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The Role of Arabic in Strengthening Cultural Identity in the Digital Age

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ABSTRACT

This research aims to explore the role of Arabic in strengthening cultural identity in the digital era. The scope of the research includes analyzing the use of Arabic in social media, educational platforms, and other digital content that has an effect on strengthening the cultural identity of Arab and Muslim communities. The method used is a qualitative approach with in-depth interviews involving respondents from various cultural backgrounds and ages. The results show that Arabic not only serves as a means of communication, but also as a symbol of identity that strengthens the sense of community among the community. The use of Arabic in digital content increases cultural awareness and promotes traditional values amidst globalization. In addition, the study found that the younger generation is more active in using Arabic in digital contexts, which has a positive impact on language and cultural preservation. The conclusion of this study confirms that Arabic has a strategic role in strengthening cultural identity in the digital age, with the potential to be a bridge between tradition and modernity. Further efforts are needed to maximize its impact in a global context.

Keywords: Arabic Language; Cultural Identity; Digital Age

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INTRODUCTION

In the digital era characterized by advances in information and communication technology, language plays an important role in shaping the cultural identity of individuals and communities. Arabic as one of the most widely spoken languages in the world, serves not only as a means of communication but also as a symbol of identity for Arab and Muslim societies. With the increasing use of social media and digital platforms, Arabic is increasingly visible in a variety of contexts, from education to entertainment, allowing new generations to connect with their cultural heritage (Cole, 2015).

The importance of investigating the role of Arabic in strengthening cultural identity in the digital age cannot be overlooked. In the context of globalization that increasingly blurs cultural boundaries, understanding how Arabic contributes to the preservation of cultural identity is crucial. This study aims to identify the impact of using Arabic on digital platforms on cultural awareness and sense of community among the younger generation. As such, it will provide valuable insights for the development of more effective educational policies and communication strategies (Keshav et al., 2022).

Several previous studies have explored the relationship between language and identity. Research shows that social media influences the way young people use Arabic, while highlights the importance of language in building national identity in Arab countries. However, while there is a wealth of research on the use of Arabic in digital contexts, there is still a lack of in-depth analysis of how this language specifically reinforces the cultural identity of Arab and Muslim societies (Masarwa, 2024).

The gap that exists in previous studies lies in the lack of focus on the interaction between the use of Arabic in a digital context and the strengthening of cultural identity. Many studies only discuss linguistic aspects without considering the social and psychological factors that influence the formation of cultural identity. Therefore, this study seeks to bridge the gap by providing a more comprehensive analysis of the role of Arabic in the digital context (Fitrianto, 2024).

This study will make a significant contribution to the understanding of the relationship between language, culture and technology. By integrating linguistic and social perspectives, this research is expected to provide new insights into how the use of Arabic in the digital age can strengthen the cultural identity of Arab and Muslim communities. The results of this study can also serve as a basis for the development of educational programs that are more relevant to the needs of the younger generation.

The main objective of this research is to analyze the role of Arabic in strengthening cultural identity in the digital age. This research will answer the question of how the active use of Arabic on digital platforms contributes to the formation of cultural awareness and the preservation of traditional values among Arab and Muslim communities. As such, this research aims to provide deeper insights into the dynamics between language and identity in a modern context.

In the context of this research, some key concepts need to be clearly defined. Arabic refers to the standardized form of the language used in formal communication as well as the dialectal variations used by the community on a day-to-day basis. Cultural identity includes elements such as values, traditions and symbols that distinguish one group from another. The digital age refers to the period when information and communication technologies dominate the way individuals interact and share information (Kamusella, 2017).

Theories related to social linguistics will be used as a theoretical framework in this study. One of them is the community of practice theory, which emphasizes the importance of social interaction in identity formation. This theory is relevant to understand how the use of Arabic on digital platforms can create a community that supports cultural preservation (McKinley, 2015).

An analysis of previous research shows that while there is recognition of the importance of Arabic in cultural contexts, there is still a lack of understanding of how digital media facilitates such interactions. Research highlights that many younger generations feel alienated from their cultural heritage due to globalization. Therefore, this study aims to explore how digital media can be a bridge to connect young people with their cultural roots through the use of Arabic (Abokhodair, 2017).

Social media has become one of the main platforms for individuals to express themselves and share experiences. The use of Arabic on social media not only creates a space for social interaction but also allows individuals to share their cultural values widely. This creates opportunities for the younger generation to engage with their cultural heritage while staying connected to global trends (Almahfali, 2023).

Globalization has brought new challenges to the preservation of local languages and cultures. Many younger generations feel influenced by foreign languages, especially English, which is often perceived as more modern or prestigious. In this context, it is important to understand how the use of Arabic on digital platforms can help overcome these challenges and strengthen a sense of identity amidst globalization (Snoussi, 2022).

Education plays an important role in building cultural awareness through the use of language. By integrating Arabic language learning into the formal and non-formal education curriculum, the younger generation can better understand their own cultural values. This research will explore how education can adapt to technological developments to promote the effective use of Arabic (Khairanis et al., 2023).

Interaction between generations is also an important factor in language and culture preservation. The older generation has rich knowledge and experience of oral and written traditions in Arabic. This research will analyze how interactions between older and younger generations can strengthen a shared understanding of cultural identity through the use of Arabic.

Against this background, it is important to conduct in-depth research on the role of Arabic in strengthening cultural identity in the digital era. Through an interdisciplinary approach combining linguistics, sociology, and media studies, this research aims to provide new insights into the dynamics between language and identity and its contribution to cultural preservation amidst changing times (Almuhlafi, 2024).

METHODS OF RESEARCH

This research uses a qualitative research design with a phenomenological approach. This approach was chosen to understand individuals' subjective experiences of using Arabic in the digital era and how these experiences contribute to strengthening cultural identity. By focusing on the meanings respondents give to the use of Arabic in the digital context, this study aims to explore a deeper understanding of the dynamics between language and cultural identity (Cypress, 2018).

The research subjects consisted of several purposively selected respondents, covering individuals from various cultural backgrounds and ages, including students, college students, and professionals who actively use Arabic on digital platforms. The selection of respondents was done to ensure a variety of perspectives and experiences, so that the data obtained can reflect a comprehensive view of the role of Arabic in strengthening cultural identity in the digital era.

The instrument used in this research was a semi-structured interview guide. The interview guide was designed to elicit information about respondents' experiences of using Arabic on social media, educational platforms and other digital content. The interview questions covered aspects such as motivations for using Arabic, perceptions of cultural identity, and the impact of using the language on social

and community relations.

The data collection procedure was conducted through in-depth interviews lasting 30 to 60 minutes per session. Interviews were conducted both face-to-face and online, depending on the respondent's preference. Each interview session was recorded with permission from the respondents to ensure data accuracy. In addition, researchers also conducted observations of interactions on relevant social media platforms to complement the interview data. The data collected was then recorded and securely stored for further analysis.

The data obtained from the interviews were analyzed using thematic analysis techniques. The analysis process began with the transcription of the interview recordings into text form, followed by a thorough reading to understand the context and meaning contained in the respondents' answers. Next, the researcher identified the main themes that emerged from the data and grouped the information based on certain categories related to the role of Arabic in strengthening cultural identity. The results of this analysis will be used to draw conclusions about how the use of Arabic in the digital age impacts cultural awareness and the preservation of traditional values among Arab and Muslim communities.

RESULT AND DISCUSSION

Cultural Awareness Through Social Media

The use of social media has become a phenomenon that dominates daily life, especially among the younger generation. In the context of Arab societies, social media serves not only as a communication tool, but also as a platform to express and strengthen cultural identity. Cultural awareness through social media is becoming increasingly important, given its role in spreading distinctive cultural values, traditions and symbols. As such, social media can be considered a public space that allows individuals to engage in discussions about their cultural identity (Alruwaili, 2017).

One of the positive impacts of using social media is its ability to create awareness of cultural heritage among the younger generation. Many social media users actively share content related to their cultural traditions and values. For example, through platforms such as Instagram and Facebook, individuals can post images, videos or stories that reflect their culture. These activities not only increase self-awareness but also encourage social interactions that strengthen the sense of community among community members.

Social media also provides opportunities for individuals to learn about other cultures. With easy access to global information, users can explore different cultural perspectives. This opens up space for cross-cultural dialog and enriches the understanding of diversity. In this context, social media serves as a bridge that connects different cultural backgrounds and enables a constructive exchange of ideas.

In addition, social media has become an important tool in cultural activism. Many social movements in the Arab world use these platforms to promote awareness about cultural and social issues. For example, women activists in Saudi Arabia utilize social media to voice their rights and challenge existing patriarchal norms. In this way, social media serves not only as a communication tool but also as a means to empower individuals to fight for social change.

However, while there are many benefits to using social media in raising cultural awareness, there are also challenges to overcome. One of the main challenges is the shift in focus from quality content to more viral and sensationalized content. This can lead to a loss of depth in discussions about important cultural issues. Users are often more interested in entertaining content than educational or informative content, reducing the opportunity to learn about cultural heritage in depth.

In addition, the phenomenon of cultural homogenization due to globalization is also a concern. With the increasing use of English and the influence of Western culture through social media, there is a risk that local languages and traditions will be marginalized. The younger generation may be more interested in global trends than maintaining their own cultural identity. Therefore, it is important to create strategies that can encourage the use of Arabic and local values on digital platforms.

In the context of education, the integration of social media in the Arabic learning curriculum can increase students' interest in the language and culture. By utilizing platforms such as YouTube and Instagram for interactive learning, students can more easily engage with the subject matter. In addition, the use of social media in learning can create a supportive learning community among students, strengthening a sense of shared identity through the use of Arabic.

Respondents in this research indicated that they feel more connected to their cultural identity when using Arabic on social media. They revealed that sharing content in their own language gives them a sense of pride and belonging to their cultural heritage. This suggests that social media can serve as a tool to strengthen cultural awareness among the younger generation.

In an interview with Respondent 1, a 22-year-old university student, he explains how social media has helped him connect with his cultural identity. *"I often share content in Arabic on Instagram and Twitter, especially when celebrating holidays like Eid and Ramadan. Through my posts, I not only want to show pride in my culture, but also inspire my friends to learn more about our traditions,"*. He adds that interactions with his friends on social media often spark discussions about their cultural values, thus raising collective awareness among them.

Another respondent, a 30-year-old Arabic teacher, shared her views on the role of social media in education and cultural preservation. *"I use platforms like YouTube and Facebook to teach students about Arabic literature and oral traditions. I often share videos that explain the meaning behind classical poetry or folklore. Social media makes learning more interesting for students"*. She believes that by utilizing technology, the younger generation can more easily connect with their cultural heritage and understand the importance of language and tradition preservation.

Meanwhile, a 28-year-old cultural activist highlighted how social media can be used as a tool for advocacy. *"We often use hashtags to raise awareness about cultural issues faced by Arab society. For example, we launched a campaign on Twitter to support the use of Arabic in educational institutions"*. He adds that social media allows them to reach a wider audience and get more people involved in cultural preservation. *"We feel that by uniting through these platforms, we can make a significant change in the way people value and use our language and traditions,"* he concluded.

Furthermore, research shows that interactions between users on digital platforms can create space for discussions on relevant cultural issues. Such discussions not only raise awareness but also encourage collective action in defending and preserving cultural values. Social media allows individuals to support each other in their efforts to preserve their cultural heritage.

The use of culture related hashtags on platforms such as Twitter and Instagram also plays an important role in increasing the visibility of cultural issues. Users can easily find information and engage in conversations about topics related to their identity. This creates a network of solidarity among individuals who share a similar interest in cultural preservation.

Online communities formed through social media also play an important role in building cultural awareness. Many of the respondents felt that digital communities provided the emotional and intellectual support needed to maintain their cultural identity. In these communities, individuals can share personal

experiences, challenges and strategies in dealing with issues related to cultural preservation. This creates a strong network of solidarity among community members who share a common goal.

Not only that, the use of Arabic on social media also contributes to the development of new vocabulary and expressions that are relevant to the modern context. Respondents noted that interactions on digital platforms often involve the use of new terms and slang that reflect the times. This shows that Arabic continues to evolve and adapt to social and technological changes, while strengthening the cultural identity of the Arab community in the digital age.

Utilizing social media effectively also allows individuals to celebrate cultural events and traditions in a broader way. Many users take advantage of key moments, such as the celebration of Eid, Ramadan, or other cultural festivals, to share their experiences and show how they celebrate these traditions. By sharing photos, videos and stories, individuals not only strengthen ties with their community but also educate others about the importance of such celebrations in the context of Arab culture.

Collaborative activities in a cultural context can also be done through social media. Many artists and content creators work together to produce works that reflect their cultural identity. Such projects often receive widespread attention on social media, helping to promote cultural awareness among a larger audience. Involvement in these collaborative projects not only strengthens the sense of identity but also provides opportunities for individuals to express their creativity in unique and meaningful ways (Gan et al., 2015).

Nonetheless, it is important to recognize that while social media offers many opportunities to raise cultural awareness, users also need to be critical of the information they consume and share. In a digital world saturated with information, it is important for individuals to filter out quality content that is relevant to their cultural values. With a thoughtful approach to the use of social media, communities can utilize these platforms as tools to strengthen cultural identity while still maintaining the integrity of their heritage. Thus, cultural awareness through social media is not only a phenomenon but also a collective movement to preserve identity amidst the challenges of globalization.

Preservation of Traditional Values

The preservation of traditional values is an important aspect of maintaining the cultural identity of Arab societies in the digital era. In this context, the use of social media plays a significant role in supporting such preservation efforts. Many individuals utilize digital platforms to share cultural knowledge and practices that have been passed down from generation to generation. Through shared content, they not only introduce traditional values to a wider audience but also ensure that the younger generation remains connected to their cultural roots (Al Shaibah, 2024).

One way of preserving traditional values through social media is by sharing local stories and legends. Many users post folktales or fables that contain moral lessons and cultural values. In this way, they revive stories that might otherwise be forgotten and provide opportunities for the younger generation to learn about their cultural heritage. Respondents in this study indicated that they feel proud when they are able to share these stories, as it helps keep oral traditions alive.

In addition, social media is also used to introduce traditional cuisine. Many users share recipes for their regional specialties, complete with photos and videos of the cooking process. This not only introduces Arabic cuisine to a global audience but also teaches the younger generation about the importance of food as part of cultural identity. The recipes are often accompanied by stories about the origins of the dishes, adding depth to the understanding of the values contained in them.

The use of social media in the preservation of traditional arts and crafts is also increasing. Many artists and craftsmen are utilizing platforms like Instagram to showcase their works, ranging from paintings to handicrafts. By sharing the creation process and the end result of the artwork, they not only promote traditional skills but also educate the audience about the meaning behind each piece. This creates awareness of the importance of preserving art as part of cultural heritage.

Online communities also serve as a gathering place for individuals who share a common interest in the preservation of traditional values. On platforms like Facebook, many groups are formed to discuss various aspects of culture, from language to customs. In these groups, members can share information, experiences and best practices related to cultural preservation. This kind of interaction creates a sense of solidarity among community members and encourages them to be actively involved in preserving cultural heritage.

Furthermore, many non-governmental organizations (NGOs) use social media for cultural preservation campaigns. They often launch initiatives to support the use of Arabic in education and daily life. By harnessing the power of social media, these organizations are able to reach a wider audience and encourage people to participate in efforts to preserve traditional values. Such campaigns often involve collaboration with influencers or public figures to increase the visibility of cultural issues.

Respondents in this research indicated that they felt more connected to traditional values when they saw others sharing similar experiences on social media. Many of them stated that viewing content related to cultural practices made them more motivated to preserve these customs in their daily lives. This suggests that social media can serve as a source of inspiration for individuals to better appreciate and pass on traditional values.

Interview with respondent 1, a 40-year-old Arabic teacher, shared her views on the importance of preserving traditional values in education. *"In my classroom, I often use social media to connect students with Arabic culture. I ask them to share their folklore or family traditions through short videos posted on platforms like TikTok".* He explains that this method not only makes learning more interesting but also encourages students to dig deeper into their cultural identity. *"When students see their friends sharing stories, they become more motivated to do the same. This creates an environment where traditional values are valued and reinforced."*

Another respondent, a 35-year-old handicraft entrepreneur, explained how she uses social media to preserve traditional values. *"I often share the process of making handicrafts inspired by local traditions on Instagram and Facebook. By showing how each product is made, I want people to understand the meaning behind the craft,"* she says. She adds that many of her customers are interested in the stories behind each product, and this provides an opportunity to educate them about cultural heritage. *"I believe that by sharing this knowledge, I can help the younger generation appreciate and preserve traditions that might otherwise be forgotten."*

However, challenges remain in the effort to preserve traditional values in the digital era. One of the main challenges is the shifting interest of the younger generation towards more modern and global content. Many respondents noted that while they want to preserve traditional values, it is sometimes difficult to attract the attention of their peers who are more interested in international trends. Therefore, it is important for the cultural community to create engaging and relevant content in order to compete with global content.

On the other hand, the phenomenon of cultural homogenization due to globalization is also a serious concern. With the increasing influence of Western culture through social media, there is a risk that traditional values will be marginalized. Communities need to work hard to ensure that their cultural heritage

remains valued and practiced amidst the changing times. This includes educating the younger generation on the importance of preserving traditional values as part of their identity.

The preservation of traditional values through social media is not just the responsibility of certain individuals or communities, but a collective effort involving all levels of society. By raising awareness of the importance of cultural heritage and encouraging active participation on digital platforms, society can ensure that traditional values remain alive and relevant in this modern era. The preservation of these values will not only strengthen cultural identity but also make a positive contribution to overall global cultural diversity (Onwuatuegwu & Osigwe, 2024).

Interaction between Generations

Interaction between generations plays an important role in the preservation of culture and traditional values in Arab societies. In this context, social media has become a platform that allows younger and older generations to share knowledge and experiences with each other. Through this interaction, the younger generation can learn about their cultural heritage from their parents and grandparents, while the older generation can understand the new perspectives brought by the younger generation (Aljedayah et al., 2024).

One way that intergenerational interaction happens is through sharing stories and experiences on social media. Many users share stories from the past, including their life experiences, family traditions and lessons learned. Respondents in this study indicated that listening to stories from older generations made them feel more connected to their cultural identity. These stories not only provide insight into family history but also teach important values that may not be taught in school.

Social media also allows young people to engage their parents in online activities. Many young people invite their parents to join platforms such as Facebook or Instagram, creating a space for both to share content and discuss various topics. This kind of interaction not only strengthens family relationships but also helps parents understand the evolving digital world. In this way, the younger generation can act as a bridge between tradition and modernity.

In addition, many online communities have been formed to discuss issues of culture and tradition. In these communities, members of different ages can exchange information and experiences. The discussions often involve an exchange of views between the younger and older generations on how to preserve cultural heritage amidst changing times. This creates a space where every voice is heard and valued, thus strengthening the sense of solidarity among community members.

Respondents in this research also noted that shared activities such as cooking or celebrating holidays are often important moments for intergenerational interaction. For example, many families organize cookouts where family members of different ages come together to make traditional dishes. Such activities not only strengthen family bonds but also provide opportunities for younger generations to learn age-old recipes and understand the meaning behind each dish.

However, challenges remain in intergenerational interactions in the digital age. One of the main challenges is the difference in perspective and values between the younger and older generations. Younger generations are often exposed to new ideas through social media, while older generations may be more tradition-bound. This can cause tension in communication. Therefore, it is important for both parties to listen to each other and appreciate each other's perspectives in order to find common ground.

Education also plays an important role in facilitating interactions between generations. Schools can organize programs that encourage students to interact with their family members about family history or local traditions. By involving parents or grandparents in teaching and learning activities, students can gain

first-hand insight into their cultural heritage. This not only enhances students' understanding but also strengthens the relationship between generations (Khairanis, 2024).

Social media can be used as a tool to strengthen communication between generations in creative ways. For example, some users create short videos featuring interviews with family members about their life experiences or cultural values that are important to them. This kind of content not only attracts attention but also provides an opportunity for people to learn from each other in a fun way.

Interaction between generations through social media create opportunities for individuals to celebrate the diversity of their life experiences. By sharing stories and perspectives from different ages, communities can build a better understanding of their cultural journey as a collective. This is important to ensure that traditional values remain relevant and appreciated by all generations, while creating a bridge between the past and the future (Baym, 2015).

Thus, interaction between generations is a key element in the preservation of cultural values in today's digital age. Through the sharing of knowledge, experiences and perspectives, Arab societies can preserve their cultural heritage while remaining open to the changing times. Social media serves as an effective tool to strengthen intergenerational relationships and ensure that cultural identity lives on in all walks of life.

Challenges of the Digital Age

The digital age brings various challenges to Arab societies, especially in the context of preserving Arabic culture and language use. One of the main challenges is the shift from using fushha (standard) Arabic to 'ammiyah (local dialect) Arabic among the younger generation. Many of them prefer to use colloquial dialects in social interactions, which may reduce the use of formal Arabic in the context of education and official communication. This could potentially result in the loss of language skills necessary to understand classical texts and Arabic literature (Abokhodair et al., 2017).

In addition, globalization has also had a significant impact on the way the younger generation views Arabic. With the increasing influence of Western culture and the use of English in various aspects of life, many young people feel that mastery of English is more important for their success. As a result, interest in learning and using Arabic formally has started to decline. This creates a gap between tradition and modernity, where the cultural values contained in Arabic may be overlooked (Al Gharaibeh & Islam, 2024).

One of the other challenges faced is access to adequate technology. In many areas, especially in rural areas, technological infrastructure is still underdeveloped. Limited internet access and adequate technological devices make it difficult for individuals to engage in online learning or use interactive applications to learn Arabic. This creates an imbalance in learning opportunities between those living in urban areas and those in remote areas.

On the education side, many Arabic educators have not fully mastered the latest technology. The lack of training and resources for teachers makes it difficult for them to integrate technology in their teaching methods. As a result, the learning process becomes less interesting for students, which in turn can decrease their interest in Arabic. Therefore, improving technological skills among educators is essential to meet this challenge.

Another challenge that arises is the spread of inaccurate information about Arabic on social media. Much of the content circulating does not reflect the authenticity or complexity of the language, which can create negative views among the younger generation. For example, some individuals refer to Arabic as a difficult language to learn without providing proper context or explanation. This can discourage young people from learning and understanding their own language and culture.

In addition, the phenomenon of cultural homogenization due to globalization is also a serious concern. With the increasing influence of foreign cultures through social media and other digital platforms, there is a risk that traditional values will be marginalized. The younger generation may be more interested in global trends than maintaining their own cultural identity. Therefore, it is important for communities to create digital content that is engaging and relevant to local values in order to compete with global content.

Amidst these challenges, there are also opportunities to strengthen the use of Arabic through technology. Interactive learning apps and other digital platforms offer new ways to learn the language in a more engaging and effective way. By utilizing these technologies, young people can connect with more diverse and in-depth learning resources about the Arabic language and culture.

The importance of collaboration between the government, educational institutions and the community cannot be ignored in facing the challenges of this digital era. Joint efforts are needed to raise awareness of the importance of preserving Arabic as part of the community's cultural identity. Educational programs involving parents and communities can help create a supportive environment for the younger generation to learn and use Arabic.

Although the challenges of the digital age are significant, with the right approach and innovative strategies, Arab societies have great potential to preserve the Arabic language and its cultural values. By effectively utilizing technology and encouraging active participation from all walks of life, the younger generation can be involved in cultural preservation efforts while remaining open to the times. This will ensure that cultural identity remains alive and relevant amidst rapid global change.

In facing the challenges of the digital age, it is important to develop programs that focus on digital literacy among the younger generation. Digital literacy includes not only the ability to use technology, but also the ability to evaluate information obtained online. By teaching young people how to recognize credible sources of information and understand the cultural context in digital content, they can be better equipped to deal with the rapid and often confusing flow of information. This will help them to stay connected to their cultural heritage while participating in the wider digital world.

In addition, the role of local communities in the preservation of Arabic and traditional values is crucial. Communities can organize cultural events, workshops or discussions involving members from different generations. Such activities not only strengthen social ties but also create a space for knowledge exchange between older and younger generations on how to maintain cultural heritage amidst changing times. This is important to ensure that traditional values remain cherished and practiced amidst the changing times (Mahdy, 2019).

Collaboration between the public and private sectors can also have a positive impact in facing the challenges of the digital era. Technology companies can work with educational institutions to develop interesting and interactive Arabic learning applications. In addition, support from the government in the form of policies that encourage the use of Arabic in digital media and education will be very helpful. With synergy between various parties, the Arab community can find innovative ways to maintain and preserve the Arabic language and traditional values amidst the rapidly changing times (Althani, 2024).

CONCLUSION

This research has revealed the important role of Arabic in strengthening the cultural identity of Arab and Muslim communities in the digital age. Through the use of social media, the younger generation can not only express themselves but also connect with their cultural heritage. The cultural awareness built

through interactions on digital platforms allows individuals to share traditional values, strengthen the sense of community, and educate each other on the importance of cultural preservation.

However, the challenges faced in the digital age cannot be ignored. The shift from formal Arabic to local dialects, the influence of foreign cultures, and limited access to technology are significant obstacles in maintaining the continued use of Arabic. In addition, the phenomenon of cultural homogenization and the dissemination of inaccurate information also have the potential to undermine the younger generation's understanding of their language and culture. Therefore, it is important to develop effective strategies to deal with these challenges.

The importance of collaboration between the government, educational institutions and the community in preserving Arabic language and traditional values is clear. Through educational programs, increased digital literacy, and community activities involving different generations, society can create a supportive environment for cultural preservation. By innovatively utilizing technology and encouraging active participation from all walks of life, the Arabic language can continue to live and thrive as an integral part of the cultural identity of Arab and Muslim societies amidst the rapid flow of global change.

Thus, this research confirms that Arabic has a strategic role in strengthening cultural identity in the digital age. Efforts to maintain and preserve the language and traditional values must be made collectively so that future generations remain connected to their cultural roots while remaining relevant to the times. Through collaboration between individuals, communities and institutions, as well as the innovative use of technology, society can create an enabling environment for the preservation of Arabic language and cultural heritage, thus ensuring that these cultural treasures remain alive and thriving amidst the ever-changing challenges of globalization.

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