

ABSTRACT

DEVI LIA PEBRIANTI.2016. PENGARUH GLOBALISASI DALAM BIDANG SOSIAL BUDAYA TERHADAP SIKAP CINTA TANAH AIR PESERTA DIDIK SMA NEGERI 9 BANDUNG

Keywords: Socio-cultural effects of globalization, the attitude of patriotism, learners

This research is motivated by the condition of Indonesia who are experiencing a decrease in the attitude of patriotism in this age of globalization. Decrease unpatriotic attitude of many occur among students or the younger generation today. Therefore, the attitude of patriotism among the students or the younger generation today must be developed, because young people are the future generation. Formulation of the problem in this research is how big the impact of globalization in social and cultural sectors of the attitude of patriotism among students (SMA Negeri 9 Bandung). Grand theory in this study uses the theory of Robertson (Martono, 2012, p. 96) that "Globalization is defined as a process that results in a single world, people around the world become dependent in all aspects of life. Learners as the younger generation is still vulnerable to various hala result of all this becomes easy influential. This approach is quantitative research with survey method explanation. The technique of collecting data and information through questionnaires, interviews, literature study and documentation of the findings of the research are: 1) adanaya identification of the forms of globalization of socio-cultural is seen from the changes that occur without any pressures or happen by itself, because it is usually always adjust to new circumstances or conditions that arise in their environment, and the changes that produce direct effects for each individual or learner eg change hairstyle or fashion. 2) There is a reflection of the behavior or attitudes that lead to waning unpatriotic attitude of learners with their more than happy to outside cultures than with their own culture. 3) Globalisation has a significant influence terhadap unpatriotic attitude towards learners of 31.1%. The conclusion is soaila cultural globalization have a significant effect on the attitudes cunta homeland on learners, and it is suggested that students today can sort out which ones are good and which are bad and the globalisassi influence, it has a high sense of nationalization.