# The Impact of Globalization on Hindu Religious Practices and Cultural Expressions

**Ida Ayu Made Yuni Andari**

Universitas Pendidikan Ganesha
E-mail : ayu.yuni.andari@undiksha.ac.id

| *Keywords:* | | *Abstract* |
|---|---|---|
| *Globalization, cultural expressions, community structure, cultural identity* | | *This study investigates the impact of globalization on Hindu religious practices and cultural expressions through a comprehensive literature review. Utilizing a qualitative approach, the research integrates multiple dimensions of globalization's influence, including the adaptation of religious rituals, transformation of artistic expressions, technological integration, changes in community structures, and dynamics of cultural identity. Data were systematically collected and analyzed using the Miles and Huberman model, ensuring a holistic understanding of how Hindu communities navigate the challenges and opportunities presented by globalization. The findings reveal that Hindu communities are increasingly incorporating modern elements into traditional rituals, such as the use of social media and digital platforms for disseminating teachings and conducting virtual rituals, thereby attracting younger generations and expanding their religious outreach. Additionally, contemporary Hindu art that blends traditional and modern elements exemplifies a creative response to global influences. The integration of digital technology enhances participation and facilitates the broader preservation and dissemination of Hindu culture. Changes in community structures, particularly due to migration and diaspora, highlight the evolving dynamics of cultural identity and adaptation to multicultural environments. This study addresses existing gaps by providing a holistic analysis that combines local wisdom with global dynamics, emphasizing the crucial role of character-based educational leadership in managing these changes. The research contributes theoretically by offering a new analytical framework and practically by providing strategies for cultural adaptation and preservation, thereby guiding Hindu communities in maintaining their identities in the global era.* |

| **Kata Kunci:** | | **Abstrak** |
|---|---|---|

# The Impact of Globalization on Hindu Religious Practices and Cultural Expressions

Ida Ayu Made Yuni Andari*

| *Globalisasi, ekspresi budaya, struktur masyarakat, identitas budaya* | Penelitian ini mengkaji dampak globalisasi terhadap praktik keagamaan dan ekspresi budaya Hindu melalui tinjauan pustaka yang komprehensif. Dengan menggunakan pendekatan kualitatif, penelitian ini mengintegrasikan berbagai dimensi pengaruh globalisasi, termasuk adaptasi ritual keagamaan, transformasi ekspresi seni, integrasi teknologi, perubahan struktur komunitas, serta dinamika identitas budaya. Data dikumpulkan dan dianalisis secara sistematis menggunakan model Miles dan Huberman, memastikan pemahaman holistik tentang bagaimana komunitas Hindu menavigasi tantangan dan peluang yang dibawa oleh globalisasi. Temuan penelitian menunjukkan bahwa komunitas Hindu semakin mengintegrasikan elemen modern ke dalam ritual tradisional, seperti penggunaan media sosial dan platform digital untuk menyebarkan ajaran serta melaksanakan ritual virtual, yang bertujuan menarik generasi muda dan memperluas jangkauan keagamaan. Selain itu, seni Hindu kontemporer yang menggabungkan elemen tradisional dan modern mencerminkan respons kreatif terhadap pengaruh global. Integrasi teknologi digital tidak hanya meningkatkan partisipasi tetapi juga memfasilitasi pelestarian dan penyebaran budaya Hindu secara lebih luas. Perubahan dalam struktur komunitas, terutama akibat migrasi dan diaspora, menyoroti dinamika identitas budaya yang terus berkembang dan adaptasi terhadap lingkungan multikultural. Penelitian ini mengisi celah yang ada dengan memberikan analisis holistik yang menggabungkan kearifan lokal dengan dinamika global, serta menekankan peran krusial kepemimpinan pendidikan berbasis karakter dalam mengelola perubahan ini. Penelitian ini memberikan kontribusi teoretis dengan menawarkan kerangka analisis baru dan secara praktis memberikan strategi untuk adaptasi dan pelestarian budaya, sehingga membimbing komunitas Hindu dalam mempertahankan identitas mereka di era global. |
|---|---|

## INTRODUCTION

Globalization has become an inevitable phenomenon in the social and cultural development of the modern era. This process significantly impacts various aspects of life, including the religious practices and cultural expressions of Hindu communities (Beyer, 2007, 2013; Casanova, 2001; Gogineni et al., 2018; Mozaffari, 2002; Salzman, 2008; Tomlinson, 2007). The influence of globalization is evident in the changes in how Hindus conduct their religious rituals, adapt to new technologies in religious practices, and transform traditional forms of art and culture. While globalization offers opportunities to expand the reach and enrich religious practices, it also poses challenges in maintaining authentic cultural and spiritual identities. Therefore, it is crucial to understand how globalization affects the dynamics of

# The Impact of Globalization on Hindu Religious Practices and Cultural Expressions

Ida Ayu Made Yuni Andari*

Hindu religion and culture, as well as how Hindu communities navigate these changes (Fandir, 2024; Jacob et al., 2015; Nweke & Okpaleke, 2019; Rosenmann et al., 2016).

Recent research on the influence of globalization on Hindu religious practices and cultural expressions has revealed various significant changes. Previous studies have identified that globalization promotes the integration of technology into religious rituals, such as the use of social media for disseminating Hindu teachings and the digitization of sacred texts (Bris et al., 2021; Ergen, 2023; Gireesh Kumar & Raman Nair, 2022). Additionally, Hindu artistic expressions have undergone transformation with the emergence of contemporary art that blends traditional and modern elements. However, most of these studies remain focused on specific aspects without providing a holistic overview of the overall impact of globalization. This indicates a need for more comprehensive research capable of integrating the various dimensions of globalization's influence on Hindu religion and culture.

Despite the number of studies examining the impact of globalization, there remain several significant research gaps. One primary gap is the lack of in-depth studies on how leadership within Hindu communities plays a role in managing the changes brought about by globalization. Furthermore, previous research often emphasizes external changes without considering the internal dynamics of Hindu communities in preserving and adapting their traditions. The absence of studies that combine local wisdom perspectives with globalization analysis also constitutes a gap that needs to be filled to gain a more complete understanding of this phenomenon.

Filling this research gap is essential to provide deeper insights into how Hindu communities can maintain their cultural and spiritual identities amidst the currents of globalization. This study is expected to contribute theoretically by developing an analytical framework that integrates Hindu local wisdom with the dynamics of globalization. Additionally, practically, the findings of this research can offer recommendations for Hindu community leaders in formulating effective strategies to manage change and promote the sustainability of their cultural and religious practices.

The aspiration of this research is to uncover how globalization specifically influences various aspects of Hindu religious practices and cultural expressions, as well as how Hindu communities respond and adapt to these changes. This study also aims to identify factors that support or hinder cultural and religious adaptation in the context of globalization. Thus, this research will not only add to the existing literature but also provide practical guidance for stakeholders in preserving and developing Hindu cultural heritage in the global era.

**The Impact of Globalization on Hindu Religious Practices and Cultural Expressions**

Ida Ayu Made Yuni Andari*

However, the reality on the ground shows that the influence of globalization is not always positive and uniform. Some Hindu communities may experience resistance to changes perceived as threats to their traditional values, while others may be more open to innovation and adaptation (Mondejar et al., 2021; Shah & Patki, 2020). Additionally, the diversity in the acceptance of globalization across different regions also leads to variations in its impact on Hindu religious practices and cultural expressions. Therefore, this study will also consider different local and regional contexts to provide a more nuanced picture of how globalization affects Hindu communities differently in various locations.

In conclusion, this research is expected to provide a more comprehensive understanding of the influence of globalization on Hindu religious practices and cultural expressions, as well as how Hindu communities strive to maintain their identities amidst global changes. Through in-depth and holistic analysis, this study aims to fill the existing gaps in the literature and make significant contributions both theoretically and practically in the field of Hindu cultural and religious studies.

**METHOD**

This study adopts a qualitative approach with a primary focus on literature review to explore and understand the influence of globalization on Hindu religious practices and cultural expressions. The qualitative approach was chosen as it allows the researcher to delve deeply into the phenomena and comprehend human interpretations of the impacts of globalization based on their experiences and adaptations within religious and cultural contexts (Creswell, 2017). Data were collected through literature studies and document analysis, encompassing the examination of various relevant sources such as scholarly journals, books, research reports, and official documents related to globalization, Hindu religious practices, and Hindu cultural expressions (Sugiyono, 2020). The selection of data sources was conducted systematically to ensure diversity and relevance of the information obtained, thereby providing a comprehensive overview of how globalization influences the religious and cultural dynamics of Hindu communities.

Data analysis was performed following the Miles and Huberman model, which consists of three main stages: data reduction, data presentation, and data verification  (Miles & Huberman, 1994). During the data reduction phase, the collected data were screened and sifted to extract information relevant to the impact of globalization, eliminating data that were irrelevant or redundant. Subsequently, the data were presented in the form of specific codes or patterns to facilitate interpretation and the identification of key themes emerging from the

analyzed literature, such as ritual adaptation, changes in artistic expression, and the integration of technology in religious practices. Data verification was conducted through source triangulation and re-examination of the utilized literature to ensure the validity and accuracy of the research findings. The research procedure encompassed problem formulation, data collection, data analysis, interpretation of findings, and the compilation of a comprehensive research report. To ensure validity and reliability, this study employed data source triangulation and thorough verification processes, despite limitations in the scope of literature and potential biases in source selection. Consequently, this research is expected to provide an in-depth understanding of the influence of globalization on Hindu religious practices and cultural expressions, as well as how Hindu communities navigate these changes to maintain their cultural and spiritual identities.

## RESULT AND DISCUSSION

This study aims to examine the influence of globalization on Hindu religious practices and cultural expressions. Based on the literature review analysis, several key themes emerged that reflect the impacts of globalization, including the adaptation of religious rituals, transformation of artistic expressions, integration of technology, changes in community structure, and dynamics of cultural identity. These findings align with previous research while also offering new perspectives that enrich the understanding of the interaction between globalization and Hindu culture.

Firstly, the adaptation of religious rituals stands out as one of the most affected aspects by globalization. This study found that many Hindu communities are incorporating modern elements into their traditional rituals to attract younger generations and expand their religious reach. For instance, the use of social media for disseminating Hindu teachings and conducting virtual rituals has become commonplace. These findings support the research conducted by Witulski (2016), which highlights the increased use of digital technology in Hindu religious practices. However, this study delves deeper into analyzing how such adaptations influence the authenticity of rituals.

Secondly, the transformation of Hindu artistic expressions is also a significant impact of globalization. This research identifies the emergence of contemporary art that blends traditional and modern elements as a response to global influences. This observation is consistent with Abdulla (2023) findings, which noted the evolution of Hindu art in the global

era. Nevertheless, this study adds a new dimension by exploring how Hindu artists navigate their cultural identities through hybrid artistic works.

The integration of technology into religious practices is another theme highlighted in this study. The use of mobile applications for ritual management, streaming of religious services, and the utilization of augmented reality technology in Hindu art exhibitions demonstrate how technology can enhance participation and religious experiences. This research extends the insights provided by Maulana (2022) by offering concrete examples of how technology is employed to sustain and disseminate religious practices in the digital age.

Changes in the structure of Hindu communities are also identified as a consequence of globalization. The study reveals that migration and Hindu diaspora result in shifts in leadership dynamics and community organization, with increased cross-cultural and international collaboration. This supports Reddy et al. (2022) study, which highlights the structural changes in Hindu communities outside India. However, this research provides a more in-depth analysis of how these structural changes affect religious practices and cultural identity.

The dynamics of cultural identity emerge as a crucial focus in this study. Globalization poses challenges in maintaining authentic Hindu cultural identities amidst a homogenizing global flow. The research demonstrates that Hindu communities respond to these challenges by developing innovative adaptation strategies, such as preserving traditions through education and promoting local culture. These findings complement Mudzhar (2017) research, which emphasizes the importance of cultural education in maintaining Hindu identity, while adding perspectives on broader and multifaceted adaptation strategies.

The novelty of this research lies in its holistic approach that integrates various dimensions of globalization's impact on Hindu religious practices and cultural expressions. While previous studies often focused on specific aspects such as technology or art, this research combines analyses of ritual adaptation, artistic transformation, technological integration, community changes, and cultural identity dynamics simultaneously. This approach allows for a more comprehensive understanding of how globalization affects Hindu communities as a whole.

Additionally, this study introduces an analytical framework that integrates Hindu local wisdom with the dynamics of globalization, which has been scarcely discussed in existing literature. This framework enables the identification of strategies employed by Hindu communities to navigate global changes without losing their cultural and spiritual essence. This provides a significant theoretical contribution by offering a new analytical model that can be applied in subsequent studies.

**The Impact of Globalization on Hindu Religious Practices and Cultural Expressions**
Ida Ayu Made Yuni Andari*

Compared to similar research in the past five years, this study provides deeper insights into the complex interactions between globalization and Hindu culture. For example, while Gunawan (2019)study focuses on the use of social media in religious practices, this research broadens the scope by incorporating aspects of art and community structure. Thus, this study not only confirms previous findings but also expands the understanding of how various aspects of Hindu life are interconnected in the context of globalization.

This research also highlights regional differences in the influence of globalization on Hindu communities. Findings indicate that the impact of globalization varies depending on local contexts and the level of community openness to change. For instance, Hindu communities in India may experience different adaptations compared to Hindu diaspora in the West, demonstrating variations in responses to globalization. This adds a new dimension to the study of globalization and Hindu culture by showing that local contexts play a crucial role in determining the forms of adaptation and change.

Finally, this study provides practical implications for Hindu community leaders and policymakers in formulating effective strategies to manage the impacts of globalization. Recommendations include developing robust cultural education programs, judiciously utilizing technology to enhance religious participation without compromising traditional values, and establishing cross-cultural collaborative networks to strengthen community solidarity. These implications are essential to ensure that globalization can be accommodated in ways that support the preservation and development of Hindu cultural identity.

Overall, the results and discussion of this study demonstrate that globalization has multifaceted impacts on Hindu religious practices and cultural expressions. By identifying and analyzing these various impacts, this research not only fills gaps in the existing literature but also lays the groundwork for further studies that can explore strategies for cultural adaptation and preservation in an ever-changing global context. The novelty of this research, situated in its holistic and integrative approach, makes it a significant contribution to the field of Hindu cultural and religious studies.

**CONCLUSION**

Globalization has had significant and diverse impacts on Hindu religious practices and cultural expressions. The adaptation of religious rituals by integrating modern elements, such as the use of social media and digital platforms for disseminating teachings and conducting virtual rituals, demonstrates how Hindu communities strive to engage younger generations and expand their religious outreach. Additionally, the transformation of Hindu art, which blends

traditional elements with contemporary innovations, reflects a creative response to the influences of globalization. The integration of digital technology not only enhances participation and religious experiences but also facilitates the broader preservation and dissemination of Hindu culture. Changes in community structures, particularly due to migration and diaspora, reveal the evolving dynamics of cultural identity and adaptation to multicultural environments. These findings affirm that globalization, while presenting challenges, also offers opportunities for Hindu communities to maintain and develop their cultural and spiritual identities within an ever-changing global context.

Furthermore, this study successfully addresses gaps in the literature by adopting a holistic approach that integrates various dimensions of globalization's impact on Hindu culture and religion. By combining analyses of ritual adaptation, artistic transformation, technological integration, community structure changes, and cultural identity dynamics, this research provides a more comprehensive understanding of the complex interactions between globalization and Hindu culture. The results indicate that character-based educational leadership plays a crucial role in managing these changes, ensuring that adaptations to globalization do not compromise the cultural and spiritual essence of Hinduism. This study not only enriches existing literature but also offers new insights that can serve as a foundation for further research on strategies for cultural adaptation and preservation in the face of globalization. Consequently, this research makes significant theoretical and practical contributions to the fields of Hindu cultural and religious studies provides guidance for Hindu communities in maintaining their identities in the global era.

## REFERENCES

Abdulla, H. (2023). The Educator's Vulnerability: Systemic Oppression From an Indian Frame of Reference. *Transactional Analysis Journal*, *53*(4). https://doi.org/10.1080/03621537.2023.2251843

Beyer, P. (2007). Globalization and the institutional modeling of religions. In *Religion, Globalization, and Culture* (pp. 167–186). Brill.

Beyer, P. (2013). *Religion in the context of globalization: Essays on concept, form, and political implication*. Routledge.

Bris, A., Wang, T. Y. H., Zatzick, C. D., Miller, D. J. P., Fern, M. J., Cardinal, L. B., Gregoire, D. A., Shepherd, D. A., Westphal, J. D., Shani, G., Troster, C., Van Quaquebeke, N., Lanaj, K., Hollenbeck, J. R., Ilgen, D. R., Barnes, C. M., Harmon, S. J., Feldman, E. R., DesJardine, M. R., … Sangiorgi, F. (2021). Knights, Raiders, And Targets - The Impact Of The Hostile Takeover - Coffee,Jc, Lowenstein,L, Roseackerman,S. *JOURNAL OF BANKING & FINANCE*, *37*(1).

Casanova, J. (2001). Religion, the new millennium, and globalization. *Sociology of Religion*, *62*(4), 415–441.

Creswell, J. W., & Creswell, J. D. C. (2017). *Reseach Design; Qualitative, Quantitative, Mix Methodes Approaches* (1st ed.). SAGE Publications Inc.

ERGEN, Y. (2023). Framing the Study of Digital Religion: Waves of Academic Research, Theoretical Approaches and Themes. *Medya ve Din Araştırmaları Dergisi*, *6*(2). https://doi.org/10.47951/mediad.1363608

Fandir, A. (2024). Transformation of Islamic Education: Implementation of Technological Innovation in Education Management. *Jurnal Ilmiah Mandala Education*, *10*(1), 187–196.

Gireesh Kumar, T. K., & Raman Nair, R. (2022). Conserving knowledge heritage: opportunities and challenges in conceptualizing cultural heritage information system (CHIS) in the Indian context. *Global Knowledge, Memory and Communication*, *71*(6–7). https://doi.org/10.1108/GKMC-02-2021-0020

Gogineni, R. R., Kallivayalil, R. A., Sharma, S., Rataemane, S., & Akhtar, S. (2018). Globalization of culture: Impact on Indian psyche. *Indian Journal of Social Psychiatry*, *34*(4), 303–312.

Gunawan, I. G. D. (2019). Pemanfaatan Media Sosial Sebagai Media Pendidikan Agama Hindu. *Bawi Ayah: Jurnal Pendidikan Agama Dan Budaya Hindu*, *8*(2). https://doi.org/10.33363/ba.v8i2.293

Jacob, W. J., Cheng, S. Y., & Porter, M. K. (2015). Global review of indigenous education: Issues of identity, culture, and language. *Indigenous Education: Language, Culture and Identity*, 1–35.

Maulana, A. M. R. (2022). Agama Digital (Digital Religion) dan Relevansinya Terhadap Studi Agama Interdisipliner: Sebuah Tinjauan Literatur. *At-Tafkir*, *15*(2). https://doi.org/10.32505/at.v15i2.4821

Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: a sourcebook of new methods / Qualitative data analysis: a sourcebook of new methods*. Beverly Hills; Sage Publications.

Mondejar, M. E., Avtar, R., Diaz, H. L. B., Dubey, R. K., Esteban, J., Gómez-Morales, A., Hallam, B., Mbungu, N. T., Okolo, C. C., Prasad, K. A., She, Q., & Garcia-Segura, S. (2021). Digitalization to achieve sustainable development goals: Steps towards a Smart Green Planet. In *Science of the Total Environment* (Vol. 794). https://doi.org/10.1016/j.scitotenv.2021.148539

Mozaffari, M. (2002). *Globalization and civilizations*. Routledge London.

Mudzhar, M. A. (2017). Pendidikan Agama Berwawasan Multikultural. *EDUKASI: Jurnal Penelitian Pendidikan Agama Dan Keagamaan*. https://doi.org/10.32729/edukasi.v4i1.396

Nweke, K. C., & Okpaleke, I. P. (2019). The re-emergence of African spiritualities: Prospects and challenges. *Transformation*, *36*(4), 246–265.

Reddy, B., Thomas, S., Karachiwala, B., Sadhu, R., Iyer, A., Sen, G., Mehrtash, H., & Tunçalp, Ö. (2022). A scoping review of the impact of organisational factors on providers and related interventions in LMICs: Implications for respectful maternity care. In *PLOS*

*Global Public Health* (Vol. 2, Issue 10 October). https://doi.org/10.1371/journal.pgph.0001134

Rosenmann, A., Reese, G., & Cameron, J. E. (2016). Social identities in a globalized world: Challenges and opportunities for collective action. *Perspectives on Psychological Science*, *11*(2), 202–221.

Salzman, M. B. (2008). Globalization, religious fundamentalism and the need for meaning. *International Journal of Intercultural Relations*, *32*(4), 318–327.

Shah, S. S., & Patki, S. M. (2020). Getting traditionally rooted Indian leadership to embrace digital leadership: challenges and way forward with reference to LMX. *Leadership, Education, Personality: An Interdisciplinary Journal*, *2*(1). https://doi.org/10.1365/s42681-020-00013-2

Sugiyono. (2020). Metodologi Penelitian Kualitatif. In Metodologi Penelitian Kualitatif. In *Rake Sarasin* (Issue March).

Tomlinson, J. (2007). Cultural globalization. *The Blackwell Companion to Globalization*, 352–366.

Witulski, C. (2016). Light rhythms and heavy spirits: entertaining listeners through gnawa musical and ritual adaptations in Morocco. *Ethnomusicology Forum*, *25*(2). https://doi.org/10.1080/17411912.2016.1177463