

Digital Media and the Reconfiguration of Local Culture in Indonesia

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ABSTRACT

The rapid development of digital technology has significantly influenced the way local cultures are represented, preserved, and transformed in contemporary society. In Indonesia, digital media has created new opportunities for cultural communities to disseminate local traditions, strengthen cultural awareness, and engage younger generations in cultural preservation efforts. However, the increasing integration of digital platforms also introduces challenges related to cultural adaptation, authenticity, and changes in cultural identity. This study aims to analyze the influence of digital media on the reconfiguration of local culture in Indonesia. A quantitative research approach was applied using survey data collected from 200 respondents who actively engage with digital media platforms and have experience accessing local cultural content online. Data were collected through a structured questionnaire using a five-point Likert scale and analyzed using Statistical Package for the Social Sciences (SPSS) version 25. The analysis involved validity testing, reliability testing, descriptive statistical analysis, classical assumption testing, and simple linear regression analysis. The results indicate that digital media has a positive and significant influence on local cultural reconfiguration. Furthermore, the coefficient of determination ($R^2 = 0.468$) indicates that digital media utilization explains 46.8% of the variation in local cultural reconfiguration. These findings demonstrate that digital media functions not only as a communication platform but also as an important mechanism for cultural preservation, adaptation, and identity reconstruction. This study contributes to understanding how technological development influences cultural sustainability in Indonesia and highlights the importance of utilizing digital platforms strategically to maintain cultural values while encouraging innovation.

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1. INTRODUCTION

The rapid development of digital technology has fundamentally transformed how societies communicate, interact, and construct cultural meaning. In Indonesia,

digital media—including social media, digital archives, online communities, and multimedia platforms—has created new spaces for representing, preserving, and transforming diverse local cultures beyond geographical boundaries. These platforms

facilitate cultural documentation through audiovisual recordings and user-generated content, enabling richer representations of cultural narratives [1]. Social media also strengthens community engagement and cultural identity, particularly among younger generations, as demonstrated by digital promotion surrounding cultural events such as the Salo Karajae and Kaluppini festivals [2]. Moreover, digital media extends the global reach of local traditions, encouraging cultural exchange, broader participation, and greater public awareness of Indonesia's cultural heritage [3].

Local culture comprises collective values, traditions, knowledge, symbols, and practices that are developed within communities and transmitted across generations. Although digital media provides opportunities to document endangered traditions, promote cultural heritage, and strengthen local identity, it also presents significant challenges. The transformation of cultural elements into marketable digital products may reduce their original meaning, as observed in the digital representation of Bugis folk songs [1]. The influence of global trends may also encourage cultural homogenization and oversimplification, potentially weakening the authenticity of local traditions [4]. Therefore, critical digital literacy is necessary to balance technological innovation with the preservation of cultural values and meanings [5]. Digital media should consequently be understood not merely as a communication tool but as an influential agent that reshapes how local cultures are preserved, practiced, interpreted, and represented.

In the Indonesian context, the relationship between digital media and local culture has become increasingly significant due to the expansion of internet access and digital participation. Communities, cultural practitioners, and younger generations use social media, video-sharing applications, and online cultural forums to introduce traditional arts, culinary heritage, local languages, indigenous knowledge, and regional identities to broader audiences. Digital platforms facilitate the documentation and

dissemination of cultural narratives, thereby increasing public visibility and engagement with traditional practices [3]. Social media also enables communities such as the Baduy to represent their cultural identity within contemporary digital aesthetics while maintaining connections to their cultural heritage [6]. This development indicates that local culture is not disappearing but is being reconfigured through continuous interaction between traditional values and modern digital practices.

Cultural reconfiguration refers to the reorganization of cultural meanings, practices, and identities in response to social and technological change. Although digital media broadens the reach of local cultural expressions, it may also encourage commodification when traditions are modified to satisfy global audiences and platform-based market demands [7]. Content creators may prioritize marketability over authenticity, potentially distorting cultural meanings and traditional values [8]. Furthermore, global digital exposure can accelerate cultural homogenization, making critical efforts necessary to preserve cultural integrity [4]. Therefore, cultural sustainability should be supported through participatory and community-based digital practices that balance preservation, innovation, adaptation, and commercialization while respecting local identities [3].

Previous studies have shown that digital platforms play an important role in cultural preservation and identity construction through digital documentation, knowledge sharing, and online representation. Digital media enables communities to preserve cultural memory and creatively share local narratives with broader audiences [3]. Social media also strengthens community engagement, as demonstrated by the Cipaku cultural community, which uses digital platforms to promote local heritage and maintain cultural relationships [9]. However, most previous studies have focused on qualitative analyses of specific communities or individual platforms, leaving limited empirical evidence regarding broader public perceptions of

digital media's role in reshaping Indonesian local culture.

The increasing participation of Indonesian society in digital environments creates both opportunities and challenges for local cultural development. Engagement with digital cultural content may strengthen cultural awareness, participation, and preservation efforts. Conversely, extensive exposure to global content may weaken attachment to traditional practices and contribute to the erosion of local cultural values [10]. The integration of traditional art forms with global media platforms may also produce cultural hybridity, which can broaden cultural representation while simultaneously diluting distinctive local identities [7]. These contrasting effects emphasize the need for quantitative research to measure the relationship between digital media engagement and changes in local cultural values.

This research contributes theoretically and practically to discussions concerning technology-driven cultural transformation. Theoretically, it expands understanding of digital media as a factor influencing cultural dynamics in a culturally diverse developing country such as Indonesia. Practically, the findings may assist cultural organizations, policymakers, educators, and local communities in developing digital strategies that promote cultural preservation while maintaining authenticity. By positioning digital media as both a preservation mechanism and a transformative force, this study emphasizes the importance of balancing technological innovation with the continuity of local cultural identity.

2. LITERATURE REVIEW

2.1 *Digital Media and Cultural Transformation*

Digital media has become a major force in cultural transformation by enabling communities to create, modify, and distribute cultural narratives beyond geographical

boundaries. In Indonesia, digital platforms support the documentation and promotion of local traditions, as demonstrated by the use of online communities to expand the visibility of Silek Minangkabau among younger audiences [11]. Digital platforms also strengthen community and market engagement, as seen among Payung Geulis artisans, who experienced increased customer interaction through Instagram and e-commerce [12]. However, digitalization may reduce cultural authenticity when traditional practices are adapted to modern audience preferences [11]. The use of artificial intelligence and digital storytelling can also revitalize local narratives while raising concerns about cultural integrity [13].

2.2 *Digital Media as a Platform for Local Cultural Preservation*

Cultural preservation involves maintaining, protecting, and transmitting cultural values, traditions, and knowledge across generations, and digital media has expanded this process through documentation, dissemination, and public participation. In Indonesia, platforms such as YouTube, Instagram, TikTok, and digital repositories enable traditional arts, indigenous knowledge, and local practices to reach broader and younger audiences. The Silek Minangkabau tradition, for example, has gained greater visibility through online communities [11], while user-generated content supports the preservation of Pakualaman culture [14]. Young creators also use innovative digital formats to

present traditional culture more attractively [5]. However, digital preservation may reduce authenticity, encourage cultural homogenization, and face technological or financial limitations [11], [15], [16]. Therefore, effective digital preservation requires a balance between accessibility, innovation, cultural ownership, and respect for original values.

2.3 Digital Media and the Reconfiguration of Local Cultural Identity

Cultural identity is increasingly shaped through interactions between offline traditions and online representations, as digital media enables individuals and communities to produce, share, and reinterpret cultural narratives. In Indonesia, platforms such as TikTok and Instagram allow younger generations to engage with local heritage by combining traditional elements with modern aesthetics, as demonstrated by the digital representation of Baduy culture [6]. Digital media also supports cultural education and increases awareness of local heritage among young people [15]. However, global influences may encourage cultural homogenization and weaken authenticity [17], while cultural appropriation and commodification may emerge when traditions are adapted to digital consumerism [6], [18]. Therefore, collaboration between communities and educational institutions is necessary to produce authentic digital content that strengthens cultural identity while preserving its original values [18].

2.4 Conceptual Framework

This study is grounded in technological determinism and cultural adaptation theory. Technological determinism views digital media as an active force that influences social structures, communication patterns, individual behavior, and cultural practices, while cultural adaptation theory explains that cultures continuously negotiate continuity and change in response to evolving social and technological environments. By combining these perspectives, digital media is understood as a factor that influences the reconfiguration of local culture through cultural visibility, preservation, participation, and identity construction. Digital platforms enable communities to document and disseminate cultural narratives, as demonstrated by the Kabuyutan Cipaku community's use of social media to maintain cultural identity following environmental disruption [9] and the preservation of Pakualaman cultural values through online channels [14].

Digital media engagement refers to individual participation in accessing information, producing content, sharing cultural materials, and joining online discussions. Its participatory nature allows users, particularly younger generations, to become cultural promoters and adapt traditional values into contemporary communication formats. Young people play an important role in negotiating cultural identity amid globalization and urbanization [19], while social media supports the

revitalization of local traditions through user-generated cultural content [3]. However, misinformation, excessive global content, and the dilution of cultural meanings may weaken these benefits [20]. Therefore, digital literacy and cultural understanding are essential to ensure that digital engagement strengthens cultural awareness, intergenerational transmission, and the sustainable reconfiguration of local culture in Indonesia [20].

H1: Digital media has a significant positive influence on the reconfiguration of local culture in Indonesia.

3. METHODS

3.1 Research Design

This study employs a quantitative explanatory research design to examine the influence of digital media on the reconfiguration of local culture in Indonesia. Numerical data were collected through a cross-sectional survey to measure respondents' perceptions of digital media usage, cultural preservation, cultural adaptation, and changes in cultural identity. Statistical analysis was then applied to identify patterns, relationships, and the significance of digital media's influence on contemporary local cultural transformation.

3.2 Population and Sample

The population of this study comprises Indonesian citizens who actively use digital media platforms and have been exposed to local cultural content through social media, websites, or online communities. Due to the broad characteristics of the population, respondents were selected using purposive sampling based on specific criteria: Indonesian citizenship, active digital media use, experience accessing local cultural content, and willingness to participate in the study.

A total of 200 respondents participated in the research, representing diverse demographic backgrounds and perspectives on cultural preservation, adaptation, and transformation. This sample size was considered adequate for quantitative analysis, including validity, reliability, correlation, and regression testing using SPSS version 25.

3.3 Data Collection Technique

The data were collected through a structured online questionnaire developed from the theoretical concepts of digital media utilization and local cultural reconfiguration. The questionnaire was distributed voluntarily to respondents from various regions of Indonesia and measured their perceptions of digital media and cultural transformation using a five-point Likert scale, ranging from 1 = strongly disagree to 5 = strongly agree. Higher scores indicated stronger agreement regarding the positive influence of digital media on the reconfiguration of local culture.

3.4 Research Variables and Measurement

This study examines two main variables: Digital Media Utilization (DMU) as the independent variable and Local Cultural Reconfiguration (LCR) as the dependent variable. Digital Media Utilization refers to the extent to which individuals use digital platforms to access, share, create, and interact with cultural information. It is measured through the frequency of accessing cultural content, interaction with online cultural information, participation in creating or sharing cultural content, use of digital platforms to learn about local traditions, and perceptions of digital media's effectiveness in promoting cultural awareness.

Local Cultural Reconfiguration refers to the transformation, adaptation, and representation of local cultural values, practices, and identities within digital environments. This variable is measured through increased awareness of cultural heritage, changes in digital cultural representation, adaptation of traditional culture to modern contexts, community

participation in cultural preservation, and transformation of cultural identity among digital media users. The operationalization of both variables was developed based on literature concerning digital transformation, cultural preservation, and technology-mediated social change.

3.5 Data Analysis Technique

The collected data were analyzed using SPSS version 25 through instrument testing, descriptive analysis, classical assumption testing, and hypothesis testing. Instrument validity was assessed using Pearson Product Moment correlation, with questionnaire items considered valid when the *r*-count exceeded the *r*-table value at a significance level of 0.05, while reliability was evaluated using Cronbach's Alpha, where values above 0.70 indicated acceptable reliability. Descriptive statistics, including frequency, percentage, mean, and standard deviation, were used to summarize respondent characteristics and research variables. Before regression analysis, normality, multicollinearity, and

heteroscedasticity tests were conducted to ensure that the model met statistical requirements. The hypothesis was tested using simple linear regression, formulated as $LCR = \alpha + \beta DMU + e$, and a *t*-test, with a significance value below 0.05 indicating that Digital Media Utilization significantly influenced Local Cultural Reconfiguration. The coefficient of determination (R^2) was also used to measure the proportion of variation in Local Cultural Reconfiguration explained by Digital Media Utilization.

4. RESULTS AND DISCUSSION

4.1 Respondent Characteristics

This study involved 200 respondents from various demographic backgrounds in Indonesia. The demographic characteristics analyzed include gender, age, education level, occupation, and frequency of digital media usage. The distribution of respondents provides an overview of the diversity of participants involved in assessing the relationship between digital media and the reconfiguration of local culture.

Table 1. Respondent Demographic Characteristics

Characteristics	Category	Frequency	Percentage (%)
Gender	Male	86	43%
	Female	114	57%
Age	17–25 years	92	46%
	26–35 years	61	31%
	36–45 years	32	16%
	>45 years	15	7%
Education Level	Senior High School	48	24%
	Diploma	32	16%
	Bachelor's Degree	98	49%
	Postgraduate Degree	22	11%
Occupation	Student	74	37%
	Private Employee	52	26%
	Entrepreneur	38	19%
	Civil Servant	21	10%
	Other	15	8%
Daily Digital Media Usage	<2 hours/day	28	14%
	2–5 hours/day	96	48%
	6–8 hours/day	54	27%
	>8 hours/day	22	11%

Table 1 shows that most respondents were female (57%), while males accounted for 43%. The largest age group was 17–25 years

(46%), followed by 26–35 years (31%), indicating that the sample was dominated by younger digital media users. In terms of

education, nearly half of the respondents held a bachelor's degree (49%), while senior high school graduates represented 24.0%. Students formed the largest occupational group (37%), followed by private employees (26%) and entrepreneurs (19%). Regarding digital media usage, most respondents spent 2–5 hours per day on digital platforms (48%), while 27.0% used digital media for 6–8 hours daily. These characteristics suggest that the respondents were generally young, educated, and highly familiar with digital media, making them

relevant for examining the influence of digital media on local cultural reconfiguration.

4.2 Descriptive Statistics of Research Variables

Descriptive analysis was conducted to identify respondents' perceptions regarding Digital Media Utilization (DMU) and Local Cultural Reconfiguration (LCR). Each indicator was measured using a five-point Likert scale ranging from 1 (strongly disagree) to 5 (strongly agree).

Table 2. Descriptive Statistics of Research Variables

Variable	Indicator	Mean	Standard Deviation
Digital Media Utilization (DMU)	DMU1: Digital platforms increase access to local cultural information	4.21	0.71
	DMU2: Social media facilitates cultural knowledge sharing	4.18	0.74
	DMU3: Digital platforms encourage participation in cultural activities	4.05	0.79
	DMU4: Digital media helps promote local cultural heritage	4.27	0.68
	DMU5: Digital content increases awareness of local traditions	4.16	0.73
Average DMU		4.17	0.73
Local Cultural Reconfiguration (LCR)	LCR1: Digital media changes how local culture is represented	4.12	0.76
	LCR2: Digital platforms help preserve cultural traditions	4.24	0.70
	LCR3: Local culture adapts to digital environments	4.19	0.72
	LCR4: Digital media increases cultural participation among younger generations	4.31	0.66
	LCR5: Digital media influences contemporary cultural identity	4.08	0.77
Average LCR		4.19	0.72

Table 2 indicates that respondents generally expressed strong agreement with both research variables, as reflected by average mean scores of 4.17 for Digital Media Utilization (DMU) and 4.19 for Local Cultural Reconfiguration (LCR), while the relatively low standard deviations (0.73 and 0.72) demonstrate consistent responses. Within the DMU construct, the highest-rated indicator was DMU4, indicating that digital media effectively promotes local cultural heritage (Mean = 4.27), whereas the lowest was DMU3, suggesting relatively lower but still positive

perceptions of digital platforms in encouraging participation in cultural activities (Mean = 4.05). For the LCR construct, the highest mean score was recorded for LCR4 (Mean = 4.31), indicating strong agreement that digital media enhances cultural participation among younger generations, while LCR5 received the lowest mean (Mean = 4.08), reflecting comparatively lower perceptions of digital media's influence on contemporary cultural identity. Overall, these findings suggest that respondents perceive digital media as playing a substantial role in

improving access to cultural information, promoting local heritage, encouraging cultural participation, and facilitating the reconfiguration of local culture in Indonesia.

4.3 Validity Test Results

Table 3. Validity Test Results

Variable	Indicator	r-count	r-table	Result
Digital Media Utilization	DMU1	0.742	0.138	Valid
	DMU2	0.781	0.138	Valid
	DMU3	0.715	0.138	Valid
	DMU4	0.806	0.138	Valid
	DMU5	0.769	0.138	Valid
Local Cultural Reconfiguration	LCR1	0.755	0.138	Valid
	LCR2	0.823	0.138	Valid
	LCR3	0.788	0.138	Valid
	LCR4	0.841	0.138	Valid
	LCR5	0.772	0.138	Valid

Table 3 shows that all indicators for Digital Media Utilization and Local Cultural Reconfiguration are valid because each r-count value exceeds the r-table value of 0.138. The r-count values for Digital Media Utilization range from 0.715 to 0.806, with DMU4 recording the highest value, while the values for Local Cultural Reconfiguration range from 0.755 to 0.841, with LCR4 obtaining the highest value. These results

The validity test was conducted using Pearson Product Moment correlation analysis. An indicator is considered valid when the correlation coefficient exceeds the critical value ($r\text{-table} = 0.138$ for $n = 200$, $\alpha = 0.05$).

confirm that all questionnaire items accurately represent their respective constructs and are suitable for further statistical analysis.

4.4 Reliability Test Results

Reliability testing was conducted using Cronbach's Alpha analysis to assess the internal consistency of each research variable.

Table 4. Reliability Test Results

Variable	Items	Cronbach's Alpha	Reliability Status
Digital Media Utilization (DMU)	5	0.884	Reliable
Local Cultural Reconfiguration (LCR)	5	0.901	Reliable

Table 4 demonstrates that both research variables exhibit high internal consistency and reliability. Digital Media Utilization (DMU) achieved a Cronbach's Alpha value of 0.884, indicating good reliability, while Local Cultural Reconfiguration (LCR) obtained a Cronbach's Alpha value of 0.901, indicating excellent reliability. Since both coefficients exceed the recommended threshold of 0.70, the measurement instrument is considered reliable and capable of producing consistent

results. These findings confirm that all questionnaire items consistently measure their respective constructs, supporting the use of the instrument for subsequent statistical analyses, including regression and hypothesis testing.

4.5 Classical Assumption Test

Before conducting regression analysis, classical assumption tests were performed to ensure that the regression model met statistical requirements.

Table 5. Classical Assumption Test Results

Test	Indicator	Value	Interpretation
Normality Test	Kolmogorov-Smirnov Sig.	0.200	Normally Distributed
Multicollinearity Test	Tolerance	1.000	No Multicollinearity

	VIF	1.000	No Multicollinearity
Heteroscedasticity Test	Sig. Value	0.426	No Heteroscedasticity

Table 5 shows that the regression model satisfies the classical assumption requirements. The Kolmogorov–Smirnov significance value of 0.200 exceeds 0.05, indicating that the residual data are normally distributed. The tolerance and VIF values of 1.000 confirm the absence of multicollinearity, although this condition is naturally expected because the model includes only one independent variable. Furthermore, the heteroscedasticity significance value of 0.426 is greater than 0.05, indicating that the

residual variance is constant and no heteroscedasticity problem exists. Therefore, the regression model is statistically appropriate for hypothesis testing.

4.6 Regression Analysis and Hypothesis Testing

To examine the influence of digital media on local cultural reconfiguration, simple linear regression analysis was conducted.

Table 6. Simple Linear Regression Analysis

Independent Variable	Dependent Variable	(β)	t-value	Sig.
Digital Media Utilization (DMU)	Local Cultural Reconfiguration (LCR)	0.684	12.457	0.000

Table 6 presents the results of the simple linear regression analysis, indicating that Digital Media Utilization (DMU) has a positive and statistically significant effect on Local Cultural Reconfiguration (LCR). The regression coefficient ($\beta = 0.684$) demonstrates that increased utilization of digital media is associated with a substantial increase in the reconfiguration of local culture. This relationship is supported by a high t-value of

12.457 and a significance level of 0.000, which is well below the 0.05 threshold, confirming that the proposed hypothesis is accepted. These findings suggest that digital media plays an important role in promoting cultural preservation, adaptation, and the transformation of local cultural identity within Indonesia's digital environment.

4.7 Coefficient of Determination

Table 7. Model Summary

Model	R	R Square	Adjusted R Square	Std. Error
1	0.684	0.468	0.465	0.421

The coefficient of determination analysis shows that the R^2 value is 0.468, indicating that digital media utilization explains approximately 46.8% of the variation in local cultural reconfiguration. The remaining 53.2% is influenced by other factors outside this research model, such as cultural education, family transmission, government policy, community involvement, and socioeconomic conditions.

Discussion

The findings demonstrate that digital media significantly contributes to the reconfiguration of local culture in Indonesia. The positive regression coefficient indicates

that greater utilization of digital platforms is associated with stronger cultural transformation, preservation, and adaptation. This result is consistent with Rayhan et al. [3], who found that digital platforms facilitate the documentation, dissemination, and revitalization of local cultural narratives. Similar evidence was reported by Ismar et al. [11], showing that online communities increased the visibility and accessibility of Silek Minangkabau, particularly among younger audiences. Therefore, digital media functions not merely as a communication channel but also as an important mechanism for maintaining the relevance of local culture within rapidly changing social environments.

The significant influence of digital media can also be explained by its ability to expand cultural accessibility and encourage community participation. Cultural knowledge that was previously limited to particular geographical communities can now reach broader audiences through social media, online platforms, and digital archives. This finding aligns with Hariyati et al. [9], who identified the use of social media by the Kabuyutan Cipaku community to promote and maintain its cultural identity, as well as Sekarningrum and Lokita [14], who demonstrated that user-generated content supports the dissemination and preservation of Pakualaman cultural values. Moreover, Hervansyah et al. [5] emphasized that young digital creators can present traditional culture through innovative formats, thereby strengthening cultural awareness and public engagement.

The results further indicate that digital media does not merely preserve culture in its original form but also contributes to cultural reconfiguration. Traditional practices are increasingly transformed into short videos, digital storytelling, online campaigns, and interactive content that correspond with contemporary communication patterns. This adaptation allows cultural expressions to remain relevant and accessible, particularly among younger generations. The high mean score of LCR4, reaching 4.31, confirms the important role of digital media in strengthening youth participation in local culture. This finding supports Djumat et al. [19], who highlighted the role of young people in negotiating cultural identities amid globalization and urbanization, and Suryani and Sobirin [6], who showed how the Baduy community combines traditional cultural identity with modern digital aesthetics.

However, digital cultural transformation must be managed carefully because excessive adaptation to online trends may reduce cultural complexity and authenticity. Cultural elements may be simplified, commercialized, or selectively represented to attract wider audiences, potentially weakening their original

meanings. This concern is consistent with Putra [7], who identified the risk of cultural commodification and hybridity resulting from interactions between local traditions and global media platforms. Hamson et al. [8] and Samosir et al. [18] similarly warned that market-oriented digital representation may distort traditional values and encourage cultural appropriation. Furthermore, global digital exposure may contribute to cultural homogenization and the erosion of local identity [15], [17]. Therefore, digital cultural preservation should be supported by critical digital literacy, community participation, and respect for cultural authenticity to ensure that technological innovation strengthens rather than diminishes local cultural values [16], [20].

5. CONCLUSION

This study concludes that digital media positively influences the reconfiguration of local culture in Indonesia by changing how cultural practices, representations, and identities are preserved, communicated, and understood. Digital platforms expand access to cultural knowledge, strengthen public awareness, and encourage wider participation in cultural preservation, particularly among younger generations. Through documentation, content creation, and online interaction, local traditions and values can reach broader audiences and remain relevant within contemporary society.

Digital media, however, does not merely preserve culture in its original form but also encourages continuous adaptation and reinterpretation. This process creates opportunities for cultural innovation while raising concerns about authenticity, simplification, and commercialization. Therefore, cultural institutions, policymakers, educators, and local communities should use digital media strategically by balancing technological development with the protection of cultural meanings, values, and historical contexts. Such an approach can support the continuity and sustainable development of Indonesia's diverse cultural heritage.

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