

The Role of Multiculturalism in Supporting Economic Development and Local Identity in Brebes Regency

Diah Nadiatul Jannah 

Universitas Negeri Makassar

diah.nadiatul@student.uny.ac.id

Abstract

This study aims to analyze the role of multiculturalism in supporting economic development and local identity in Brebes Regency. The study employed a literature review method with a descriptive qualitative approach through data collection from journals, books, government documents, and other relevant references. The results show that the cultural diversity of Brebes society, particularly the interaction between Javanese and Sundanese cultures, plays an important role in forming social capital that supports community economic activities. In addition, local identities such as shallots and Brebes salted eggs have developed as cultural symbols and regional economic strengths through SMEs, trade, and the creative economy. However, globalization and modernization pose challenges to the sustainability of local culture. Therefore, strengthening local culture and developing culture-based creative economy are necessary to support sustainable regional development.

Abstrak

Penelitian ini bertujuan untuk menganalisis peran multikulturalisme dalam mendukung pembangunan ekonomi dan identitas lokal di Kabupaten Brebes. Penelitian menggunakan metode studi literatur dengan pendekatan kualitatif deskriptif melalui pengumpulan data dari jurnal, buku, dokumen pemerintah, dan berbagai sumber pustaka relevan. Hasil penelitian menunjukkan bahwa keberagaman budaya masyarakat Brebes, khususnya interaksi budaya Jawa dan Sunda, berperan dalam membentuk modal sosial yang mendukung aktivitas ekonomi masyarakat. Selain itu, identitas lokal seperti bawang merah dan telur asin Brebes berkembang sebagai simbol budaya sekaligus kekuatan ekonomi daerah melalui UMKM, perdagangan, dan ekonomi kreatif. Namun, globalisasi dan modernisasi menjadi tantangan terhadap keberlangsungan budaya lokal masyarakat. Oleh karena itu, diperlukan penguatan budaya lokal dan pengembangan ekonomi kreatif berbasis budaya dalam mendukung pembangunan daerah yang berkelanjutan.

Keywords

Multiculturalism; economic development; local identity; Brebes Regency

1. Introduction

Indonesia is a multicultural country with diverse ethnicities, cultures, religions, languages, traditions, and local customs spread across various regions. This diversity has become one of the main characteristics of Indonesian society and serves as social capital in social life and national development (Geertz, 1963). Multiculturalism is not merely understood as cultural diversity, but also as recognition of socio-cultural differences that coexist within society (Parekh, 2000). In the context of development, multiculturalism plays an important role because cultural diversity can become a source of social strength, economic potential, and local identity within communities (Tilaar, 2004; Zahra, 2025).

In the modern era, regional economic development is no longer solely oriented toward economic growth but also pays attention to the social and cultural aspects of society. Culture has become an important element in development because it is closely related to social behavior, value systems, social solidarity, and local economic activities (Koentjaraningrat, 2009). UNESCO also places culture as an essential component of sustainable development because culture is considered capable of strengthening social cohesion, increasing community creativity, and supporting local economic growth (UNESCO, 2013). Therefore, culture-based development and social diversity have become increasingly relevant approaches to regional development.

From the perspective of social development, multiculturalism is also closely related to the formation of social capital within society. Social capital includes social trust, social networks, norms, and cooperation that support social stability and economic development (Putnam, 1993; Hilalludin et al., 2025). Fukuyama (2002) explains that societies with high levels of social trust tend to have better capabilities in building economic cooperation and maintaining social stability. This indicates that properly managed cultural diversity can become a social strength that supports regional economic development. Thus, multiculturalism possesses not only socio-cultural dimensions but also economic and developmental dimensions.

In addition, the development of the creative economy demonstrates that culture has high economic value in regional development. The creative economy is an economic development concept that relies on creativity, ideas, culture, and community innovation (Howkins, 2001; Nurfaizi, 2025). In this context, local cultural identity can become an economic resource capable of increasing regional competitiveness through culinary sectors, tourism, handicrafts, cultural fashion, and micro, small, and medium enterprises (MSMEs) (Florida, 2002). Therefore, cultural diversity and local identity can serve as important instruments in supporting local potential-based economic development.

Brebes Regency is one of the regions located on the border between Central Java and West Java, characterized by a multicultural society (Azizi et al., 2025). Its geographical position has led to cultural interactions between Javanese and Sundanese communities in the social life of Brebes society. These cultural interactions can be seen in language use, local traditions, communication patterns, and daily economic activities (Rahmawati, 2021). Such conditions make Brebes a region with cultural diversity and strong local identity.

Besides being known as an agricultural region, Brebes also holds a strategic position because it is located along the Pantura Route, which serves as a center for trade mobility and social interaction among communities from different regions. This strategic position influences the economic development of Brebes society through trading activities, goods distribution, and the growth of local businesses (Suryana, 2019). The economic activities developing in Brebes indicate a relationship between socio-cultural diversity and local economic growth.

Brebes Regency is also known for various local products that have become symbols of regional economic identity, such as

shallots, traditional culinary products, and Brebes salted eggs, which have become iconic representations of local identity (Prasetyo, 2020). These local products not only possess economic value but also contain cultural significance and represent local community identity. From the perspective of the creative economy, local cultural identity can become an asset for regional economic development because it creates economic attractiveness and strengthens regional branding (Piliang, 2011). Therefore, the local identity of Brebes society has a close relationship with regional economic development.

The cultural diversity of Brebes society is also reflected in the coexistence of coastal and agrarian communities. Continuous social interactions have shaped a social structure that is adaptive to social and economic changes (Adawiyah et al., 2023). According to Geertz (1963), societies with cultural diversity tend to form more dynamic social patterns in economic and social life. This condition indicates that multiculturalism can function as social capital in supporting social stability and regional development.

On the other hand, globalization and modernization pose challenges to the sustainability of local cultural identity. Globalization has caused changes in social and cultural patterns that potentially reduce the existence of local cultures (Giddens, 2000; Zamhari et al., 2025). The development of technology and the digital economy also encourages communities to adapt to global economic changes without losing their regional cultural identity (Castells, 2010). These challenges highlight the importance of strengthening local identity as part of culture-based regional development.

Previous studies on multiculturalism have mainly focused on education, social conflict, and cultural integration (Tilaar, 2004). Meanwhile, studies examining the relationship between multiculturalism and regional economic development remain relatively limited, especially in local contexts such as Brebes Regency. In fact, the cultural diversity possessed by local communities has great potential as social and economic capital in culture-based regional development. Therefore, this study is important to examine how multiculturalism contributes to economic development and the strengthening of local identity in Brebes Regency. This study aims to analyze the role of multiculturalism in supporting economic development and local identity in Brebes Regency. The findings are expected to contribute to the development of culture-based and multiculturalism studies and serve as a reference for regional development policies oriented toward local socio-cultural potential.

2. Research Method

This study employed a literature review method with a descriptive qualitative approach. The literature review method was used to examine various theories, concepts, research findings, and data related to multiculturalism, economic development, and local identity in Brebes Regency. According to Zed (2014), a literature review is a research method conducted by collecting and analyzing various references to obtain data and information relevant to the research topic. The descriptive qualitative approach was applied to explain socio-cultural phenomena in depth based on the collected data and references (Sugiyono, 2019).

The focus of this study was to analyze the role of multiculturalism in supporting economic development and strengthening local identity in Brebes Regency. The study specifically examined the cultural diversity of Brebes society, the relationship between multiculturalism and community economic activities, and the influence of local identity on regional development. In addition, this study discussed various local economic potentials such as micro, small, and medium enterprises (MSMEs), trade, local culinary products, and local cultural practices that have developed in Brebes Regency.

The data used in this study consisted entirely of secondary data. Secondary data were obtained from various literature

sources, including national and international scientific journals, books, research articles, conference proceedings, government reports, data from Statistics Indonesia (BPS), online media, and other relevant documents related to the research topic. The use of various literature sources aimed to provide both theoretical and empirical understanding regarding the relationship between multiculturalism, regional economic development, and local identity.

Data collection techniques were conducted through documentation studies and literature searches. The researcher collected various references related to multiculturalism, regional economic development, social capital, creative economy, and local cultural identity. The selected literature was based on thematic relevance, source credibility, and its relation to the research focus. According to Nazir (2014), documentation study is a data collection technique carried out through the examination of documents and written sources to obtain research information.

The data analysis technique used in this study was content analysis. Content analysis was conducted by identifying, classifying, and interpreting information obtained from literature sources to discover the relationship between multiculturalism, economic development, and local identity in Brebes society. According to Krippendorff (2018), content analysis is a research technique used to systematically and objectively understand the meaning of texts or documents.

The data analysis process was carried out through several stages, namely data reduction, data presentation, and conclusion drawing (Miles & Huberman, 1994). In the data reduction stage, the researcher selected and simplified data relevant to the research focus. The data were then presented descriptively to explain the relationship between cultural diversity, economic development, and local identity in Brebes society. The final stage involved drawing conclusions based on the interpretation of the analyzed data.

To ensure data validity, this study applied source triangulation by comparing information from various references. The use of different scientific sources and official documents was intended to strengthen the credibility and objectivity of the data (Sugiyono, 2019). Through this literature review method, the study is expected to provide a comprehensive understanding of the role of multiculturalism in supporting economic development and strengthening local identity in Brebes Regency.

3. Result and Discussion

3.1. Multiculturalism in Brebes Regency Society

Based on the results of literature studies from various scientific sources, regional documents, and socio-cultural studies, Brebes Regency demonstrates the characteristics of a multicultural society formed through long-term social, geographical, and economic interactions. The multiculturalism of Brebes society is influenced by its geographical position on the border between Central Java and West Java Provinces. This condition has resulted in cultural acculturation between Javanese and Sundanese communities that continues to develop in everyday social life (Geertz, 1963; Solikhah & Widodo, 2022).

The cultural diversity of Brebes society can be observed through language use, traditions, arts, communication patterns, and social systems that reflect cultural acculturation processes. Communities in western Brebes, such as Salem and Bantarkawung, tend to exhibit stronger Sundanese cultural influences, while eastern areas are more strongly influenced by Javanese coastal culture (Rahmawati, 2021). These cultural differences do not create significant social conflict; instead, they form a social structure in which communities are able to coexist and adapt to one another in everyday life. This condition indicates that Brebes society possesses a relatively high level of social tolerance and cultural adaptability.

According to Parekh (2000), multicultural societies are formed through intercultural interactions that create recognition of social and cultural differences within society. In the context of Brebes Regency, the interaction between Javanese and Sundanese cultures has created dynamic and adaptive social conditions. This can be observed in the use of two languages in social activities, the integration of local traditions, and communication patterns influenced simultaneously by both

Javanese and Sundanese cultures (Muliawati et al., 2021). This demonstrates that cultural diversity in Brebes is not merely a social identity but has become an inseparable part of social life.

Based on the literature review, Brebes society also possesses an open social character toward intercultural interaction due to the influence of trade and economic activities. Brebes' strategic location along the Pantura Route has made it an important center of social mobility and economic distribution between regions (Suryana, 2019). The Pantura Route functions not only as a national transportation route but also as a social interaction space connecting people from different cultural, economic, and social backgrounds. Such interactions have indirectly shaped a society that is more open to cultural diversity and socio-economic changes.

In addition to trade mobility, the development of multiculturalism in Brebes society is influenced by socio-economic conditions dominated by agriculture and trade sectors. Economic activities involving interactions among social groups contribute to the formation of more inclusive social relations. According to Koentjaraningrat (2009), continuous social interaction within multicultural societies can create social solidarity and strengthen social integration. In the context of Brebes, cultural diversity actually supports harmonious social relations within economic activities.

The literature study also reveals that multicultural society in Brebes is closely related to the formation of social capital. Social capital is an important component of societal development because it includes social trust, social networks, solidarity, and cooperation in socio-economic life (Putnam, 1993; Hilalludin et al., 2025). The cultural diversity of Brebes society encourages patterns of social cooperation that support trade, agriculture, micro, small, and medium enterprises (MSMEs), and local economic distribution. This indicates that multiculturalism contributes to social stability and regional economic development.

Fukuyama (2002) explains that societies with high levels of social trust tend to have greater capacity for economic cooperation and social stability. In Brebes society, social relations formed through interactions between Javanese and Sundanese cultures create relatively harmonious relationships within the community. This can be observed in the community's ability to establish economic relations, trading activities, and social cooperation regardless of existing cultural differences.

The cultural diversity of Brebes society is also reflected in various local traditions and cultural activities developing in coastal and agrarian communities. Local traditions, mutual cooperation, and social relationships are essential elements in maintaining social integration within multicultural communities. Multiculturalism plays an important role in building democratic, tolerant, and diversity-respecting societies (Tilaar, 2004; Zahra, 2025). In the context of regional development, these conditions become important social capital for maintaining social stability and supporting regional economic development.

Furthermore, the literature review indicates that cultural diversity in Brebes also influences the formation of local identity. The local identity of Brebes society is not shaped solely by either Javanese or Sundanese culture but rather develops through cultural interaction within society. This can be seen in culinary culture, local languages, traditions, and economic activities that demonstrate cultural integration among Brebes communities.

From the perspective of social development, multicultural societies such as Brebes Regency possess significant potential for culture-based regional development. Properly managed cultural diversity can create social stability, strengthen social relationships, and support local economic activities (UNESCO, 2013). Therefore, multiculturalism in Brebes society is not only a socio-cultural identity but also social capital supporting economic development and the strengthening of regional local identity.

3.2. Multiculturalism as Social Capital in Economic Development

Based on the results of literature studies from various journals, books, and previous research, multiculturalism has a close

relationship with regional economic development because cultural diversity can function as social capital. Social capital is an important element in society that includes social trust, solidarity, social norms, social networks, and cooperation in supporting socio-economic activities (Putnam, 1993; Hilalludin et al., 2025). From a development perspective, social capital is viewed as a factor capable of improving the effectiveness of economic development because societies with strong social relationships tend to create social stability and economic cooperation more easily (Fukuyama, 2002).

According to Coleman (1988), social capital is formed through social relationships that develop within society and provide both economic and social benefits for communities. In multicultural societies, intercultural interaction can strengthen social networks and create more open and inclusive social relations. This indicates that cultural diversity is not merely a social identity but also a social resource capable of supporting local economic development (Bourdieu, 1986).

In the context of Brebes Regency, literature studies show that the cultural diversity influenced by interactions between Javanese and Sundanese cultures creates harmonious social relationships. These cultural interactions occur in daily social activities through language use, local traditions, communication patterns, and economic activities (Rahmawati, 2021). This condition demonstrates that Brebes society possesses a relatively open social character toward cultural diversity and socio-economic change.

According to Geertz (1963), societies living in culturally diverse environments tend to form dynamic and adaptive social relationships. In Brebes society, cultural diversity is not perceived as a source of social conflict but rather as a natural part of social life. Javanese and Sundanese communities in Brebes are able to establish harmonious social relations through continuous cultural adaptation in everyday life (Solikhah & Widodo, 2022). This demonstrates that cultural diversity can strengthen social integration within regional communities.

The literature review also indicates that social relations formed in multicultural societies influence economic activities. Intercultural interactions encourage the formation of social networks and economic cooperation that support trade and local businesses (Putnam, 1993; Husna, 2026). In Brebes economic activities, social relationships among communities become important factors supporting economic distribution, trade activities, and the development of MSMEs.

Furthermore, the strategic location of Brebes along the Pantura Route also influences the development of multicultural society and regional economic growth. The Pantura Route is a major national route connecting various regions of Java Island, making it a center for social mobility, trade, and distribution of goods and services (Suryana, 2019). The high level of mobility along the Pantura Route encourages intercultural interaction among different social groups in economic activities. According to Castells (2010), social and economic mobility in the modern era contributes to the formation of societies that are more open to cultural diversity and socio-economic change.

From the perspective of regional economic development, the cultural diversity of Brebes society also contributes to the development of the local creative economy. The creative economy is an economic development concept that places creativity, culture, and innovation as primary economic resources (Howkins, 2001; Nurfaizi, 2025). Local culture in Brebes plays an important role in the development of the creative economy through culinary industries, trade, handicrafts, and local MSME products. This demonstrates that local culture possesses economic value capable of supporting local potential-based regional development.

According to Florida (2002), creativity and cultural identity influence the economic competitiveness of a region. Regions capable of developing local cultural potential effectively tend to have greater capacity for economic growth. In Brebes, local culture has developed into economic identity through products such as shallots, traditional culinary products, and Brebes salted eggs, which are widely recognized as symbols of regional identity (Prasetyo, 2020). These local products possess not only economic value but also represent the cultural identity of the community.

In addition to culinary and trade sectors, the cultural diversity of Brebes society also supports the development of local

MSMEs. According to Tambunan (2012), MSMEs play an important role in regional economic development because they create employment opportunities, increase community income, and strengthen local economies. In multicultural societies such as Brebes, social relationships and social networks become important factors supporting the sustainability of local MSMEs. Harmonious social relations facilitate economic cooperation and business network expansion.

The literature review further indicates that cultural diversity contributes to social stability, which supports regional economic development. Social stability is an essential component of development because communities with harmonious social relationships tend to create stable and productive economic conditions (Fukuyama, 2002). In Brebes society, interactions between Javanese and Sundanese cultures occur harmoniously, creating social conditions that support local economic activities.

According to Tilaar (2004), multiculturalism plays an important role in building democratic, tolerant, and diversity-oriented societies. Social tolerance within multicultural societies can strengthen community participation in regional development and increase social solidarity. In the context of economic development, social solidarity becomes an important factor in creating economic cooperation and supporting sustainable regional development (Koentjaraningrat, 2009).

UNESCO (2013) also explains that culture is an important part of sustainable development because it strengthens social cohesion, increases community creativity, and creates inclusive development. In the context of Brebes Regency, cultural diversity can become an important potential in supporting culture-based economic development. The development of local culture through creative economy sectors, trade, and MSMEs can become a regional development strategy based on socio-cultural strengths.

Thus, based on the literature review, multiculturalism in Brebes Regency significantly contributes to regional economic development. Cultural diversity not only shapes social identity but also creates social capital that supports trade, MSME development, creative economy, social stability, and sustainable economic development. Therefore, multiculturalism can be understood as a socio-cultural strength that plays an important role in supporting local potential-based economic development in Brebes Regency.

3.3. Local Identity as a Support for Economic Development

Based on literature studies from scientific journals, books, government documents, and previous research, local identity plays an important role in supporting culture-based regional economic development. Local identity is not only understood as a cultural symbol but also as a social and economic resource capable of enhancing regional competitiveness (Piliang, 2011). In modern development perspectives, local identity has become an important component of creative economy development, tourism, and local potential-based development because it creates unique regional characteristics (Howkins, 2001).

According to Barker (2004), cultural identity represents values, traditions, and social characteristics formed through social and cultural processes within society. Strong local identity can create a sense of belonging toward regional culture while simultaneously functioning as social capital in economic development. In regional development contexts, local identity is closely related to economic activities because local culture can develop into economic commodities with high market value (Florida, 2002).

Brebes Regency possesses various local identities that have developed into economic symbols of the region. Based on literature studies, the local identity of Brebes society is formed through the integration of agrarian culture, coastal culture, and interactions between Javanese and Sundanese cultures. This condition has produced various cultural and economic products characteristic of Brebes society, such as shallots, traditional culinary products, local traditions, and Brebes salted eggs, which are widely recognized as regional identity symbols (Prasetyo, 2020).

Brebes salted eggs are one of the local products strongly associated with the cultural identity of Brebes society. Literature

studies indicate that salted eggs are not only viewed as traditional culinary products but also as representations of socio-cultural identity that have developed through generations. The salted egg industry has developed through local economic activities involving trade, MSMEs, economic distribution, and household industries (Rahmawati, 2021). This demonstrates that local culture can develop into economic strength supporting regional development.

From the perspective of the creative economy, local cultural products such as salted eggs possess high economic value because they create regional economic identity and enhance local economic attractiveness (Howkins, 2001). The identity of salted eggs as a regional specialty also strengthens the image of Brebes Regency at regional and national levels. According to Florida (2002), cultural identity and creativity influence regional economic competitiveness because local culture creates unique economic characteristics distinct from other regions.

In addition to salted eggs, shallots are also a leading commodity contributing significantly to the economic development of Brebes society. Based on data and literature studies, Brebes is recognized as one of the largest shallot-producing regions in Indonesia, significantly influencing local economic activities (Suryana, 2019). Shallot farming activities create employment opportunities, increase community income, and support local trade development. In the context of regional economic development, agricultural commodities are not merely sources of income but also part of local cultural identity (Koentjaraningrat, 2009).

The literature review also demonstrates that local identity in Brebes society is closely related to the development of local MSMEs. Cultural products that develop within society become important components of the creative economy through culinary industries, trade, handicrafts, and household industries (Tambunan, 2012). The development of culture-based MSMEs can increase community participation in regional economic development while preserving local cultural sustainability.

According to UNESCO (2013), culture is an important element of sustainable development because it strengthens social cohesion, increases creativity, and supports local economic growth. In the context of Brebes Regency, local identity can become economic potential supporting culture-based regional development. Cultural products developed through the creative economy create added economic value while strengthening regional identity.

In addition to supporting economic activities, local identity also contributes to tourism development. Literature studies indicate that local culture, traditional culinary products, community traditions, and cultural products can become tourism attractions supporting local economic growth (Piliang, 2011). In the context of Brebes, local identities such as salted eggs, agrarian culture, and local traditions possess potential as cultural tourism attractions supporting regional economic development.

According to Richards (2018), culture-based tourism development can increase regional economic attractiveness because tourists tend to seek cultural experiences and local identity. Therefore, strengthening local identity in Brebes society can become a strategy for culture-based economic development supporting creative economy growth and tourism sector development.

3.4. Challenges of Multiculturalism and Regional Development

Based on literature studies, although multiculturalism and local identity significantly contribute to regional economic development, globalization and modernization also create various challenges for local communities. Globalization causes socio-cultural changes that potentially reduce the existence of local culture and regional identity (Giddens, 2000). These changes occur because societies are increasingly connected to global culture through information technology, social media, and digital communication.

According to Castells (2010), the development of information technology creates a network society that changes patterns of social and cultural interaction in modern communities. This condition causes local cultures to face challenges in

maintaining their existence amid the dominance of global popular culture (Herman, 2024). In the context of Brebes society, changes in modern lifestyles may affect the sustainability of local culture, particularly among younger generations who are increasingly exposed to foreign cultures.

The literature review also indicates that economic modernization changes consumption patterns, leading communities to prefer popular culture and modern products over local cultural products. This condition potentially reduces public interest in preserving local culture and regional identity. According to Barker (2004), cultural globalization causes cultural homogenization that may reduce the diversity of local cultural identities.

In addition to globalization challenges, the management of local cultural potential in Brebes Regency still faces several limitations. Local cultural potential has not yet been optimally developed to support the creative economy and tourism sectors, despite the significant potential of Brebes cultural diversity as a local economic strength (Rahmawati, 2021).

According to Howkins (2001), the creative economy requires innovation, promotion, and sustainable cultural management to develop into a strong economic sector. In the context of Brebes, the development of local culture as part of the creative economy still requires infrastructure support, digital promotion, and capacity building for local communities in managing regional cultural potential.

Another challenge is the limited involvement of younger generations in preserving local culture. The development of digital culture and modern lifestyles has caused some young people to distance themselves from traditional culture. In fact, younger generations play a strategic role in maintaining local cultural sustainability through the utilization of digital technology and social media for cultural promotion (Bennett, 2011; Herman, 2024).

According to Tilaar (2004), strengthening local culture in multicultural societies requires development policies that integrate cultural, economic, and social aspects. Therefore, local governments need to strengthen culture-based creative economy development, support cultural preservation, and improve the promotion of local identity in Brebes Regency through regional development programs.

In addition to government involvement, community participation and youth engagement are also important factors in maintaining culture-based development sustainability. Collaboration among government institutions, communities, MSME actors, and younger generations can become an important strategy for strengthening local identity and supporting multiculturalism-based economic development in Brebes Regency.

Thus, based on the literature review, multiculturalism and local identity in Brebes society significantly contribute to regional economic development. However, globalization and modernization also present challenges that must be addressed through strengthening local culture, developing the creative economy, and increasing community participation in culture-based regional development.

4. Conclusion

Based on the results of the literature review, multiculturalism plays an important role in supporting economic development and strengthening the local identity of the people of Brebes Regency. Cultural diversity formed through interactions between Javanese and Sundanese communities has created harmonious, open, and adaptive social relationships toward socio-economic development. These conditions form social capital in the form of cooperation, solidarity, and social networks that support economic activities such as trade, agriculture, micro, small, and medium enterprises (MSMEs), and the creative economy. In addition, local identities such as shallots and Brebes salted eggs have developed not only as regional cultural symbols but also as local economic strengths that support culture-based regional development.

However, globalization and modernization also present challenges to the sustainability of local culture and regional identity. Changes in social patterns, the growth of popular culture, and the limited optimization of local cultural potential have become

major challenges in multiculturalism-based regional development. Therefore, collaborative efforts among government institutions, communities, MSME actors, and younger generations are needed to strengthen cultural preservation and develop a culture-based creative economy. In this way, multiculturalism and local identity can continue to serve as social and cultural capital that supports sustainable regional economic development in Brebes Regency.

References

- Adawiyah, R., Luayyin, R., & Pertiwi, F. (2023). Pasca New Normal: Perubahan Sosial-Ekonomi Pada Gaya Hidup Masyarakat (Perspektif Sosiologi). *JSE: Jurnal Sharia Economica*, 2(2), 69–82. <https://doi.org/10.46773/jse.v2i2.761>
- Azizi, M. S., Sahari, D. R., Neina, Q. A., & Yuniawan, T. (2025). Analisis Percakapan antara Orang Jawa Ngapak (Brebes) dengan Orang Jawa (Semarang) dalam Percakapan Daring WhatsApp. *Socius: Jurnal Penelitian Ilmu-Ilmu Sosial*, 3(5), 161–175. <https://doi.org/10.5281/zenodo.17844059> Analisis
- Barker, C. (2004). *The Sage Dictionary of Cultural Studies*. London: Sage Publications.
- Bennett, A. (2011). *Culture, class, distinction*. Routledge.
- Bourdieu, P. (1986). The forms of capital. In J. Richardson (Ed.), *Handbook of Theory and Research for the Sociology of Education* (pp. 241–258). Greenwood Press.
- Castells, M. (2010). *The rise of the network society*. Oxford: Wiley-Blackwell.
- Coleman, J. S. (1988). Social capital in the creation of human capital. *American Journal of Sociology*, 94, 95–120.
- Creswell, J. W. (2014). *Research design: Qualitative, quantitative, and mixed methods approaches*. California: Sage Publications.
- Florida, R. (2002). *The rise of the creative class*. New York: Basic Books.
- Fukuyama, F. (2002). *Trust: Kebajikan sosial dan penciptaan kemakmuran*. Yogyakarta: Qalam.
- Geertz, C. (1963). *Agricultural involution: The process of ecological change in Indonesia*. Berkeley: University of California Press.
- Giddens, A. (2000). *Runaway world: How globalization is reshaping our lives*. London: Routledge.
- Herman. (2024). Pengaruh Komunikasi Digital Terhadap Pola Komunikasi Pada Nilai- Nilai Budaya Masyarakat Modern. *Profesional: Jurnal Komunikasi & Administrasi Publik*, 11(2), 505–510. <https://doi.org/10.37676/profesional.v11i2.7139>
- Hilalludin, H., Sugari, D., Mustakfillah, M., Dwi Maryani. (2025). Peran Modal Sosial dalam Membangun Ketahanan Masyarakat pada Era Post-Pandemi. *Tahun*, 1(2), 15–29.
- Howkins, J. (2001). *The creative economy: How people make money from ideas*. London: Penguin Books.
- Husna. (2026). Dinamika Interaksi Sosial dan Budaya dalam Masyarakat Multikultural di Era Globalisasi. *Journal of Islamic Social and Cultural Studies*, 1(1), 53–71.
- Koentjaraningrat. (2009). *Pengantar ilmu antropologi*. Jakarta: Rineka Cipta.
- Krippendorff, K. (2018). *Content analysis: An introduction to its methodology*. California: Sage Publications.
- Miles, M. B., & Huberman, A. M. (1994). *Qualitative data analysis: An expanded sourcebook*. California: Sage Publications.
- Moleong, L. J. (2018). *Metodologi penelitian kualitatif*. Bandung: PT Remaja Rosdakarya.
- Muliawati, H., Sutisno, A., Bahari, A., & Bediyanto. (2021). Pemertahanan Bahasa Sunda Sebagai Wujud Identitas Masyarakat Di Desa Luwung Bata, Brebes, Jawa Tengah. *BAHTERA INDONESIA: Jurnal Penelitian Pendidikan Bahasa Dan Sastra Indonesia*, 6(1), 95–102. <https://doi.org/10.31943/bi.v6i1.113>
- Nazir, M. (2014). *Metode penelitian*. Bogor: Ghalia Indonesia.
- Nurfaizi, M. D., & Huda, S. (2025). Pertumbuhan Ekonomi Di Kota Bitung. *Jurnal Ekonomi Kreatif Indonesia*, 3(04), 286–

299. <https://doi.org/https://doi.org/10.61896/jeki.v3i4.144>
- Parekh, B. (2000). *Rethinking multiculturalism: Cultural diversity and political theory*. London: Macmillan Press.
- Piliang, Y. A. (2011). *Dunia yang dilipat: Tamasya melampaui batas-batas kebudayaan*. Bandung: Matahari.
- Prasetyo, A. (2020). Identitas lokal dan pengembangan ekonomi masyarakat melalui produk khas daerah di Kabupaten Brebes. *Jurnal Pembangunan Daerah*, 5(2), 112–120.
- Putnam, R. D. (1993). The prosperous community: Social capital and public life. *The American Prospect*, 13, 35–42.
- Rahmawati, D. (2021). Interaksi budaya masyarakat Jawa dan Sunda di wilayah perbatasan Kabupaten Brebes. *Jurnal Sosial Budaya*, 18(1), 45–57.
- Richards, G. (2018). Cultural tourism: A review of recent research and trends. *Journal of Hospitality and Tourism Management*, 36, 12–21.
- Sholikhah, A., & Widodo, A. (2022). Akulturasi Budaya Jawa Sunda Pada Masyarakat Kutasari, Kabupaten Cilacap, Jawa Tengah. *MEUSEURAYA - Jurnal Pengabdian Masyarakat*, 1(2), 91–101. <https://doi.org/10.47498/meuseuraya.v1i2.1271>
- Sugiyono. (2019). *Metode penelitian kuantitatif, kualitatif, dan R&D*. Bandung: Alfabeta.
- Suryana. (2019). Pengaruh jalur Pantura terhadap perkembangan ekonomi masyarakat Brebes. *Jurnal Ekonomi Regional*, 7(1), 77–89.
- Tambunan, T. (2012). *Usaha mikro kecil dan menengah di Indonesia: Isu-isu penting*. Jakarta: LP3ES.
- Tilaar, H. A. R. (2004). *Multikulturalisme: Tantangan-tantangan global masa depan dalam transformasi pendidikan nasional*. Jakarta: Grasindo.
- UNESCO. (2013). *Culture: Key to sustainable development*. Paris: UNESCO Publishing.
- Zahra, M. (2025). Membangun Identitas Nasional di Tengah Keragaman : Peran Multikulturalisme dalam Persatuan Indonesia. *Journal of Islamic Education Studies*, 3(2), 120–128. <https://doi.org/10.58569/jies.v3i2.1115>
- Zamhari, A., Pramudani, A., Anisa, R., Rahmayanti, L., Gultom, E. C., & Asmare, N. (2025). Perubahan Bahasa Dan Budaya Di Kalangan Generasi Muda Akibat Adanya Modernisasi. *Jurnal Ilmiah Pendidikan Dasar (JIPDAS)*, 5(2), 867–874. <https://doi.org/10.37081/jipdas.v5i2.2605>
- Zed, M. (2014). *Metode penelitian kepustakaan*. Jakarta: Yayasan Obor Indonesia.