

Duta Bahasa as a Bridge for Fostering a Global Mindset and Local Pride

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Abstract. In the current era of globalization, language plays a very important role in bridging intercultural communication while preserving local identities. *Duta Bahasa* in Indonesia has a unique position to promote multilingualism, known as *Tri Gatra Bangun Bahasa*, which means prioritizing Indonesian, preserving regional languages, and mastering foreign languages. This study aims to explore how *Duta Bahasa* can foster a global mindset while reinforcing local pride. It specifically addresses the strategies, challenges, and opportunities in integrating global communication skills with cultural preservation. This study uses a qualitative descriptive approach through a literature review of relevant studies. This study prioritizes language promotion, cultural exchange, and community empowerment, including literacy campaigns, cultural workshops, and public speaking programs. By integrating global communication skills with the preservation of local languages and traditions, *Duta Bahasa* became key agents in preparing communities to participate on a global scale without losing their cultural identity. This approach demonstrates that global competence and local pride do not contribute to sustainable cultural and educational development. This study shows that *Duta Bahasa* has significant potential to balance global competence and local identity. Increased collaboration between the government, educational institutions, and communities is expected to strengthen the long-term sustainability of these initiatives.

Keywords: Cultural Identity, Global Mindset, *Duta Bahasa*, Local Pride, Multilingualism