues to develop by a group of people and is passed down to the next generation.

Culture is a very broad concept and is closely related to the way humans live their lives. It includes how humans learn to think, feel, believe something, and determine what is considered appropriate according to the values adhered to. Koentjaraningrat (2015) defines culture as a way of life that is inherited from one generation to the next through various learning processes, so that a lifestyle that is in accordance with the environment is formed. The ideal form of culture is a complex of ideas, ideas, values, norms and regulations that become a cultural system in society. For example, (1) the value of mutual cooperation in Indonesian society; (2) norms of manners in Malay culture; (3) belief in

customs and religion; (4) the principle of "Shari'a Joint Custom, Kitabullah Joint Syarak". This means that the ideal culture functions as a foundation in regulating human behavior. Without this value system, social life would lose its direction. Then Sumarto (2019) argues that culture is also a collection of basic assumptions that are shared by a group, which is learned through the process of dealing with external adaptation problems and internal integration. In addition, culture is reflected in a group of individuals who are organized with common goals, beliefs, and values, and can be seen from its influence on the motivation of its members.

Clifford Geertz (1973:89) sees culture as a system of symbols that are full of meaning. He states that culture is a historically transmitted pattern of meaning embodied in symbols. For example, (1) traditional ceremonies as spiritual symbols; (2) traditional clothing as a symbol of identity; (3) Language as a symbol of social communication. This approach therefore emphasizes that each cultural element contains a deep meaning that must be interpreted in its social context.

Edward B. Tylor (1987:1) defines culture as a complex whole that includes knowledge, beliefs, art, morals, laws, customs, and other abilities and divides culture into two major types, namely material and nonmaterial culture. Material culture is a culture that has physical form. Such as (1) traditional household appliances; (2) agricultural technology; (3) Customary buildings. While non-material cultures are those that are not physically manifest such as (1) language; (2) value system; (3) trust; (4) social norms. It can be said that this division affirms that culture is not only visible in objects, but also in the systems of meaning that govern them. As the view of Devira Syafitri Amizi et al., (2024:43537) who stated that culture includes objects made by humans as part of cultural expression, such as traditional houses, traditional clothing such as traditional Malay baju kurung, traditional musical instruments such as gamelan, kompong and crafts such as songket weaving and wood carving. Material culture shows the level of technology, creativity, and human adaptation to the environment.

In addition, material culture is also found called artifact culture which is the result of human activities in the form of objects or cultural products as a result of social

processes. For example, Borobudur Temple, keris, ancient manuscripts because artifacts are evidence of the history and identity of a civilization.

Selo Soemardjan (1964:113) emphasizes Indonesian culture where national culture is the result of the work, taste and creation of the Indonesian people collectively which can be divided into two. First, local culture is a culture that develops in a certain community. Examples of Riau Malay Culture, Minangkabau Culture, Batak Culture and other regional cultures. Second, national culture is the culture that becomes the identity of the nation as a whole. Example of Indonesian, the tradition of commemorating independence day.

Furthermore, in the study of cultural sociology, culture continues to develop through social interaction and technology, which is now also known as Popular Culture, which is a culture that develops in modern society and influenced by the media and globalization (Elli M. Setiadi and Usman Kolip, 2018). For example, pop music, fashion trends, social media, movies and entertainment. This means that culture is dynamic and changes quickly with the times.

2. Cultural Value System

The cultural value system is a set of values, norms and beliefs that serve as guidelines in regulating human behavior in social life. Cultural values function as a standard in determining what is considered good and bad, right and wrong, and appropriate or inappropriate in a society (Koentjaraningrat, 2015:5). In the study of sociology and anthropology, the cultural value system is understood as the result of social construction formed through the process of human interaction with the environment. These values are inherited from generation to generation through the process of socialization, education and daily life practices (Elli Setiadi and Kolip, 2018).

In addition, the cultural value system is closely related to ethical and moral concepts. Ethics is reflective and philosophical in judging human actions, while morality is more practical as a guideline in daily life. Thus, the cultural value system becomes the basis for the formation of individual character and social interaction patterns of society. In the era of globalization, the cultural value system has undergone significant changes

due to the increasing intensity of intercultural interaction. This shows that cultural values are dynamic and continue to develop according to the social conditions of the community.

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3. Eastern and Western Regions

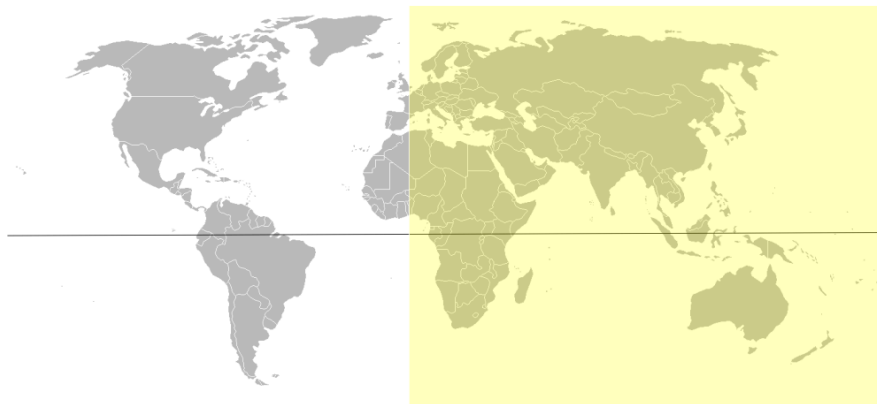


Figure 2: Eastern and western regions

Source: https://id.wikipedia.org/wiki/Belahan_Bumi_timur

Geographically and culturally, the world can be divided into two major regions, namely Eastern culture and Western culture. This division is based on differences in value systems, ways of life, and social development of the community in each region (Daldjoeni, 2019).

The eastern hemisphere is a geographical term for the half of the earth located east of the main meridian that crosses Greenwich, Great London, United Kingdom and the west of the antimeridian that crosses the Pacific Ocean and relatively little landmass. The term is also used to refer to the Afro-Eurasian Continent and Australia, as opposed to the

western hemisphere which includes the American Continent as a whole. In addition, the term is also used in terms of culture or geopolitics as a synonym for "Old World".

Therefore, world culture can be divided into two major regions, namely Eastern culture and Western culture. This division is based on differences in value systems, ways of life, and social development of the community in each region. Eastern culture flourished in the Asian region and was heavily influenced by traditional values, religions and philosophies of life that emphasized harmony and balance. In Eastern culture, individuals are seen as part of a social group, so common interests take precedence over personal interests (Haryatmoko, 2018).

In contrast, Western culture flourished in the European and American regions influenced by rationality, science, and modernity. Western culture tends to be oriented towards individual freedom and places humans at the center of various aspects of life. This difference is also rooted in different philosophical foundations, where Western philosophy emphasizes more rationality and logic, while Eastern philosophy emphasizes spirituality and harmony with nature (Ritzer & Goodman, 2019).

3. Comparison of Eastern and Western Cultural Values in Social Aspects of Society

Culture is understood as the entire system of human life that includes human ideas, actions and works. It will be classified into levels of geographical locality to form social organizations in their lives. The initial concern of anthropologists in understanding human culture is based on the technological elements used by a society in the form of objects that are used as living tools with simple forms and technology (Devira Syafitri Amizi et al., 2025:43538).

Eastern culture is a term used to describe the value systems, norms and social practices that developed in the Asian region. Conceptually, Eastern culture refers not only to geographical location, but also to the characteristics of values that shape people's mindsets and behaviors. In the study of social sciences and anthropology, Eastern culture is often contrasted with Western culture, especially in terms of the orientation of social values, the structure of society, and the pattern of social interaction.

According to W.R Salsabila et al. (2025) Eastern culture is understood as a value

system that emphasizes social balance, harmony and the attachment of individuals in social groups. These values form the collective identity of the community and become a guideline in carrying out daily life.

Eastern cultures tend to be oriented towards collectivism, social harmony and respect for norms and traditions. In contrast, Western culture emphasizes individualism, individual freedom and rationality in social life. In addition, the influence of globalization and social media also accelerates interaction between the two cultures, which can cause the phenomenon of cultural clash in the life of modern society. Then Eastern Culture has prominent characteristics such as a collective orientation, respect for tradition and an emphasis on social harmony. Eastern societies tend to prioritize togetherness, mutual cooperation, and social solidarity in daily life (Wasisto Raharjo Jati, 2022). Social norms have a very strong role in regulating individual behavior. In addition, Eastern culture is heavily influenced by religious values and traditions so that character formation such as manners, respect and self-control are important aspects of people's lives.

Furthermore, the characteristics of Eastern culture are also seen in the hierarchical pattern of social relations. In many Eastern societies, the relationship between children and parents, students and teachers and the relationship between society and leaders is based on respect for social status and standing. The value of respect for authority forms a relatively orderly and stable social structure (Lestari & Setyawan, 2025). In this context, compliance is often seen as a form of social responsibility rather than simply an individual obligation.

The characteristics of Eastern culture are also reflected in the way societies resolve conflicts. Conflicts are generally avoided or resolved through deliberation, compromise, and a kinship approach in order to maintain mutual harmony. Therefore, Eastern societies tend to prioritize the balance of relationships over direct confrontation.

Eastern cultures tend to emphasize the value of togetherness, social solidarity and harmony in relationships between individuals. In eastern societies, individuals do not stand alone, but rather become part of a larger social group (Suardana et al., 2014:155). Therefore, every action taken usually takes into account its impact on others and the social

environment. The concepts of "shame" and "keep a good name" were very influential in the social behavior of Eastern people.

In addition, social norms in eastern culture have a very strong role in regulating people's behavior. Values such as respect for parents, obedience to rules and the importance of maintaining social relationships are important parts of daily life (Suardana et al., 2014:155). This reflects a collective orientation that puts the common interest as the primary interest above personal interests.

On the other hand, Western culture emphasizes individual freedom and community independence. Western society tends to be more open in expressing opinions and has the courage to be different from their group. This freedom allows the individual to develop according to his or her potential without being too bound by rigid social norms (M.Mahdayeni and M.R. Alhaddad and A.S. Saleh 2019).

Western culture is a system of social values, norms and practices that developed in Europe and America, which in the study of social sciences is often used as the antithesis of Eastern culture. But scientifically, Western culture does not simply refer to geographical areas, but to a set of values that emphasize individual freedom, rationality, and social equality. According to Hidayat et al., (2025) Western culture is understood as a value system that is oriented towards individualism, namely placing the individual at the center of social decision-making. This value developed along with the long history of modernity, rationalism, and democracy in the Western world, which then influenced various aspects of the social life of the global community.

Western culture emphasizes individual freedom, independence, and rationality. Western society tends to be more open in expressing opinions and has the courage to be different from their group. Social norms in Western culture are more flexible and oriented towards tangible results or benefits (Bertens, 2020). The judgment of an action in Western culture is based more on logic and efficiency, in line with the development of ethical theories such as utilitarianism and deontology.

On the other hand, Western culture has a strong characteristic of an individualistic orientation. Individuals are seen as autonomous subjects and have the right to determine

their own course of life. This encourages the development of values such as freedom of opinion, human rights, innovation, and competition. In many Western societies, dissent is not seen as a threat to social harmony, but as a form of expression of freedom and the development of thought. A characteristic of Western culture is also seen in a work ethic that emphasizes efficiency, time discipline, professionalism, and productivity.

This difference is also seen in the way people view success. In eastern cultures, success is often measured based on contributions to the family or group, while in western cultures, it is more oriented towards individual achievements (Haryatmoko, 2018). This shows that cultural values greatly influence a person's perspective on social life and motivation for action.

In Eastern culture, ethical and moral values are greatly influenced by traditions, religions, and social norms that have developed from generation to generation. Eastern societies tend to place the values of togetherness, harmony, and respect for hierarchy as the main principles in social life. This causes individuals to consider the social impact of each action taken. A person's behavior is not only judged by the results, but also by its conformity with the norms and values that apply in society. In contrast, in Western culture, ethics and morals are more influenced by rationality, individual freedom, and the principle of equality. Western societies tend to judge actions based on logic and the resulting consequences. Individual freedom is the main value, so everyone has the right to make their own life choices without being too bound by social pressures. In this context, ethics emphasizes more on the responsibility of the individual to himself and society at large (Soerjono. 2020).

In addition, in Eastern culture, it is also known a virtue-based ethical approach that emphasizes the formation of individual character through good habits. Values such as politeness, respect, and self-control are an important part of shaping a person's personality. Ethics in Eastern culture are understood not only as rules, but also as part of an interintegrated spiritual and social life. In deepening the analysis of the differences in the cultural value systems of East and West, it is not enough to look at social aspects in general, but also needs to be studied from the point of view of ethics and morals which are

the main basis in shaping people's behavior. Ethics and morals are basically concepts that are closely related to the judgment of good and bad in human life. Ethics are more philosophical and reflective, while morals tend to be practical and become guidelines in people's daily lives.

The difference in the social value system between East and West is basically rooted in different philosophical foundations in looking at reality. Western philosophy tends to be anthropocentric or centered on human rationality, which then forms an active, innovative, and highly upholding individual freedom. This explains why in the Western world, technological advances are developing rapidly and individuals are given a wide space to express their potential without being too bound by rigid social norms (Kartini et al., 2023).

Then there is an important role of rhetoric and theory of truth in philosophical practice. Rhetoric is seen as a crucial communication tool for humans to think critically and analyze various aspects of life and reality. Meanwhile, the theory of truth serves as a standard to determine the validity of a knowledge or statement. Over time, the development of this philosophical thought continues and significantly affects the way humans view the world and understand the diversity of perspectives in dealing with reality (Kartini et al., 2023).

In contrast, Eastern philosophy is more theocentric or cosmotic in nature that places harmony with God and nature as the core of life. This view gives birth to a collective society, tends to be passive in the sense that it emphasizes inner peace of mind, and strongly upholds religious and mystical values. In practice, Eastern societies prioritize group interests, respect for hierarchy, and maintain social harmony through religious teachings. To more easily understand the comparison between Eastern culture and Western culture, it can be seen in the following table.

**Table 1 . Comparison of Eastern and Western Cultures
in the Social Aspects of Society**

Yes	Social Aspects of Society	Eastern Culture	Western Culture
1	Social Orientation	Collectivism; prioritizing group interests and togetherness	Individualism; prioritizing the interests and freedoms of individuals
2	Social Interaction Patterns	Close, intimate, family-based interaction	More formal, professional and interest-based interactions
3	Relationships Between Individuals	Emotional, interdependent, high solidarity	Be rational, independent and not overly dependent
4	Social Structure	Hierarchy; respect age, status, and authority	Egalitarian; emphasizing equality regardless of status
5	The Role of Individuals in Society	Individuals as part of a social group	Individuals as autonomous and independent entities
6	Family System	Extended family, strong kinship relationships	Nuclear family, more independent relationships
7	Compliance with Social Norms	Height; Norms and customs are very binding	More flexible; Norms are not too restrictive
8	Social Decision-Making	Deliberation, consensus, considering the common interest	Individual decisions, based on personal interests
9	Social Conflict Resolution	Avoiding conflict, prioritizing harmony and compromise	Conflicts are considered justified, resolved openly
10	Social Participation	High in collective activities (mutual cooperation, community)	More individual and interest-based participation
11	Social Communication Patterns	Indirect, maintaining feelings and manners	Direct, open and straightforward
12	Social Bonding	Strong and long-lasting	Relatively loose and flexible
13	Perception of Privacy	Privacy is less dominant; life is more open in the community	Privacy is highly respected
14	Social Mobility	Tends to be limited due to tradition and status factors	Height; based on individual abilities and efforts

4. Implications of Eastern and Western Cultures in the Life of Modern Societies

Culture is dynamic and can grow and develop along with the changing times because culture is built and rebuilt by humans. But in the current era of globalization, the boundaries between Eastern and Western cultures are beginning to shift. Increasingly intense intercultural interaction leads to the exchange of values and cultural adaptation. Many eastern societies began to adopt the values of individualism and modernity, while Western societies also began to appreciate the values of togetherness and social balance (Suardana, 2014).

The development of globalization that affects all areas of human life also affects



cultural change. As we know, globalization has been a problem that has received a lot of attention since the end of the 20th century to the beginning of the 21st century. In the process of globalization, the geographical boundaries of a country become blurred so that the process of globalization can threaten the cultural existence of a nation just as other cultures can easily invade the life of a nation. It is undeniable that the influence of globalization on cultural diffusion is increasingly visible with the development of information technology, so that cultural diffusion no longer has to go through migration but can take place (Dzakiy Muhammad Alfadhil, et al., 2021:100).

The existence of internet access facilitates cultural absorption because almost everyone is connected to the internet network. Internet media is the main weapon in cultural diffusion in the era of globalization because the media acts as an agent of mass cultural diffusion by becoming a bridge between agents and consumers. Media is an influential channel in the spread of world culture, which directly affects changes in people's lifestyles and makes people consumers of culture.

Like westernization, Korean patterns manifest themselves in popular culture such as movies, TV shows, pop music, fashion and even language, food and technology. Therefore, it can be said that currently there are two cultures that dominate world culture, namely Westernization as a culture with western cultural values and Korean wave as South Korean cultural values. Although it is undeniable that in the Korean Gulf there are elements of Western culture that first emerged through Westernization (Annisa Valentinda & Istriyani, 2013).

But now the Korean wave has also become a clear trend in several countries. This is demonstrated by Korean pop culture being able to enter the global market and compete with Western culture. The Korean wave not only hit Asian countries such as Japan, Indonesia, China, Thailand, India, the Philippines, but also Western countries such as America and European countries, even countries in Africa and the Middle East. This condition proves that the Korean wave is the strongest rival to the current westernization (S. Purwanti, 2013).

This phenomenon shows that culture is not something static, but continues to

develop according to the changing times and social conditions of society. Therefore, understanding cultural dynamics is very important in facing future global challenges.

But in the current era of globalization, the boundaries between Eastern and Western cultures are beginning to shift. Increasingly intense intercultural interaction that causes the exchange of values and cultural adaptation. Many eastern societies have begun to adopt the value of individualism, while Western societies have also begun to appreciate the value of togetherness and social balance (Salsabila, 2025).

Despite having sharp differences in characteristics, intercultural interactions in the current era of globalization are beginning to blur these boundaries. Eastern society today began to adopt the values of individualism and modernity, while Western societies began to appreciate the importance of social balance and togetherness. Understanding the roots of this philosophy is very important to minimize cultural clashes and create a more harmonious integration of values in the midst of the dynamics of modern society.

Aris, et al. (2023) emphasized that the benefits of outside cultural influences can also include increasing knowledge, creativity, and tolerance for cultural diversity. Foreign cultures can provide young people with fresh perspectives and unique experiences that can deepen their awareness of the world and make them more adaptive in an increasingly diverse environment. According to Anissya Fahira Pasaribu and Usiono Usiono (2024), new trends and lifestyles may inspire the younger generation so as to give them the opportunity to express themselves creatively and innovatively. It can arise as a result of external cultural influences.

Based on a glance observation in Indonesian society, collectivist culture has shaped the way individuals express their openness (Hashem Abdullah Almakrami, 2015). Indonesians tend to feel afraid to express themselves freely (Modu & Huwae, 2023). This is due to cultural norms that attach importance to group cohesion, which can limit individual self-expression (Anusunah & Raja, 2018).

D. CONCLUSION

Based on the results of the discussion, it can be concluded that in this world there are two cultural models, namely Eastern culture and Western culture. The separation of the



two cultures is based on the region or location where the culture develops which is supported by the foreign community. Likewise, the cultural value systems of East and West have significant differences, especially in the orientation of collectivism and individualism. Eastern culture emphasizes harmony, togetherness and adherence to social norms while Western culture emphasizes individual freedom, rationality and independence. These differences affect various aspects of social life, including ethics, education and the patterns of community interaction. However, globalization and technology that develops in modern times have encouraged the exchange of values that make the two cultures influence each other. Therefore, a wise understanding of the two value systems is needed in order to create balance and harmony in the life of modern society. In addition, it is important for people to be able to filter and adapt foreign cultural values without leaving their cultural identity. The integration of positive values from Eastern and Western cultures can be a solution in facing global challenges so that a society that is not only intellectually advanced, but also has high social and moral sensitivity. Thus, the combination of these two cultural value systems is expected to be able to form a more inclusive, dynamic, and sustainable social order.

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