

The Locality of Indonesian Language and Literature in a Global World: Quo Vadis?

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Abstrak

Artikel ini menelaah arah dan keberlanjutan bahasa serta sastra Indonesia dalam konteks globalitas. Pertanyaan kunci yang diajukan adalah quo vadis — ke mana arah lokalitas bahasa-sastra Indonesia di tengah tekanan global? Globalisasi, sekaligus memberikan peluang, juga menghadirkan tantangan serius terhadap pemeliharaan nilai-nilai lokal dan identitas budaya yang tertanam dalam bahasa dan ekspresi sastra Indonesia. Dengan menggunakan pendekatan kajian pustaka kritis, penelitian ini mengeksplorasi ancaman serta strategi untuk mempertahankan keunikan bahasa-sastra Indonesia, termasuk adaptasi pada platform digital, konvergensi media, kolaborasi internasional, dan inovasi kreatif dalam produksi serta distribusi karya sastra. Temuan menunjukkan bahwa keberlanjutan bahasa-sastra Indonesia sangat bergantung pada kemampuan beradaptasi secara strategis, berinovasi, dan melakukan promosi aktif, sehingga identitas lokal tetap terjaga sambil mampu menjangkau audiens global.

Kata Kunci: Identitas budaya; globalisasi; lokalitas; adaptasi; sastra digital

Abstract

This article examines the future and sustainability of Indonesian language and literature in the context of globality. It raises the critical question: quo vadis — where is the locality of Indonesian language-literature headed amid global pressures? Globalization, while offering opportunities, poses significant challenges to the maintenance of local values and cultural identity embedded in the language and literary expressions of Indonesia. Using a critical literature review approach, the study explores threats to and strategies for preserving the uniqueness of Indonesian language-literature, including adaptation to digital platforms, media convergence, international collaboration, and creative innovations in literary production and dissemination. The findings suggest that the sustainability of Indonesian language-literature depends heavily on its capacity for strategic adaptation, innovation, and active promotion, ensuring that local identity is preserved while engaging with global audiences.

Keywords: Cultural identity; globalization; locality; adaptation; digital literature

INTRODUCTION

In the current era of globalization, Indonesian language and literature face substantial challenges in maintaining relevance and sustainability. The wave of globalization not only accelerates cultural exchanges but also introduces dynamics that may threaten the continuity of local values embedded in language and literature. Amidst the increasingly pervasive global flow, Indonesian language and literature must remain relevant to contemporary life while simultaneously resisting the dominance of global culture. Technological advances and social media platforms have blurred geographical boundaries, exposing local languages, including Indonesian, to the risk of being overshadowed by global lingua francas such as English. This situation raises a critical question: quo vadis—where is the locality of Indonesian language and literature heading in the world of globality?

It is crucial to understand that Indonesian language and literature reflect the invaluable cultural and historical wealth of the nation. Through language, local identities and values have been preserved, and literature serves as a

medium for expressing the diversity and complexity of society. Awareness of the role of national language and literature is essential, particularly in an era marked by rapid information exchange and pervasive foreign cultural influence. The sustainability of Indonesian language and literature depends not only on preservation but also on their ability to adapt, innovate, and remain expressive in a global context.

Change and progress are inevitable. Globality should not solely be viewed as a threat; it also offers opportunities for Indonesian language and literature to expand its presence internationally. Translation of Indonesian literary works into foreign languages and the promotion of Indonesian through cultural diplomacy are strategic endeavors to enhance its global visibility. These efforts require coordinated action among governments, academics, and civil society.

The most significant challenges for Indonesian language and literature in maintaining locality amidst globality include the growing reliance on digital technology, which often encourages the use of foreign languages in daily communication, particularly among the

younger generation. This generational shift, coupled with openness to global culture, risks marginalizing Indonesian language and literature. Therefore, a strategic balance is required between preserving local identity and tactically leveraging global opportunities.

This article explores the future of Indonesian language and literature locality in the context of globalization, analyzing both challenges and opportunities. By addressing these issues, it seeks to answer the central question: quo vadis—will the locality of Indonesian language and literature continue to thrive, or will it stall at the crossroads of historical transformation? According to UNESCO data (2023), the Indonesian language now has over 275 million speakers domestically and internationally, ranking it among the most widely spoken languages globally. However, quantitative figures alone do not guarantee vitality. Surveys conducted by Kominfo (2020) indicate that over 60% of Indonesian youth increasingly use foreign languages, particularly English, in digital communication. This paradox highlights the tension between demographic strength and cultural vulnerability, making the question of quo vadis for Indonesian language and literature not only a matter of survival but also one of negotiating identity within a competitive global landscape.

METHOD

This study employs a literature review method integrated with critical analysis to examine the locality of Indonesian language and literature in the context of globality. By adopting a literature review approach, the research draws upon a wide range of sources, including books, journals, scholarly articles, novels, and other relevant studies on Indonesian language and literature in the age of globalization. These sources provide a comprehensive understanding of how local values are represented, negotiated, and transformed.

Complementing this, critical analysis is used to investigate the ways in which Indonesian language and literature endure, adapt, or transform under global pressures. This approach allows for an exploration not only of textual features but also of the socio-cultural and historical contexts influencing the creation and reception of literary works. By analyzing both content and context, the study highlights the interplay between local identity and global dynamics, showing how literature serves as a site for cultural negotiation.

The combination of literature review and critical analysis enables a holistic understanding of both the challenges and opportunities facing Indonesian language and literature. This dual approach also facilitates the development of strategic insights into how local identity can be maintained and promoted in a world increasingly

characterized by cross-cultural flows. The study, therefore, does not only document trends but also provides a framework for future strategies to strengthen Indonesian language and literature in global contexts.

RESULTS & DISCUSSION

Challenges of Globalization on Indonesian Language and Literature

Globalization presents an ambivalent impact on Indonesian language and literature. On one hand, it facilitates broader cultural exchange and accelerates the mobility of ideas, allowing Indonesian literary works to gain exposure beyond national borders. On the other hand, globalization brings significant threats to local linguistic and literary identities, as the dominance of global languages—particularly English—becomes increasingly pervasive in daily communication, education, and cultural consumption.

Empirical data indicates that Indonesian youth frequently integrate English terms into everyday conversations, especially in digital communication. Terms such as “deadline,” “meeting,” or abbreviations like “LOL” and “FYI” are commonly used without translation into Indonesian equivalents. While some scholars, such as Lesmana (2021), interpret this as linguistic creativity, excessive code-mixing risks eroding the expressive power of the Indonesian language. From a semiotic perspective (Barthes), this phenomenon can be read as the creation of a global cultural “myth” that marginalizes local meaning, displacing Indonesian vocabulary and its cultural resonance.

In the literary field, the prevalence of translated foreign works challenges local authors in reaching both domestic and international audiences. International bestsellers, such as the Harry Potter series by J.K. Rowling or The Hunger Games by Suzanne Collins, are swiftly translated and widely consumed in Indonesia. Meanwhile, local works face hurdles due to limited translation, promotional channels, and distribution networks. As a result, Indonesian readers often experience greater exposure to foreign literature than to domestically produced works, which can gradually weaken the market for local narratives.

Through the lens of Stuart Hall’s representation theory, these trends illustrate how the meaning produced by Indonesian literature risks being subordinated within the dominant flow of global culture. Local representations are often perceived as less marketable or relevant in the global arena, despite their potential as cultural capital capable of differentiating Indonesia in the international literary landscape. Works that skillfully blend local specificity with universal themes—such as Andrea Hirata’s *Laskar*

Pelangi—demonstrate that locality can be strategically leveraged to achieve global recognition.

The challenge is further compounded by technological reliance. With social media and digital platforms dominating communication, Indonesian literature must compete with globalized content while simultaneously maintaining its linguistic and cultural integrity. Without strategic cultural and educational interventions, there is a risk that the richness of Indonesian language and literary traditions may gradually erode under the pressures of global homogenization.

Locality Adaptation in Globality

Adaptation emerges as a key strategy for ensuring the continued relevance of Indonesian language and literature in a rapidly globalizing world. Locality should not be seen as a static inheritance, but rather as cultural capital that can be negotiated, enriched, and strategically presented to a broader audience. Education plays a pivotal role in this process, serving as the most strategically significant arena for cultivating linguistic pride and literary engagement.

The Kurikulum Merdeka exemplifies an innovative approach by incorporating project-based learning with local content, allowing students to reinterpret regional folklore through digital storytelling. These digital creations are then shared on virtual classroom platforms, demonstrating a seamless integration of local cultural narratives with global technological tools. Such practices align with Robertson's concept of glocalization, wherein local wisdom is presented in globally accessible formats without losing its cultural essence.

International literary festivals, such as the Ubud Writers & Readers Festival (UWRF), provide further evidence of how local literary identity can serve as a gateway to global dialogue. Young Indonesian authors participating in these festivals not only showcase their works but also actively negotiate local identity in creative ways. The fusion of local themes with globally resonant narratives enhances both cultural authenticity and international appeal.

Curricula in schools and universities should similarly adopt innovative, integrative approaches. Beyond traditional grammar and classical literature appreciation, educational programs should connect local literary works with universal issues, enabling broader relevance. For example, Andrea Hirata's *Laskar Pelangi* can be analyzed not merely as a story of children in Belitung striving for education, but also as a universal narrative about the right to education for all children, linking local experience with global concerns.

Recognition by international institutions further strengthens Indonesian literary presence. Since 2023, Indonesia has been designated as one of UNESCO's

official languages, providing critical legitimacy on the global stage. However, formal acknowledgment alone is insufficient. Comprehensive cultural policies are required, including mass translation of literary works, cultural diplomacy through international festivals, and the establishment of Indonesian language centers abroad. The international success of Korea's Hallyu wave and Japan's manga and anime industries exemplifies the potential for strategic promotion. Similarly, Indonesia could leverage its rich literary heritage to achieve global cultural recognition, provided it employs coordinated and creative strategies.

Digital Media Innovation and Cyber Literature

The digital era has opened new frontiers for extending the reach and impact of Indonesian language and literature. The emergence of cyber literature, or online literature, on platforms such as Wattpad, Storial, and NovelMe, has created a dynamic ecosystem for both the production and consumption of literary works. Thousands of young Indonesian authors publish their works online, reaching millions of readers from diverse regions and even across national borders.

Internal reports from Wattpad (2023) indicate that Indonesia contributes over 6 million active users, making it one of Southeast Asia's largest literary markets. The success of Erisca Febriani's *Dear Nathan*, which originated on Wattpad and later became a film attracting millions of viewers, exemplifies how cyber literature can serve as a pipeline to mainstream creative industries. Additionally, phenomena such as BookTok Indonesia on TikTok have significantly increased print sales for local authors like Tere Liye, demonstrating how digital platforms can bridge local literature with global trends.

From the perspective of Henry Jenkins' convergence culture, Indonesian literature no longer exists in isolation; it interacts with new media forms that enable interactivity, participation, and cross-cultural collaboration. Likewise, Appadurai's concept of mediascapes illustrates how global media flows create spaces for local works to traverse geographical boundaries, allowing Indonesian literary texts to gain international attention and validation. Some Wattpad works have attracted interest from international publishers and eventually been printed abroad, proving that digital platforms are effective gateways to global recognition.

Social media platforms, including TikTok, Instagram, and YouTube, also serve as crucial tools for promoting literary works. Short videos featuring poetry readings, visual storytelling, or narrative teasers can capture audience interest in ways that traditional print cannot. By leveraging these digital innovations, Indonesian writers

can actively expand their readership while reinforcing the local identity embedded in their narratives.

In summary, digital media and cyber literature represent more than complementary channels; they have become essential arenas for preserving, disseminating, and innovating Indonesian literary expression. By embracing these platforms strategically, Indonesian literature can maintain its local essence while simultaneously engaging with global audiences, ensuring cultural sustainability in the digital age.

Adaptation and Cross-Media Transformation

Adaptation, or ikranasi, plays a crucial role in extending the reach and cultural impact of Indonesian literature. By transforming literary works into films, television series, theater performances, or digital media, authors and producers can introduce local narratives to broader audiences while retaining the cultural essence of the original works. For example, Andrea Hirata's *Laskar Pelangi* was adapted into a film that drew more than 4.6 million viewers, effectively introducing the Belitung Malay culture to audiences nationwide and beyond. Similarly, Ahmad Tohari's *Ronggeng Dukuh Paruk* trilogy was transformed into the film *Sang Penari*, offering a visual representation that brought traditional performing arts to new generations.

Cross-media adaptation also includes creative reinterpretation of literary works. Ayu Utami's *Saman*, for instance, has been adapted for theatrical performances, while the poetry of Chairil Anwar and Sapardi Djoko Damono has been set to music. Such transformations highlight that literature need not remain confined to textual formats; it can thrive in interactive and performative media such as music, theater, and digital games, which further enrich audience engagement.

The adaptation process, however, presents inherent challenges, particularly in preserving the essence of the original work while appealing to the sensibilities of different media audiences. When managed carefully, cross-media transformation not only enhances the cultural value of literary texts but also expands their reach and relevance. For instance, the film adaptation of Marlina si Pembunuh dalam Empat Babak (2017) drew inspiration from local Sumba narratives, participating in international film festivals and offering fresh visibility to Indonesian storytelling.

Box office data and audience reception suggest that these adaptations do more than entertain; they serve as vehicles of cultural preservation and innovation. By translating local literary narratives into accessible and popular formats, Indonesian literature strengthens its presence in the cultural economy while maintaining its unique local identity.

In essence, adaptation and cross-media strategies are not merely auxiliary methods of dissemination—they constitute strategic interventions that ensure Indonesian literary works remain culturally significant, widely appreciated, and competitive in both national and global arenas.

International Collaboration and Global Engagement

International collaboration has emerged as a pivotal strategy for enhancing the global visibility and cultural influence of Indonesian language and literature. Participation in major international book fairs and translation initiatives has provided a platform for Indonesian literary works to enter the global discourse. A landmark event was Indonesia's role as the guest of honor at the Frankfurt Book Fair 2015, which catalyzed the translation of over 100 Indonesian literary works into various languages. Programs such as I-LIT (Indonesian Literature in Translation) have further expanded this initiative, supporting translations of contemporary works such as *Pulang* by Leila S. Chudori and *Cantik Itu Luka* by Eka Kurniawan.

Following Frankfurt, Indonesia was spotlighted as the Market Focus at the London Book Fair 2019, resulting in translations of important works including *Amber* by Laksmi Pamuntjak and *Lelaki Harimau* by Eka Kurniawan. Such efforts underscore the significance of literary diplomacy in reinforcing Indonesia's soft power, aligning with Joseph Nye's concept that literature can serve as a strategic instrument for fostering international cultural recognition. In this sense, Indonesian literature is not only an aesthetic product but also a tool for projecting national identity and cultural values onto the global stage.

Academic collaboration further strengthens this international presence. Exchanges of faculty, joint research projects, and participation in global seminars enable a deeper understanding of Indonesian literature as a complex cultural representation, rather than merely a linguistic artifact. Homi Bhabha's theory of hybridity provides a useful lens for interpreting these collaborations, highlighting the creation of a third space—a negotiation arena where Indonesian local identity is maintained while engaging in transnational cultural dialogues.

By actively participating in international literary networks, Indonesian literature establishes productive hybridity, where local narratives are both preserved and reinterpreted within global discourses. This interplay allows literary works to retain their cultural specificity while becoming part of a dynamic global conversation, exemplifying how collaboration, translation, and cultural exchange can transform the perception and reach of Indonesia's literary heritage.

Dynamics of Local and Global Communication

The interaction between local and global media landscapes has generated a complex communication dynamic that significantly impacts Indonesian language and literature. Global media, with vast resources and extensive reach, often dominate cultural representations, creating the risk of overshadowing local narratives. In response, local digital media platforms such as Kompasiana, Kumparan, and forums like Kaskus provide crucial spaces for Indonesian writers to express their ideas, preserve local identities, and engage audiences with content rooted in cultural specificity.

Cross-border collaborations in digital media have also enabled new forms of digital literature, including interactive stories, flash fiction, and digital poetry. These emerging formats showcase not only the creative adaptability of local writers but also the capacity of local narratives to coexist with global trends. Early examples, such as Multiply and Blogspot in the early 2000s, exemplify the initial transition of Indonesian literature into digital spheres. Many writers who began in these online communities successfully entered mainstream publishing, demonstrating the potential for local content to gain broader recognition.

Contemporary independent media outlets like Ruang Baca, and the Jakarta Review of Books continue this tradition, now within a more professionalized digital ecosystem. Applying Jürgen Habermas's public sphere theory, these platforms can be understood as arenas where local identity is debated, negotiated, and recognized amidst the dominance of global media. They not only facilitate the distribution of literary works but also contribute to shaping public discourse, offering avenues for cultural negotiation and critical engagement with both local and global influences.

The interplay of local and global media thus operates as a dynamic negotiation of identity, where Indonesian literature is continuously reinterpreted, adapted, and circulated. By leveraging digital platforms and fostering transnational collaborations, local literary expressions maintain their cultural authenticity while participating in the global literary ecosystem. This balance between local specificity and global relevance is essential for ensuring the sustainability of Indonesian language and literature in an era of pervasive globalization.

Literary Works as Representation of Locality

Several Indonesian literary works exemplify how local identity is articulated and maintained in the face of global influences. These works demonstrate that the richness of

local culture can be creatively packaged to resonate both within and beyond national boundaries.

The novel *Upacara* (1978) by Korrie Layun Rampan provides a profound depiction of Dayak life. Through detailed portrayals of traditional rituals and cultural practices, the narrative illustrates the community's efforts to preserve cultural identity amidst the pressures of modernization. The tension between local traditions and external influences becomes a lens through which the negotiation of local-global identity is explored.

Laskar Pelangi (2005) by Andrea Hirata introduces the Malay Belitung culture, weaving themes of community, religiosity, and mutual cooperation into the story of children striving for education. The novel's universal appeal demonstrates that local narratives, when told compellingly, can transcend regional confines and engage global audiences, reflecting the potential of local culture to contribute to wider discourses on education and social justice.

Para Priyayi (1992) by Umar Kayam presents the complexities of Javanese aristocratic life, including social etiquette, education, and the persistence of cultural values amid social change. By highlighting the interactions between traditional structures and modern pressures, the novel serves as a critical case study of cultural negotiation, showing how local literature can simultaneously preserve heritage and reflect societal transformation.

Contemporary works, such as *Cantik Itu Luka* (2002) by Eka Kurniawan, merge magical realism with historical narratives, drawing global attention and translations into multiple languages. The creative presentation of local historical and social contexts positions the novel as evidence that Indonesian literary locality can achieve international recognition when combined with innovative narrative strategies.

Saman (1998) by Ayu Utami addresses gender, sexuality, and socio-political issues in Indonesia, while its theatrical adaptations expand the reach of the literary work. This demonstrates how cross-medium adaptation (alih wahana) strengthens both the cultural impact and accessibility of local literature.

More recent examples, such as *Orang-Orang Oetimu* (2019) by Felix K. Nesi, portray the everyday life of East Nusa Tenggara's communities, blending political, social, and satirical humor. The novel's recognition through the Kusala Sastra Khatulistiwa Award confirms that works with strong local flavor can achieve national acclaim. Similarly, *Amber* (2012) by Laksmi Pamuntjak, reinterpreting the Mahabharata epic in an Indonesian political context, exemplifies how local narratives can creatively engage with universal literary traditions to enhance global relevance.

These examples collectively demonstrate that locality in Indonesian literature is not a limitation, but a strategic asset that can engage both domestic and international audiences. By emphasizing cultural specificity while adopting innovative storytelling methods, Indonesian authors are actively negotiating the interplay between local identity and global literary discourse.

Critical Reflection

From the discussion above, it becomes evident that the locality of Indonesian language and literature cannot be preserved passively. Instead, it must be actively negotiated, creatively reinterpreted, and strategically promoted. Globalization, while presenting potential threats to local culture, simultaneously offers opportunities for Indonesian literature to engage with international audiences.

Drawing from Stuart Hall's theory of representation, local elements in Indonesian literature are not merely mirrors of reality but are constructions whose meanings can be negotiated and rearticulated. Local narratives, symbols, and linguistic forms carry cultural significance that can be repositioned to resonate with broader audiences while maintaining authenticity.

Homi Bhabha's concept of hybridity emphasizes that productive spaces exist where local identity is not lost but enriched through interaction with global culture. Indonesian literature, when strategically adapted and promoted, can inhabit this 'third space,' preserving cultural essence while engaging in global discourse. Meanwhile, Appadurai's scapes framework underscores the importance of understanding global flows—of media, technology, and ideas—that simultaneously pose challenges and offer avenues for the dissemination of local narratives.

The evidence from both classical and contemporary works, cross-media adaptations, and digital literary platforms illustrates that Indonesian literature is capable of dynamic negotiation. By leveraging innovation, technology, and cultural diplomacy, literature rooted in local identity can thrive amid global pressures. This confirms that locality is not static; it is a flexible and strategic cultural capital that can secure relevance in the international arena.

Critical reflection also highlights the role of education and policy in sustaining literary locality. Curricula that integrate local literature with global perspectives cultivate appreciation and agency among younger generations. Initiatives in translation, international literary festivals, and digital platforms reinforce Indonesian literature's visibility while maintaining fidelity to local values.

Ultimately, the survival and growth of Indonesian literary locality depend on a synergistic approach:

balancing preservation with innovation, combining national policy with community participation, and connecting local narratives with global cultural dialogues. The task is not merely to defend tradition but to actively position Indonesian literature as a vibrant participant in global cultural exchange.

CONCLUSION

Several conclusions can be drawn from the analysis of Indonesian language and literature in the context of globality. Firstly, Indonesian language and literature face significant challenges in maintaining local identity amid the forces of globalization. While globalization opens up opportunities for wider recognition and dissemination of Indonesian literature internationally, it also risks eroding unique local characteristics if preservation efforts are insufficient.

Secondly, the rapid development of digital technology underscores the role of digital literacy in promoting Indonesian language and literature globally. Through diverse digital platforms, literary works can reach international audiences, but this requires concerted efforts to enhance the quality, relevance, and competitiveness of content. Innovation, rather than mere preservation of traditional forms, becomes a necessity.

Thirdly, preservation of local language and literature demands strategic adaptation, including cross-media adaptations, multimedia content, translation into foreign languages, and international collaboration. These initiatives ensure that local narratives remain vibrant and accessible, bridging local specificity with global engagement.

Fourthly, education plays a pivotal role in fostering awareness of the value of local language and literature. Curricula that integrate comprehensive linguistic and literary content help instill appreciation and pride among young generations, equipping them to actively participate in promoting Indonesian cultural heritage on a global stage.

Fifthly, maintaining a balance between preserving local literary identity and leveraging global opportunities requires synergistic collaboration among various stakeholders—government, educational institutions, literary communities, and the creative industry. National cultural strategies, extending to 2045, will determine whether Indonesian literature merely observes global cultural exchanges or becomes an influential player within them.

In summary, the future of Indonesian language and literature in the era of globalization depends on the ability to innovate and adapt while safeguarding unique local identity. By integrating education, international promotion, digital media engagement, and local cultural

reinforcement, Indonesian literature can continue to play a significant role in global cultural dynamics, ensuring the sustainability of local values that define the nation's identity.

SUGGESTIONS

Based on the findings and discussions presented in this study, several recommendations can be proposed. First, it is crucial for educational institutions, policymakers, and cultural organizations to actively foster the awareness and appreciation of Indonesian language and literature among the younger generation. This can be achieved through curriculum innovation, incorporating local literature projects, and providing platforms for students to creatively engage with their cultural heritage in digital and interactive formats.

Second, there is a need to strengthen translation and international promotion of Indonesian literary works. The strategic translation of contemporary and classical literature into major world languages, coupled with participation in international literary festivals and collaborations, can enhance global recognition while preserving the unique local identity of Indonesia's literary production.

Third, researchers and scholars are encouraged to further explore the intersections of globalization, digital media, and Indonesian literary practices. Future studies may investigate the long-term effects of social media, cyber literature, and cross-cultural collaborations on both the vitality of the Indonesian language and the international reach of its literary works.

Finally, cultural policies should adopt an integrated approach, balancing local preservation with global engagement. By creating synergistic strategies among government bodies, literary communities, and the creative industry, Indonesian language and literature can continue to thrive, innovate, and represent the nation effectively on the global stage.

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