

The Impact of Globalization: Changing of Place Identity upon Chinese and Indonesian Adolescent

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Abstract

Globalization, caused by the rapid development of Information and Communication Technology (ICT), is becoming an inevitable trend in the present world. Globalization offers clear opportunities and benefits for the world economies but comes with substantial social costs that often appear to affect people, especially the youth. The world's researchers have paid most of their attention to adolescents, the special group of youth whose transition from being children to adulthood, has been most affected by the globalization period. The aim of this study is to study the future impacts of globalization towards perspectives in place identity, specifically, the hometown identity of mountain areas of adolescent students. In this perspective, adolescent students, of grade 9, in China and Indonesia form the basis for this research. This study uses primary data which was collected in Mount Jizu, China, and Mount Merapi in Indonesia. The research results indicated that the respondents from Mount Jizu were more willing to live in big cities and that traditional music styles are neither popular nor attractive anymore, among the respondents. Among the participating adolescents, place identity concerning Mount Jizu is weak when compared with the adolescents from Mount Merapi. Sustainable development in the mountain areas needs contributions from the locals. However, the loss of place identity might act against this participation.

Keywords: Globalization, Future Perspective, Place Identity, Adolescent Student, Mountain Area

1. Introduction

The globalization, caused by the rapid development of Information and Communication Technology (ICT), is becoming an inevitable trend in the present world. The developed part of our human society, not the whole world, is undergoing a fundamental transition from a knowledge-based economy to a knowledge-based society.

China has the biggest population in the world and globalization, in China, generally has had a positive impact to the national economy, with Chinese GDP growing at an average annual rate of 8 percent after its 'Open door' policy commenced in 1978. However, the economic development is not balanced and this is especially obvious in the mountain areas, such as Guizhou and Yunnan province. Migration flow from the West to the East part of the country is serious; what issues support this regular migration flow in China? What are the issues of globalization that affect the adolescent population in the mountain areas of China?

Indonesia, as the biggest country within the ASEAN countries, consists of thousands of islands, has a population that ranks number four in the world and has been involved with globalization for quite a long time. Adolescent migration issues are also serious (Raharto et al., 2005), as in China, the migration flow frequently appears to be from the rural

mountain areas. However, compared with the huge research on the mountain areas, especially the volcanic areas, research in this particular area is weak.

Due to this, the impact of globalization towards the future perspective of place identity is the concern of this paper. In this study, the researcher focuses on place identity in the future perspective of the adolescents who are living in the mountain area, especially their attitude towards their current living area and as a place to live in the future. Their attitudes towards frequently accessed music styles and their attitude to their parents' occupations are the supporting issues considered in the questionnaire, to describe the impact.

2. Literature review

Globalization is not a new phenomenon in the 21st century, but its impact could spread in all perspectives. The positive and negative influences of the impact of globalization grip the attention of researchers all over the world. It is noticeable that, in the positive perspective, globalization could offer economic benefits to the country, which will benefit both the nation and its people. However, the social cost could have a substantial impact upon the younger generation due to a questionable transnational status within an uncertain and rapidly evolving global context.

Globalization can be defined as, the changing of the world combined with technological improvement. Robertson (Robertson, 1992) defined globalization as the subjection and also intensification for the awareness of the world in whole aspects. Currently, the world seems smaller because of lots of compression of time and space, shrinking of distance, being easy to cross and the world becomes smaller and we become closer to one to another. Tomlinson (Tomlinson, 1996) and Devereux (Devereux, 2014) described the key features for the definition of globalization, as: (1) the growing level for the connectedness between individuals, societies and nation states at a global level; (2) the reduction of the distance between individuals, societies and nation states in both time and space which could be facilitated by technological developments; (3) the development of Information Communication Technologies (ICTs) increasingly allows the rapid transfer of information, knowledge and capital, (4) increasing awareness of global phenomena in people's (local) lives.

Furthermore, interaction between one to other become higher intense with the increasing of migrations, worldwide media dissemination, multinational companies everywhere, tourism travel and so forth (Friedman, 2000). Giddens (Giddens, 2013) defined globalization as the intensification of social relations which link with distant localities and that could have an effect upon local happenings by events occurring many miles away. In this context, the relationship of improving economics and cultural interdependence of societies, especially regarding identity, is becoming a particularly interesting phenomenon.

Moreover, the other scholars also focus on the globalization and its impact towards to the world (Bauman, 1998), most of them are focus on the economic dimension. For the research of the impact on globalization towards the cultural identity is limited (Featherstone, 1996; Momeni et al.; Wang, 2007).

Adolescents a special group, aged between 10 and 19 (WHO), are greatly influenced by the globalization period, and whose transition, from childhood to adulthood, due to their unstable emotional control, draws most of the attention from researchers. Globalization offers clear economic opportunities and benefits, but comes with substantial social costs that often appear to affect people, especially adolescents, disproportionately, given their tenuous transitional status within an uncertain and rapidly evolving global context (Kenway et al., 2008). Moreover, Development activities mostly underpinned the young people and put them as the powerless for globalization process in each sectors (Wallace, 2001).

Place identity, the term has been in use since the late 1970s (Proshansky, 1978). Place identity is described as the individual's incorporation of place into the larger concept of self (Proshansky, Fabian and Kaminoff, 1983). They described place identity as a "pot-pourri of memories, conceptions, interpretations, ideas, and related feelings about specific physical settings, as well as types of settings" (1983, p. 60). Place identity is a substructure of self-identity like gender and social class, and it is comprised of cognitions about the environment changing. The cognitions can be organized into two types of clusters; one type consisting of memories, thoughts, values and settings, and the second type of cluster is the relationship among different settings (home, school, neighbourhood) (Proshansky & Fabian, 1987).

Place identity refers to the contribution of place attributes to one's self identity (Proshansky, 1978; Krupat, 1983; Sabine, 1983; Shumaker and Taylor, 1983; Proshansky et al., 1983; Rivlin, 1987; Korpela, 1989). Self identity is rooted in many facets of daily life: the roles we play (i.e. mother, teacher, Colonel, son); the groups to which we belong (political, social, cultural); the things we wear (trendy clothes, perfume, hair style); the items we purchase (fast, sexy and expensive automobiles, nice homes in high status areas, books, art, landscaping); the places we frequent or remember (home town, historic church, commercial district, wilderness area); and so on (Belk, 1988; Sack, 1988).

3. Method

Quantitative method is used in this study. The impact of Globalization regarding the future perspective of place identity is set as the guideline in the questionnaire. According to the definition of the WHO, adolescence is the period in human growth and development that occurs after childhood and before adulthood, from ages 10 to 19. At these ages, the adolescents should be in education from grade 4 to grade 12. Based on this information, the target population selected had an average age of 16 years and consisted of 14 adolescent students, in grade 9, from China and Indonesia.

What the students think about globalization and what is the impact of globalization towards place identity will be the focus of this research, is the change in the place's identity due to changing economics, or is outside culture involved? Due to this, the research specifically selected Grade 9 students from *Bin Chuan district* (to be referred to as *BC*) in Jizu Mount, China, and students from Yogyakarta province (to be referred to as *Yog*) in Mount Merapi, Indonesia, as the comparison study to test their attitude and future perspectives regarding place identity during the globalization era. By using random sampling, the researcher selected populations in three schools located in *BC, China*. *Bin Chuan Di yi zhong xue* (*Bin Chuan* No.1 School)¹ located in a rural area of *BC*, *Bin Chuan Di san zhong xue* (*Bin Chuan* No.3 School), located in the central area of *BC* and *Bin Chuan Di si zhong xue* (*Bin Chuan* No.4 School), a special school for over-seas Chinese. 149 questionnaires were distributed between the three schools. In *Yog*, the researcher selected *Madrasah Tsanawiyah*, which is the equivalent to Junior high school, established by *Muhammadiyah*, it is the biggest Islam society organization in Indonesia. 119 questionnaires were distributed. Data collection was carried out using the self-administered technique. The questionnaires were given to the adolescent students and they filled them out by themselves. Some of the students ignored the questions that they thought were too sensitive for them to answer, e.g. what is your attitude to marrying a foreigner.

The data analysis for this study uses univariate analysis and descriptive analysis to show the prevalence of the sample. The researcher uses SPSS IBM 20 as the statistic analysis tool to analyze the result.

4. Background of selected area

BC is a district located at the foot of Mount Jizu (N25°58'24.12" E100°21'31.87"), in the North West part of Yunnan province, Mount Jizu is known as a famous Buddha mountain throughout China and South East Asia. The total population of *BC* is around 351,940 (Year Book 2010), maintaining 25 ethnic minority groups. The ethnic culture is colorful. Long ago, the music style was mostly 山歌 (Shan ge, mostly used in the C19th, for the youth to sing to each other, in order to make romantic relationships between young couples)(Wei et al., 2013).

BC has the fastest economic growth in Yunnan Province while grape and tobacco planting are top ranking in China². With a well-constructed transportation system, social media flowing, and also the economy globalized, investment from outside streamed into *BC*, the GDP in *BC* is 8.00828 billion yuan, ranking 23 out of 129 districts in Yunnan province.

Yog, as the education center in Indonesia, is located around Mount Merapi (S8° 3' 0", E114° 15' 0"). It is also a scenic tourism spot, famous for the active volcano. The trading business is the top industry sector in Yogyakarta, most of the native adults and youth in the mountain area of *Yog* wish to migrate to work in the big cities of Indonesia, such as Jakarta, East Java and West Java. It is their understanding that the big cities have more work opportunities and they could even have a chance to be involved in the high social class. For the adolescents, as a special group, will they have the same attitude as adults?

¹ Note: In China, the journal high schools and high schools are normally named by numbers, starting from No.1, without special meaning.
² http://www.baidu.com/link?url=ahRB9Swlbz40MR4gQFpykqCuTEkrHhKMLhvnTsaxfteLei6Ou49093rMiQISS9wEZrYdsGD3J1uzrt2sytM-nNz9o-jKT6_kR63KollFw1B82a0-x-330pMBllfGOBww



Fig. 1 Satellite map of research area

With globalization rapidly becoming involved in the mountain people's daily lives, the mountain is no longer a physical barrier to transferring information. The advent of social media, such as the internet, online chat, pop music, internet games, etc. has meant that it has become much easier for the students, especially the adolescents, to become very familiar with the outside world. Due to this, this paper wants to check the impact of globalization towards the future perspective, in place identity, among adolescent students living in the mountain areas of both BC and Yog.

5. Result

The result of this research will be divided into three parts, firstly, it will describe the characteristics of the respondents; secondly, their attitude to the globalization era; thirdly, the future perspective of place identity, regarding globalization issues. The characteristics of the respondents will be described by their socio-economic status, their standard of living and their family conditions. The following phase of this study is to describe the attitude and behavior of the 9th grade students, in the two countries, regarding globalization. In this phase, I explore their frequency of using the internet, their attitude towards music; the respondents' expression of ecology, economics and social structure issues; their appraisal of the global warming issue; and their attitude towards the personality they would like to be. The third part explains how the respondents think about the future of the place, what is their attitude towards the big cities, where they want to live in the future and their dream career that may also impact to their place identity.

5.1 Characteristics of Respondents

In the study, a total 149 respondents were from grade 9 in BC, Mount Jizu, China and 119 were from Mount Merapi, Yog. The characteristics in this study describe their gender, ages and their way of life, including what areas they live in and the condition of their housing.

Based on the result, the numbers between male and female in Yog are almost balanced in their distribution, while the result in BC shows female students are around 13.6% more than males. Regarding the ages of the respondents, the average age in BC is around 16 while Yog is only 14. This is an interesting situation for this study as they are of the same grade, but of different ages. This situation could be explained by the parents in Indonesia wishing their children to go to school at an earlier age. In Yog, there is a program known as "acceleration" for the students, this program is already implemented for the students who could upgrade their level of education without performing at a certain level. For example, if a student with a lower grade could achieve and have the ability to understand a higher grade of knowledge, that student could benefit from the acceleration program, based on evaluation of their performance. As for their living area, most of the respondents from BC lived in a rural environment, only 2.1% lived in an urban area; while the situation in Yog is different, only 1.7% of the respondents lived in a rural area, most of them lived in urban areas in Yog, which could obvious impact upon their housing conditions. In BC, the tenement used for living would be made from concrete, cement and brick, if the family has land, they could design and build the house by themselves. For the respondents in Yog, since most of them live in an urban area, tenements made from concrete, cement and brick also rental apartments are the main housing conditions. The numbers living in a rental apartment in Yog are higher than BC. This situation is due to traditional living, from a Chinese perspective, they prefer to buy a house or apartment rather than rent it.

In table 1, researcher describes the characteristics of the respondent of this study.

Table 1. General information for respondents in BC (Mount Jizu) and Yog (Mount Merapi)

Respondents Characteristics	Respondents in BC Result in %	Respondents in Yog Result in %
Gender		
Male	43.2	50.4
Female	56.8	49.6
Ages		
11 years old	0.0	1.7
13 years old	0.0	3.4
14 years old	0.7	80.7
15 years old	25.7	14.3
16 years old	61.1	0.0
17 years old	11.8	0.0
18 years old	0.7	0.0
Lived in		
Rural	87.7	1.7
Sub-Urban	10.2	19.3
Urban	2.1	79.0
Housing condition		
Modern villa	5.2	0.8
House from woods, cement and brick	12.6	16.0
Apartment	4.7	0.0
Tenement from concrete, cement and brick	67.6	40.3
Rental apartment	4.7	42.9
Do you have brothers or sisters		
Yes	88.06	90.76
No	11.94	9.24

The background of the family members were also considered in the questionnaire, since most of the students in BC lived in the rural mountain area, education is considered less important when compared with surviving. 91% of the students' families have farmland, with most of their parents having farming as their occupation. They plant grapes and tobacco on their land. Most of the family incomes are reliant on the production of grapes and tobacco. While for Yog, as an education center in Indonesia, the local people pay more attention to education, most of the fathers of the respondents had graduated with a bachelor degree (50.4%) and post-graduates were (40.3%), regarding their mother's education, most had graduated to bachelor degree level (65.5%). Because of the higher education levels, the occupations are different, being, civil servants, employees in the private sector, entrepreneurs, headmaster, and teachers.

5.2 The young students' attitudes in the Globalization Era

This study defines attitude as an expression of favor or disfavor toward a person, place, thing or event (Allport, 1935). The phenomenon of dissonant acculturation (Portes, 1997), happens when exposure to a new culture could lead to more rapid change among adolescents rather than the adults. In this part of study, the researcher is trying to explore further information related to attitude in the globalization era, also encouraging the expressions of the adolescent students in grade 9, concerning ecology, economics and social structure issues. Since the internet and music are the products of globalization, they may also have an impact upon the adolescent's attitude, so the study will start with internet use and music styles.

The internet, as the most popular social media, is also the easiest way to find out about the whole world, and could be an instrument for the respondent to be involved in globalization. Furthermore, using the internet will erase the mountain as a physical barrier to the transferring of information. Nowadays, the internet is involved in daily life, this is also the product of modern globalization, the speed of using the internet could let the youth know exactly what is going on outside, it may have an impact upon youth's attitudes in the globalization era. The aim of this question is to know how frequently do the students use the internet. The result is as below.

Table 2. Frequency of using Internet

How often do you use internet	BC (Results in %)	Yog (Results in %)
Every day	5.5	5.9
Once a week	25.5	79.8
Several times a week	11.1	6.7
Once a month or less	22.1	6.7
Several times a month	21.3	0.8
Never	14.5	0.0

The table indicated, for respondents in BC, 61.1% of the students could have internet access in their house, while 14.5% of students had never used the internet before. In China, especially in the rural mountain area, the internet access is decided by the children and physical conditions, if the child always stays at home, the internet access rate is higher; if the physical landscape is steep, the internet access rate is low. The Provincial High-school Examination (PHE) is the most stressful issue for the grade 9 students in China to be focused on, in order to enroll into a better high school, the students have to work hard, in general they need to study over 12 hours per day. Besides, for parents, as mentioned, due to their education condition and their occupation, the internet is useless for them, the frequency of using the internet is lower than in Indonesia. For the respondents in Yog, currently internet access has become the primary need of the family, supporting education for the children and also work for the parents. The basic education, from the very early age of children, could also be promoted by internet access. Hence, internet access becomes a primary or basic need for the family and also for the students. The respondents in Yog reported 86.6% for internet access at home, 0% of respondents never used the internet.

Townsend (1994) explained the impact of globalization is still evolving and uncertain. However, the certain of globalization is characterized by increasing market power and impact to the dangers of power will be abused (Townsend, 2000). The impact from the over hastily of privatization on corporations and companies, less or depreciation of public sector and imbalance between private interests and collective public interest could vulnerable the teenagers developing life. The globalization influence could also observe from the young generation way of life, one of them is the type of music they usually hear. Based on this, the questions related the types of music that adolescent students frequently heard is asked. In the questionnaire, the researcher takes 4 kinds of music for the students to select. Which one do you like or which one is your usual choice, the music styles are, pop music, western music, ethnic music (local music) and classical music (opera). The result is as below.

Table 3. Attitude towards the music style

What kind of music do you usually hear	Grade 9 Result in %	Grade 12 Result in %
Pop music	79.7	34.5
Western music,	7.7	62.2
Ethnic music (Local music)	2.8	2.5
Classical music (Opera)	9.8	0.8

The influence of globalization could also be observed from the young generation's way of life. The spread of music is an impact from globalization, before the social media globalized, the people had little opportunity to know of the music from outside, what they heard every day would be the local music, ethnic traditional music or other kinds of music, which related to their daily life. With globalizations rapid involvement in people's lives, music is not only limited to local music, but also pop music, country music, rock music, etc.

In this study, most of respondents in BC responded that pop music is their favorite music (79.7%) and only 2.8%, equal to 4 of the respondents, chose ethnic music or local music as their favour music style. The adolescent students in Yog stated that western music was most usually heard (62.2%), traditional or ethnic music being almost the last choice for them, with only 2.5% of respondents.

Rich and colourful culture (ethnic culture) is the pronoun of the two mountain areas, unfortunately, the schools, as the base for education in culture and music, do not pay much attention to teaching and conservation of these, also the performance of ethnic music can not meet the youth's needs, instead, social media broadcasts pop music and western music. In BC, if the students do not follow this new style of music, they will be laughed at as '老表 (lao biao, the one who can not follow the fashion trend). The adolescents are all afraid to be laughed at so they group together with the other

groups, this may also impact on their selection of music style. Traditional music is almost dying out in both BC and Yog. Culture and art need to be one of the primary items of the curriculum concerning traditional music in schools so they should try to introduce it from primary school.

Internet access and the favourite music style are directly impacted by the globalization era, in the following questionnaire, the researcher encourages the respondents to give their expressions relating to the issues of ecology, economics, and social structure. Specifically, in this study, we questioned the respondents, in two countries, regarding these three issues. The students in BC district stated social equality, ecology issues and pollution in the environment as the very important issues, while, in Yog, the ranking is different.

Table 4. The expression of importance of ecology, economics and social structure issues

Questions	BC				Yog			
	VI	Im	LI	NI	VI	Im	LI	NI
1) Everyone have the same opportunities in the society	86.1	10.4	1.3	2.2	70.6	24.4	3.4	1.7
2) Ecology issue, pollution in the environment, global warming	70.1	21.4	6.3	2.2	68.1	21.0	8.4	2.5
3) Stable in economics, against economical crisis in globally and nationally	60.1	30.0	7.0	2.9	76.5	21.0	2.5	0.0
4) Democracy proceeding	49.3	26.1	18.8	5.8	73.1	21.8	5.0	0.0
5) Sustainability of traditional social structure	39.0	35.4	18.4	7.2	58.8	31.9	8.4	0.8

Note: VI= very important, Im= important, LI= less important, NI= not important

Equality and social justice are the basic human rights for human beings as their development capabilities expand. Its significance is related with the other issue regarding democracy, which the adolescent students assess as important and very important. Moreover, it is also explained, with the sustainability of traditional social structure issues, as a question in the questionnaire. The rankings of importance for the two countries students are different, for respondents in BC, social equality comes first, followed by ecology issues. While for the respondents in Yog, a stable economy is the first issue they will consider, followed by democracy and social equality. The differences may be due to the different countries conditions. Furthermore, the 9th-grade students state democracy (73.1%) as the second most important issue expressed in globalization. The interesting point is that both of the groups have the same expression regarding sustainability of traditional social culture, in which less than 60% from each group states that this issue is a very important one.

Regarding social equality, this ranks No.1 with the adolescents in BC, air pollution and global warming are also the issues that the youth also cared about. PM 2.5 is a serious issue in China nowadays, almost all big cities get impacted by air pollution, which may cause respiratory diseases, and increase the rate of poor health. As for global warming, since BC's pillar industries are grape and tobacco planting, global warming will have the impact of more droughts, so the grapes and tobacco products will be decreasing, the weather will become much hotter, the water will decrease, some of the grape trees may die due to global warming.

For the respondents from Yog, the adolescent students stated that stability in economics, against economic crisis both globally and nationally is the very important issue. This might be due to the occupations of their parents. During an economic crisis, their parents may be involved or get impacted by the crisis and this may have a direct impact upon their lives, also for Indonesia, as an important import & export country, a crisis in the world trade market may influence the national economy. The corruption problem and some other related problems are the most serious issues in Indonesia, one respondent stated *'the government collecting the corruption without providing some benefit to the people. They cannot stand the bad impact made by government and this may cause the high agreement of democracy and social equality'*.

In this research, the researcher also set a question asking about the students ideas related to global warming, since global warming is partly a human disaster which is impacted by the humans for their exploitation of natural resources and the making of an imbalance between ecology and economic needs. In this multi-selection question, related to the perspective of agriculture, the researcher is trying to uncover the information of how the respondents think global warming will impact upon agriculture and also upon China and Indonesia, the result being divided into BC and Yog.

Table 5. Attitude of adolescent towards global warming

What do you think the global warming will impact to your country	BC (Result in %)	Yog (Result in %)
Will make it more hot	95.6	65.5
Will impact more drought	90.1	63.0
Rice products will be decreased	83.6	25.5
Will impact more flooding	41.8	56.3
Rice products will be increased	9.1	3.4
Will make it more cold	8.5	52.1

The curriculum concerning global warming is already introduced to the students in both China and Indonesia, with the aim of building the awareness of the children to keep taking care and promote balanced use between ecology and their way of life.

When asked about how global warming will impact on the world, 95.6% in China and 65.5% in Indonesia agreed that global warming would make the world hotter. It also influences on the second choice which informed the researcher that global warming would impact in the form of drought. The interesting point here is that over 50% of the respondents in Yog agreed that global warming would make Indonesia more susceptible to flooding and cold. Only 41.8% and 8.5% of the respondents in BC agreed with that judgment. This may be due to the different countries conditions and also their living experiences. The respondents in Yog are 2 years younger than their Chinese counterparts. Therefore, their living experiences could impact upon their choice.

To strengthen the young students perspective, the researcher also measured their perspective over several themes. In these questions, each student chose their level of agreement regarding ten questions about the personality of their parents' occupation and their daily life (see table 6).

Table 6. What kind of person do you want to be in the future

Questions	BC				Yog			
	SA	Ag	Dis	SD	SA	Ag	Dis	SD
After I finish my education, I will be free to have a job which I want	77.2	15.9	4.8	2.1	60.5	26.0	9.2	3.4
It is important to lived in the solidarity society where everyone always support one to other	73.8	18.6	4.8	2.8	55.5	42.0	2.5	0.0
If I am a farmer, I will plant economic plants which obtain income for me and family	43.4	28.4	17.3	11.9	21.8	58.0	20.2	0.0
My job in the future is depend with the social need	37.5	31.9	20.8	9.8	6.7	19.3	61.3	12.6
If I have farm land, it is better to plant the food plants for my own and family need, rather than sell them	36.4	23.6	21.0	19.0	20.2	49.6	20.2	10.1
Food that you buy in traditional market have a better quality compare with supermarket	36.3	30.8	23.1	9.8	31.9	34.5	31.1	2.5
To be a farmer will not sufficiently enough to earn enough money to meet a descent life style	33.8	26.2	23.4	16.6	21.8	42.9	27.7	7.6
It is important for me to have a job with less physical activity	32.3	33.8	19.7	14.2	50.4	24.4	21.0	4.2
To be a farmer and plant all the food every day is the best way of life	20.0	21.3	33.8	24.9	1.7	28.6	65.5	4.2
Urbanization in job matter is the negative impact for social traditional structure and rural society	14.0	25.1	35.7	25.2	13.4	63.9	20.2	2.5

Note: SA= Strongly agree, Ag= agree, Dis= disagree, SD=strongly disagree

For the respondents in the two countries, they did not think that to be a farmer and plant their own food is important, most of the respondents gave the answer of "Strongly Agreed" with less in the agriculture sector. Being a farmer and planting their food for themselves are not their ways of life. While, for the respondents in BC, if they have their own farm land, they agree to plant economic plants in order to gain more money to meet their daily useage. The most interesting point in this part is the attitude towards being a farmer, 20% of the respondents in BC strongly agreed that being a farmer is the best way of life compared with only 1.7% in Yog. This gap may be due to both the parents' occupation and globalization. In BC, the rural area living conditions, parents' occupation, and the daily life of their parents could impact upon their attitude. There is a Chinese proverb that says, 'living experiences are the best teacher in life'. Also the tobacco and grapes they planted will sell to the global market, they could benefit more when compared with other categories of job in BC. From an education perspective, the two countries respondents all agree with the first important option. In their minds, a better education will give them a better chance of a dream career in the future. This may impact on the attitude towards migration.

Moreover, Only 14% and 13.4% of the respondents from the two countries strongly agreed that migration will have a negative impact on the tradition structure, which indicated that migration is acceptable for both countries' adolescents.

The data mentioned above pointed to the respondents in the two countries involved in the globalization era, with

the internet offering an easier way to share information outside. The local music will be the last choice for the respondents in the two countries. For the respondents in BC, social equality and ecology issues are the most important issues they focused upon. For the respondents living around Mount Merapi, a stable economy and democracy were priorities. The education perspective, in the two countries, all agreed this to be a strong and important option, migration is positive for the respondents in both countries.

5.3 The Young students' attitude and future perspective for place identity

Future perspectives in this study explore what the adolescent students want to be in the future. In this study, the students were asked about their judgment concerning future perspective, mainly focusing on place identity. The questions described in this study are about the choices of the young students for their future, specifically do you like agriculture work as your parents do now? What is the future perspective of their dream career? what do you think about the big cities outside? Which city are you willing to live in the future? Since the atmosphere of globalization also impact to the place identity (Rapoport, 1981).

Furthermore, in this research the researcher uses scales to ask the perspective and attitude of respondents, what kind of person do you want to be in the future? Including important statements regarding the economy, ecology and social structure, the researcher gave 12 questions to be answered on a scale of 4 (strongly agree, agree, disagree, and strongly disagree).

Table 7. Future perspective in Economy, Ecology and Social Structure regarding adolescents' future

What kind of person you want to be in the future	SA	Ag	Dis	SD	SA	Ag	Dis	SD
	BC				Yog			
Economy:								
Have the good education level	82.9	11.6	3.4	2.1	77.3	21.0	0.8	0.8
Have privately owned dwelling	71.2	17.9	7.5	3.4	63.9	32.8	2.5	0.8
High income, have car, and house	53.4	30.2	13.0	2.4	22.7	55.5	19.3	2.5
With a work no need heavy labor	34.9	24.7	25.3	15.1	54.6	30.3	10.1	5.0
Have own land, plant food	22.6	27.4	30.1	19.9	16.0	42.9	31.9	9.2
Ecology:								
Live with good environment	75.3	21.2	2.8	0.7	70.6	26.9	2.5	0.0
Social Structure:								
Live with parents	74.7	18.5	3.4	3.4	73.9	19.3	6.7	0.0
Have rich spirit life	54.8	28.1	11.6	5.5	66.4	31.9	1.7	0.0
Live in high class community	39.2	27.3	22.6	10.9	46.2	40.3	11.8	1.7
Live in big cities in country	36.3	29.5	23.2	11.0	3.4	37.8	36.1	22.7
Live outside of current province	28.0	28.8	23.3	19.9	3.4	32.8	49.6	14.3
Marry a foreigner	6.8	5.5	33.6	53.9	0.0	85.7	12.6	1.7

Note: SA=strongly agree, Ag=agree, Dis=disagree, SD=strongly disagree

Regarding the economy, both groups from BC and Yog, respondents agreed that having a good education and having a private dwelling are very important to their economic perspective of the future. Moreover, these groups also agreed that having land and planting food is less important for them, in the future. This means that most of the students think that skills are the important foundation to earn more wealth and have a great job in the future. The future perspective of both groups, regarding human development, is already built, the awareness to reach a great education level, as the way to achieve great wealth in the future is already increasing. Regarding the heavy-labour jobs in the future, their backgrounds might impact their attitude.

Furthermore, the ecology future perspective also asked them the question regarding the environment they want to live in, in the future. Both groups of respondents stated that living in a clean environment, with less pollution, is very important for them in the future. The awareness to keep the country green for the younger generation is one of the academic matters in both China and Indonesia. Pollution, especially air pollution, is the most serious problem in China; for Indonesia, lots of deforestation and illegal logging happens around the mountain area, plus the human activities including music, internet, etc. Also the impact of the volcanic activity.

Social structure is the perspective which is vulnerable to the influence of globalization among teenagers, including their way of thinking regarding living in society. The influence of the entertainment sector and social media sector,

including music, the internet, etc. bring a huge impact for the young generation to change their perspective and way of life. In previous tables, it is indicated that globalization already impacts on the young generation (see table 2 and 3) For Indonesia, most of the population living around Mount Merapi are Moslem, (87.18%, National Statistics Bureau, 2010) population. The religious environment has become very important to keeping a strong social structure; Regarding BC, it is an area that maintains 25 different ethnic minority groups, living around Mount Jizu, a rich spiritual life is strongly needed.

The interesting point in this sector is 'Marry a foreigner'. This phenomenon comes with globalization, however, based on the Chinese tradition and history, that option is quite sensitive, the results are almost the same, they strongly disagree with marrying a foreigner, with some of the students too shy to fill in the questionnaire. This situation may have occurred due to the traditional culture in China. In rural mountain areas, especially in the ethnic areas, to marry with an outsider is a shame for the whole family, especially for a female to marry an outsider, it indicates that there is no loyalty and no respect to the whole family, based on this, to marry an outsider is strictly prohibited.

As in the data shown above, most of the students from BC do not want to be a farmer as their parents are now, they want to move to the outside, to find a better job, such as a teacher, doctor, policeman, internet game player, etc. They desire high income with high social position and no need for heavy labor as their first priority.

For the questions related to their attitude towards the big cities outside of the mountain area, the researcher set 9 questions regarding their attitude towards the current place and outside cities, which were friendly, modern, rich, happiness, terrible, solidarity, fashionable, creative, and belief, to test students' attitude. The result is as below,

Table 8. The attitude of adolescent respondents towards big cities outside

Questions	SA	Ag	BC			SD	SA	Ag	Yog		
			Fa	Dis	SD				Fa	Dis	SD
Modern	76.7	16.4	4.8	0.0	2.1	70.6	21.8	7.6	0.0	0.0	
Innovative	71.9	21.2	2.8	1.3	2.8	63.9	23.5	11.8	0.0	0.8	
Fashion	68.4	21.2	5.4	2.0	3.0	66.4	22.7	5.0	4.2	1.7	
Friendly	65.8	18.4	11.0	1.3	3.5	9.2	19.3	65.5	5.0	9.2	
Happiness	61.6	24.7	8.9	2.1	2.7	7.6	15.1	58.8	11.8	6.7	
Solidarity	54.2	26.0	13.0	3.4	3.4	5.0	28.6	50.4	12.6	3.4	
Rich	51.3	29.4	14.3	2.1	2.9	52.9	29.4	15.1	2.5	52.9	
Belief	35.6	21.2	26.0	13.0	4.2	12.6	17.6	58.0	84.0	12.6	
Boring	8.2	12.3	31.5	41.8	6.2	14.3	18.5	45.4	16.0	14.3	

Note: SA= Strongly agree, Ag= agree, Fa= fair, Dis= disagree, SD=strongly disagree
Result in Percents

The table indicated that the respondents from the two countries strongly agreed that big cities are modern, innovative and fashionable, however, for some of the options, the answers are quite different.

Boring and solidarity are the last judgments for appraisal of the big city in BC and Yog. It also appears that hospitality and having high socialism are two points with low levels of 'strongly agree' from the respondents in Yog. It means that big cities are assessed by the teenagers as having low concern, less friendliness, and less safety. While the respondents in BC indicated that the outside city is more creative than the mountain area, even the economy in their hometown is improving, their dream career always occurs in outside cities.

Moreover, the obvious way to show a place identity is whether you wish to stay in the current area or you would be attracted by the outside world(Krupat, 1983; Proshansky, 1978; Proshansky et al., 1983). Based on the above data, respondents in BC think the outside city is more modern, fashionable, and has solidarity more than the local place. This may cause youth migration to Eastern China. The social media, most of all advertising showing how powerful, modern, rich the big cities are, may impact on the youth's mind when they were filling out the questionnaire. Furthermore, some of the respondents' relatives work in outside cities, what they see, hear and talk about may also impact on the young.

For the adolescent respondents, comparing the two countries, respondents in BC have more positive thoughts about the big cities outside while the respondents in Yog may feel negative about them. In the following questionnaire, researchers give several questions for the respondents to select where they want to stay in the future, since BC and Yog are at different levels, so the questionnaire will be separated. The results are as below.

Table 9. Attitude of youth students towards future place to live

Where do you want to live in the future	BC, Result in %	Where do you want to live in the future	Yog, Result in %
Cities in China,	92.4	Cities in Indonesia	36.1
Cities in Yunnan	3.0	Cities in Yogyakarta	31.9
In other country	3.8	In other country	28.6
Mount Jizu area	0.8	Mount Merapi area	3.4

In the close-ended question, the future perspective of living in the city is asked. Around 92.48% of the BC respondents wish to stay in the cities in China; in particular, the cities of *Shanghai, Beijing, Guangzhou, Hong Kong and Shenzhen*, all of these cities are big cities and economy core zones, which have lots of opportunities for high-income jobs. However, when asking the respondents from Yog, only 36.1% of them wish to stay in the cities in Indonesia, the provinces or other cities. Those selected are East Java, Jakarta, Kalimantan, Makassar and Semarang.

This situation is obviously different when compared with respondents from BC. Around 31.9% of respondents from Yog were willing to stay within their province, compared with 3% of respondents from BC who were willing to stay within Yunnan province. Highly selected was also 'another country', the countries selected by the Yog respondents were America, Germany or Europe, Istanbul, Japan, London, Madinah. The respondents were willing to work in those countries, the religious perspective might also have been considered by the respondents. Mount Jizu and the Mount Merapi area are less selected options for the respondents.

This is a very surprising result, which could be explained by the different backgrounds. Since BC is a small town in a rural mountain area of China, the opportunity for them to know about the outside world may only be through advertisements or the internet. Their real feeling for the big cities is limited, chasing new things is the natural characteristic of adolescents, while for the respondents in Yog, which is a city known around the world and also a modern place, the way they get to know the outside world may be through travelling, visiting or other kinds of activities offering real experiences. Those activities are inadequate for the adolescents in BC and may impact on their attitude towards the big city. Furthermore, it might strengthen or weaken their local place identity.

6. Discussion and Conclusion

This research studies the impact of globalization towards the adolescents' place identity in mountain areas, compared with their expressions regarding the importance of ecology, economy and social structure, due to their different living backgrounds. Farming activities seem more acceptable for the respondents from BC rather than those from Yog, even though they do not want to continue to be farmers in the future. Furthermore, because globalization brings widely spread music styles and internet access, being aware of information from outside becomes much easier. Both groups stated that their attitudes towards the big cities are that they are modern, innovative, and fashionable, while the respondents from BC also believe the big cities are friendly and happy, while the Yog respondents less strongly agreed with that.

The willingness to live outside of the current district or province and in other cities in the country, is also higher than for the respondents from Yog, due to the religious perspective, the solidarity of community or society that is stated as strongly important to the Yog respondents. They live, gather with family and have a strong religious environment which becomes their future perspective and this may strengthen their willingness to stay in the current place which means that the awareness to keep and maintain a good identity may already be in their minds, it may also protect them from the negative side of globalization.

For the respondents living in the Mount Jizu area, the outside cities are more attractive to them, especially for the respondents who currently live in the rural mountain area. This evidence could explain the migration phenomenon in today's China. For the youth, chasing the products of globalization, migrating to other places might cause another serious social phenomenon, such as 'left behind children and olds'. Sustainable development in mountain areas also needs the locals' contribution. However, the loss of 'place identity' might block this glorious willingness, which will need to be paid more attention to in following studies.

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