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BOOK REVIEW:

GLOCALIZATION: SOCIAL MOVEMENT, CITIZENRY, AND LOCAL COMMUNITY

(*GLOKALISASI: PERGERAKAN SOSIAL, KEWARGAAN, DAN KOMUNITAS LOKAL*)

**Yusli Effendi, Muhaimin Zulhair Achsin, Adhi Cahya Fahadayna, Ahmad Fathoni
Kurniawan, Anggun TH Susilo, Arief Setiawan, Asih Purwanti, Dewa Ayu Putu Eva
Wishanti, Irza Khurun'in, Lia Nihlah Najwah, Vita Amalia Puspamawarni, Wishnu
Mahendra Wiswayana, Malang, 2020, 228 pages**

INTRODUCTION

The author's goal in writing this book is to interpret how we perceive aspects from the global and local sides. The author explains that there are things that need to be studied in cultural acceptance to be well accepted in a local area. This cultural acceptance will not just happen. The author aims to assess why culture is only accepted in some areas, but in other areas, it will cause horizontal conflict. The author also aims to provide information that community movements can change the order of a country if the forces of society are united on a large scale. The strength of this community is what can form a growing local community to bring change to the nation.

This book is intended for a general audience—no age limit. Anyone can read it. If we look further, this book should be intended for college teachers or lecturers in sociology, international relations, citizenship, economics, law, and state administration. This book is also very suitable as a reading reference for students in carrying out learning in higher education. This book is not suitable for reading by people who are still in high school because the material is much more complex than textbooks in general.

There is much new information presented in this book, especially concerning the Indonesian people's population, economy, and social life. In this book, it is explained how glocalization may not be too apparent in Indonesia. The glocalization process in Indonesia has

started to grow and develop significantly in certain areas. In the economic field, the authors mention that INGO Amazon Frontlines bridges the economic system to the international public. If the local economy can break into the international economy, not only economic aspects, social aspects, cultural aspects, educational aspects, and defense aspects can grow significantly and can follow more innovative movements.

This book is essential to review because, in addition to the contents of this book being enjoyable to read, the substance of this book opens the insight that the process of glocalization is relatively complex and complicated. Adapting the mindset and life habits of the Indonesian people takes a long time. This book is essential to review because of how glocalization can be applied in Indonesia and what are the reasons behind glocalization, how Indonesians apply glocalization, and what the impacts are if glocalization is carried out continuously or sustainably. This book does not only discuss glocalization from an economic point of view. This book also examines how glocalization in the legal field, glocalization in the social and cultural fields, whether glocalization will change the state order system and replace a strongly inherent identity, and most importantly, the possibility of this glocalization in contravention of the appropriate laws and morals in force in Indonesia. This is important to study further, considering that the narrow meaning of glocalization is limited to the economic sector. But also in other fields.

RESULTS

This book as a whole fulfills the authorship requirements well. The author includes some evidence and case examples that match the substance of each well-discussed chapter. This book is also not discussed and published in repetitive or repetitive wording. The descriptions of this book are very structured and sharp. Not out of the topic of discussion to be discussed. The author also includes examples of cases that are relevant and coherent. The substance is also explained densely and systematically. Furthermore, it does not get out of the topic of discussion. In addition, this book also supports being used as a student reference as a reference assignment, reading books to help with assignments both in general lecture assignments, scientific article assignments, book reviews, and theses for final semester students.

The new information presented by the author is informed about INGO Amazon Frontlines, which is a local community bridge to an international community, how people reject glocalization that is not following the habits of Indonesian society. What are the forms of glocalization that occur? Acceptance of glocalization is still tricky in Indonesia. Local communities and residents who reject glocalization are not yet used to the new systematics of more modern life. The author submits new information about McDonald's culture expansion called *McDonaldization*. *McDonaldization* is the term for which the dominant culture will eliminate the reality of local culture, where this dominant culture is normalized or localized according to the needs of the Indonesian people.

This book has had a considerable impact on readers' points of view. This book opens the veil that there are still many global conflicts against locals. Readers can feel different when they know that glocalization is not very visible and only applies to economic aspects. Without realizing it, glocalization also affects Indonesia's socio-cultural, defense, law, and education sectors. The reader can also feel the extent of the localized aspects which have been considered invisible or pseudo-aspects. When reading this book, readers can examine more deeply what are the things that can affect the existence of this glocalization.

This book influences the reader with concrete evidence that is presented with references contained in the book. For example, many people only know that this glocalization is only limited to the economic sector. Some local communities have openly opposed glocalization. After reading this question, the reader will realize how much rejection of glocalization is happening in Indonesia.

The evidence presented by the author is that three perspectives underlie the conflict in glocalization. The proof is global vs. local, which should be considered as two distinct currents. Global and local are also considered as specific threats. Because of a paradigm like this, there is a conflict in the global reality. Both shreds of evidence are like the McDonaldization, where culture is dominant and has a strong influence, making the original culture gradually disappear. This process is termed global homogeneity, where the dominant culture will be modified with an acceptable culture according to the needs of the Indonesian people.

The author wrote that the history of glocalization strengthens the evidence. The history of glocalization begins with the Japanese term *dokachuka*. *Dokachuka* is a name for welcoming

a modern agricultural process adapted to the characteristics of an area that is still following the local culture in Japan.

The evidence that the author can prove is on page 18, where the author writes how there are two perspectives in seeing global and local. The first perspective is in the view of the clash of civilizations. This perspective explains that a culture can only be accepted by a few groups of people covering a particular area. When this culture is ingrained and accepted by the community, when people are presented with a new or different culture from the previous one, there will be conflict because they feel that the culture is foreign. The second perspective is the process of homogenizing the dominant local culture. The dominant culture does not always match the local culture.

The style, organization, and size are purposeful and quite enjoyable even when we look at them from the outside. The substance of this book is also presented in a focused language and writing style. The organization of this book is very systematic and coherent. It is not repeated, and the language is not exaggerated—book size itself up to standard. The discussion of this book also discusses things that are general and then specific background. The sight of writing citation, the bibliography uses the Vancouver style.

The studies, facts, and ideas presented by the author are pretty complete. The author does not ignore studies, facts, or ideas because this book contains literature studies, facts, and solid ideas and can be verified. The author also explains these ideas in a more detailed discussion in the references contained in this book.

The strength of this book is that it contains a broader scope of glocalization and covers more complex aspects besides glocalization in the economic field. This book is also written with a complex and systematic discussion. The substance is clear and very detailed. There are references and case examples that can help explain the topics discussed in the book. The author also provides new facts that are factual and relevant so that readers can understand and understand the intent and purpose of the author.

The weakness of this book lies in the title, which can cause multiple interpretations and does not represent the contents of the book as a whole. The substance of this book is excellent and extensive, covering several things. The only drawback is that the title does not represent the contents of the book, and the introduction of this book tends to be more glocalized in economics. The rest, this book is excellent.

As a reader for writers, my advice is that this book can be published in traditional bookstores for broader distribution. This book is perfect as an additional reference in the world of lectures, especially for teachers or lecturers and students, especially in economics, international relations, citizenship and sociology, international relations, law, and state administration.

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REFERENCE

Yusli Effendi, MZ (2020). *Glocalization: Social Movements, Citizenship, and Local Communities*. Malang: Media Intelligence.

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