

## Preserving West Lampung Culture through the Role of the Young Generation on Social Media

Windra Irawan<sup>1</sup>

<sup>1</sup> Universitas Terbuka

e-mail: [windra@ecampus.ut.ac.id](mailto:windra@ecampus.ut.ac.id)

### Abstract

*The primary objective of this research is to ascertain the extent of the younger generation's involvement in the preservation and conservation of West Lampung's cultural heritage through the utilization of social media. Employing a qualitative research approach, this study employed in-depth interviews as its research methodology. The participants in this study were selected from the cohort of active social media users belonging to the younger demographic of West Lampung. The data collected were subjected to a rigorous analysis utilizing a thematic approach to elucidate discernible patterns and emergent themes.*

*The research findings substantiate the significant role assumed by the younger generation of West Lampung in the preservation and safeguarding of their local culture through the medium of social media. They adeptly harness these digital platforms to disseminate a broad spectrum of information encompassing West Lampung's cultural tapestry, spanning customs, traditions, artistic expressions, and the vernacular language. In doing so, they engender a heightened level of public awareness and serve as a wellspring of inspiration for their contemporaries, encouraging them to actively participate in this endeavor of cultural preservation. This research serves to deepen our comprehension of the latent potential harbored by social media as a potent instrument for the preservation of local culture. Through the proactive engagement of the younger generation in harnessing the capabilities of social media, the rich cultural heritage of West Lampung stands poised for perpetuation and dissemination to forthcoming generations.*

**Keywords:** Cultural Preservation, Young Generation, social media.

### INTRODUCTION

In the current epoch characterized by globalization's pervasive influence and the relentless evolution of information technology, social media has undergone an astonishing surge in growth, establishing itself as an inextricable facet of contemporary societal fabric. Prominent platforms such as Facebook, Twitter, Instagram, and YouTube have not merely undergone transformation, but have catalyzed a paradigm shift in the landscape of communication, engendering transformative dynamics in interpersonal interactions and the dissemination of information. Of paramount significance, particularly within the purview of the younger demographic, is the omnipresence of social media engagement, with active participation across a gamut of platforms serving as the prevailing norm.

Empirical investigations unequivocally underscore Indonesia's preeminence as a global epicenter in terms of social media user penetration[1], thereby underscoring the magnitude of this phenomenon, which reverberates even within the hinterlands of West

Lampung. Social media furnishes a veritable cornucopia of multimedia conduits and communication modalities, thereby facilitating expeditious and expansive interpersonal and collective interactions. The kaleidoscope of content, spanning the spectrum from visual iconography and audiovisual narratives to textual expositions and conceptual ideations[2], experiences virulent proliferation through the instrumentality of features such as hashtags, retweets, likes, shares, and comments[3]. This instantaneous interplay engenders a connective tissue on a global scale among the younger cohort, effectively transcending geographical boundaries and temporal constraints.

The multifarious suite of attributes encompassing imagery, videography, and textual narratives empowers the youthful denizens of West Lampung to imbue their cultural identities with creative agency, ensnaring the gaze of a more expansive and diversified audience. Utilized as a conduit for the socialization of local heritage [4], social media conceals untapped potential in fomenting heightened appreciation and nuanced recognition of the region's abundant cultural repository.

Concomitantly, the contemporary milieu is buttressed by the permeation of informational openness and the facile conduits for communicative discourse that social media affords. In consequence, it catalyzes the genesis of social movements, advocacy campaigns, and collective endeavors spanning diverse strata of societal echelons[5]. In this paradigm, social media emerges as a formidable vehicle for the preservation of indigenous cultures, with West Lampung's cultural patrimony serving as an archetypal exemplar. The proactive engagement of the youthful populace within the domain of social media connotes pivotal roles not merely in the introduction and propagation but also in the cultivation of comprehension vis-à-vis the rich local cultural mosaic.

Furthermore, the contemporary cohort of youth evinces the dexterity to congregate within the digital demesnes, engendering the formation of virtual communities[6]. Within these digital forums, they engage in deliberative discourses, orchestrate communal undertakings, and marshal support for the safeguarding of vestiges of traditional cultural heritage through the conduits of social media. This proactive engagement not only begets heightened public consciousness pertaining to West Lampung's cultural opulence but also begets broader participation in the conservation endeavors. Collectively, the youthful generation coalesces into a potent social force, steering the trajectory toward the perpetuation of their local cultural legacy, thereby assuming the mantle of cultural custodians with resolute determination.

West Lampung stands as an exemplar within the Indonesian archipelago, steeped in the profundity of traditional cultural mores and emblematic cultural bequests. The denizens of West Lampung ardently uphold and transmit the cultural ethos that has been bequeathed through the annals of generations, encompassing the panoply of customs, ritualistic traditions, artistic expressions, linguistic idioms, and folklore. This cultural amalgam stands as the linchpin of identity and a source of profound regional pride. Nonetheless, akin to many other Indonesian locales, West Lampung's cultural tapestry grapples with encumbering forces as it strives to perpetuate itself. Socioeconomic vicissitudes and the juggernaut of technological progression, typified by the vectors of

globalization, modernization, and urbanization, exert influence upon the communal modes of existence, thereby engendering the attenuation of enthusiasm and attachment to local heritage among the younger populace[7]. Hence, the indomitable spirit of cultural preservation, as manifested through social media, becomes an imperative and invaluable endeavor, with the vibrant youth population assuming an integral and transformative role in this unfolding narrative of cultural resilience.

This article is grounded in research aimed at delineating the role assumed by the youthful cohort in West Lampung concerning the preservation of indigenous culture through the medium of social media. In the continuously evolving digital epoch, social media has indelibly ingrained itself into the fabric of contemporary existence, particularly among the younger demographic. Social media offers a diverse array of platforms and communication tools, furnishing the young denizens of West Lampung with the means to engage, disseminate information, and propagate messages with celerity and ubiquity. The adoption of qualitative research, notably via in-depth interviews, has been employed as an apt methodology to elucidate the modus operandi through which the younger generation exploits social media to advance their cultural preservation endeavors.

It is sanguinely envisaged that by assiduously comprehending the proactive role played by the younger generation in harnessing social media as a conduit for the promotion and safeguarding of local culture, this research will engender a deeper understanding of the latent potential inherent within social media as a potent instrument for the preservation of culture within the West Lampung milieu. Furthermore, it is anticipated that the empirical revelations gleaned from this research will serve as a wellspring of inspiration for subsequent generations, galvanizing them into active participation in the ongoing crusade to conserve the cultural tapestry of West Lampung and perpetuate the reservoir of indigenous wisdom that has withstood the vicissitudes of time.

## **METHOD**

The research outlined in this article employs a qualitative research approach, combining in-depth interviews and a comprehensive literature review to gain insights into the role played by the younger generation in conserving the culture of West Lampung through social media. The utilization of a qualitative methodology enables researchers to acquire profound understandings of the viewpoints, lived experiences, and attitudes of the research participants. This method is further complemented by a literature review, serving to substantiate the empirical data extracted from the interviews.

The research targets the youthful demographic residing in the West Lampung region who actively participate in social media platforms. The sample selection is purposeful and comprises young individuals who are fervently engaged in the preservation and promotion of West Lampung's cultural heritage through various social media channels. The deliberate choice of the sample is instrumental in ensuring the data collected aligns with the research objectives.

Data for this study are procured through in-depth interviews conducted with the selected participants.

The term "young generation" generally refers to individuals aged 0 to 35 years. Sociologically and practically, members or individuals within this group share similar experiences, especially significant events that are experienced simultaneously by the entire society, such as the development generation[8].

The utilization of in-depth interviews empowers researchers to comprehensively and meticulously explore the perspectives and experiences of the participants. Moreover, it affords an opportunity to delve into the motivations, values, and attitudes that underpin the participants' commitment to cultural preservation through the medium of social media.

## **DISCUSSION AND ANALYSIS**

This research has identified various roles played by the younger generation in the efforts to preserve the culture of West Lampung. Research participants, who represent the active younger generation on social media, demonstrated significant involvement in various aspects of cultural preservation. They serve not only as social media users who disseminate information about local culture but also as driving forces in endeavors to safeguard local culture and regional language[9].

The younger generation actively engages in local cultural activities, such as art performances, cultural festivals, and traditional ceremonies, which they subsequently document and share through social media platforms. Moreover, they also act as intermediaries between the older generation and other young generations, conveying the cultural values passed down by their ancestors.

Roles of the younger generation in preserving West Lampung culture:

1. Introduction of customs, traditions, arts, and the regional language of West Lampung through content on social media platforms

This research reveals how the younger generation of West Lampung utilizes social media as a tool to introduce and acquaint a diverse range of local cultural aspects to a wider audience. They create captivating and informative content, such as documentary videos about traditional ceremonies, tutorials on local arts and crafts, and posts in the regional language showcasing local wisdom. For example, a notable example is the posts in a Facebook group where the younger generation introduces the traditional martial art of "silek" (pencak silat) using the trisula (trident).

This proactive engagement in utilizing social media to impart cultural knowledge not only safeguards the cultural legacy of West Lampung but also cultivates a heightened consciousness and reverence among a more extensive spectrum of individuals[10]. It functions as a vehicle for education and commemoration of the opulent cultural mosaic inherent to the region, ultimately bolstering its perpetuity and dynamism in response to the ever-evolving temporal landscape.



Figure 1. Introducing the Traditional Martial Art of "Silek" Through Facebook

(Source:

<https://www.facebook.com/al.qiromy.7/videos/3874379982787275?idorvanity=117503912247689>)

Through this imaginative and pioneering utilization of social media, the younger generation has adeptly ensnared the attention and curiosity of numerous individuals [11] desiring a deeper understanding of West Lampung's culture. This approach offers a vibrant depiction of local community life and enriches people's comprehension of the prevailing traditions and cultural ethos permeating the region.

2. The younger generation serves as agents of change by utilizing social media to promote West Lampung culture on a broader scale.

The younger generation plays a pivotal role as agents of change in the endeavor to preserve West Lampung culture through the utilization of social media. In the current digital era, social media has become an effective means for disseminating information and creating social impact[12]. The youth in West Lampung have begun to use social media platforms such as Facebook and others to promote and introduce local culture to a wider audience, even at the international level.

For instance, on a Facebook page dedicated to showcasing how the younger generation harnesses the Sekura tradition from Liwa to a broader audience, as depicted in the image below:



Figure 2. 'Sekura' tradition from Liwa

(Source :

<https://www.facebook.com/photo/?fbid=1050018938939403&set=pcb.1050021702272460>

Through various creative content such as documentary videos about customs and traditions, captivating local art photos, and richly meaningful regional language writings, they have successfully captured the attention and interest of a diverse cross-section of society. Consequently, the role of the younger generation as agents of change, optimally utilizing social media, has had a positive impact on the preservation and introduction of West Lampung culture [8] to the outside world.

The contributions of the younger generation in promoting West Lampung culture through social media extend beyond the dissemination of information; they also play a role in creating broader public awareness of the importance of preserving cultural heritage[13].

In this context, the social role of the younger generation refers to their efforts to shape cultural identity and enhance collective awareness[14] of the importance of safeguarding and preserving culture as a valuable asset for both current and future generations. As a result of utilizing social media as a platform for cultural promotion and advocacy, the younger generation of West Lampung is making a noteworthy impact on preserving and introducing West Lampung culture to the global community. Simultaneously, they are also actively shaping a robust cultural identity within both local and global communities [15].

### 3. Dissemination of information about local culture through social media for broader public recognition

The younger generation of West Lampung has fully embraced social media as a powerful medium for sharing insights into their local culture, encompassing customs, traditions, arts, and the regional language of West Lampung, with a wider audience. They utilize diverse content creation techniques, such as videos, images, and written narratives, to present the core elements of West Lampung's culture in a more engaging and accessible manner[16].

Moreover, social media serves as a dynamic platform for the younger generation to actively engage in conversations with other users about West Lampung culture. They promptly address inquiries, offer deeper insights into specific traditions, and share personal anecdotes or experiences related to their participation in cultural activities[17]. In this capacity, social media functions as an inclusive communication channel[18], creating space for individuals from diverse backgrounds to join dialogues on West Lampung culture. This not only bolsters the recognition of local culture but also nurtures a more profound sense of identity and pride among the people of West Lampung in their cultural heritage.

Overall, the contributions of the younger generation in disseminating information about local culture through social media have significantly benefited the preservation and

promotion of their culture to a broader audience. Their endeavors in crafting compelling content, engaging with other users, and collaborating on cultural preservation initiatives serve to fortify cultural identity and expand the support network for preserving the cultural richness of West Lampung.

4. The younger generation's adeptness in utilizing social media creatively and innovatively plays a pivotal role in reinforcing the cultural identity of West Lampung.

The capacity of the younger generation in West Lampung to employ social media creatively and innovatively has made a substantial contribution to bolstering their regional cultural identity. Through social media platforms, the younger generation seamlessly amalgamates traditional and contemporary elements within the content they disseminate.

By blending tradition with modern technology, the younger generation has effectively captured the attention and interest of their peers, all the while conveying the message that local culture need not remain static and isolated; it can remain pertinent and captivating for the current generation. For instance, the global recognition of Korean culture owes part of its success to its adaptability to technological advancements while preserving its cultural heritage [19].

Moreover, the younger generation's proficiency in social media usage fosters active community participation in fortifying West Lampung's cultural identity. They actively engage other social media users in contributing to the content they generate. For instance, they organize photo competitions, video challenges, or contests revolving around the regional language, involving individuals from diverse backgrounds.

Hence, the cultural identity of West Lampung is not solely the domain of the younger generation but encompasses the participation and sense of ownership of the broader community. This participation aligns with the tenets of participatory culture, asserting that cultural identity is not static but can continuously evolve and transform through collaborative efforts between the younger generation and the community at large.



Figure 3. Collaborative between generation trough ‘Sekura kecah’ as a cultural identity of West Lampung

(Source :

<https://www.facebook.com/photo/?fbid=630829298574679&set=pcb.630833128574296>

)

The younger generation has demonstrated that local cultural identity can be recognized and appreciated by the outside world through social media platforms[20]. Thus, the ability of the younger generation to use social media creatively and innovatively has had a positive impact in showcasing the cultural identity of West Lampung and preserving the rich cultural heritage of the region.

### **Analysis of Using Social Media to Promote Local Culture**

The research findings illustrate the profound impact of social media as a remarkably effective tool employed by the younger generation to promote and acquaint a broader audience with the culture of West Lampung. Although Facebook currently reigns as the primary social media platform among respondents, it remains a possibility that they will eventually explore diverse social media platforms such as Instagram, YouTube, and TikTok. In this ever-evolving landscape of information technology, the youth must exhibit astuteness in harnessing the various features of social media, including video, imagery, and narratives, to convey messages pertaining to customs and traditions, the distinctiveness of local traditions, indigenous artistry, and the preservation of the regional language.

Engaging with fellow social media users also unlocks opportunities for the exchange of information[21] and fosters increased awareness regarding the significance of preserving West Lampung culture. With the omnipresence of social media, information concerning local culture becomes readily accessible and shareable, affording the younger generation the role of cultural ambassadors, propagating West Lampung culture within the virtual realm.

The amplification of public awareness refers to concerted endeavors aimed at augmenting the general comprehension, knowledge, and empathy of the broader populace concerning specific issues, predicaments, or subjects[22]. Within the context of preserving West Lampung culture through the involvement of the younger generation on social media, heightening public awareness signifies that the youth have effectively forged a positive influence, elevating public cognizance concerning the importance of conserving and esteeming their local culture."The active role of the younger generation on social media has created broader public awareness of the importance of preserving West Lampung culture.

- a. The dynamic involvement of the younger generation on social media has served as a potent catalyst in fostering public consciousness regarding the imperative nature of safeguarding West Lampung culture.

Demonstrating a keen sense of ingenuity and originality in their utilization of social media, the younger cohort has adeptly presented the cultural tapestry of West Lampung in a captivating and contemporarily pertinent manner. Their disseminated content, encompassing visually striking depictions of traditional ceremonies, documentary-style

videos elucidating indigenous customs, and emotionally poignant posts conveyed in the vernacular, has resonated with a diverse audience spanning varied socio-cultural backgrounds and geographical locations.

The younger generation evinces profound enthusiasm in propagating the singular facets of their indigenous culture. Responding to an inquiry posed by a researcher concerning their utilization of social media in the context of cultural preservation, one young representative articulated:

"Absolutely, and with great enthusiasm. We, the youngman from West Lampung, play a crucial role in preserving our cultural heritage, especially through social media. We live in an era heavily influenced by popular social media platforms like Facebook, Instagram, YouTube, and even TikTok. It's our responsibility to use these digital platforms to share informative content, including photos and videos that highlight the unique richness of West Lampung's culture."

Furthermore, the proactive involvement of the younger generation on social media has engendered the establishment of expansive collaborative networks within the sphere of cultural preservation endeavors. By cultivating virtual enclaves dedicated to the preservation of cultural heritage, the younger cohort effectively fortifies a social movement predicated on the advocacy for the intrinsic significance of cultural preservation as an integral facet of local and national identity."

b. With the widespread dissemination of information through social media, people outside West Lampung have also become more familiar with and appreciative of the uniqueness of the culture

Through the extensive dissemination of information via social media, the younger generation of West Lampung has effectively brought the uniqueness of their regional culture to the attention and appreciation of individuals residing outside West Lampung. As knowledge about West Lampung culture increases through social media, those from beyond the region also develop a heightened appreciation for this unique cultural wealth. They become more cognizant of the significance of preserving local culture and contribute to preservation efforts through various means. Nonetheless, certain responses from the younger generation convey a degree of skepticism regarding social media's impact. In their remarks, they express:

"I think social media has, in a way, been helpful, but I'm not sure about its broader impact. Maybe some people have become aware of West Lampung culture, but there are still many who lack interest or simply consider it 'ordinary content' among the vast sea of information on social media."

Nonetheless, social media has offered the younger generation of West Lampung an avenue for contemplation and a chance to reacquaint themselves with the traditional values bequeathed by their forebears. In a milieu increasingly influenced by globalization, social media has emerged as a platform for rekindling pride in local culture and reacquainting society with the uniqueness of their identity.

### **The Potential of Social Media in Preserving Local Culture**

In the current era of globalization, where many traditional cultures face threats from modernization and cultural homogenization, the preservation of local culture has gained paramount significance. Social media has emerged as a potent tool in this preservation endeavor, largely attributed to the active involvement of the younger generation. Previous research has also acknowledged the substantial role of social media in safeguarding local culture.

Several studies have illuminated how social media empowers the younger generation to extend the reach of their influence in advocating for local culture. Through the content they disseminate, including photos, videos, and written pieces, the younger generation can introduce diverse facets of local culture to a broader audience, transcending geographical boundaries. The findings of a study conducted by Mirbabaie et al. [23], suggest that socially active younger generations can trigger a "viral effect" in disseminating information about local culture, reaching a diverse and extensive viewership.

Moreover, social media furnishes an inclusive platform for the younger generation to partake in cultural preservation endeavors. They can engage with fellow social media users hailing from diverse backgrounds and nations, facilitating the exchange of information and collaborative efforts in cultural preservation initiatives. Research conducted by Wang Y [24] indicates that collaboration via social media can foster a robust and sustainable social movement dedicated to the conservation of local culture.

Nonetheless, despite the immense potential of social media in the realm of cultural preservation, its role and impact necessitate prudent management. The utilization of social media may inadvertently propagate erroneous information or cultural stereotypes within content pertaining to local culture. Hence, it is incumbent upon the younger generation to ensure the accuracy of the information they disseminate while upholding the genuine cultural values[25].

Research by Fitriani et al. [26] underscores the imperative need for enhanced media literacy among the younger generation to mitigate the propagation of misleading and harmful information. This underscores that their role must be balanced with the responsibility of presenting accurate information and exhibiting respect for cultural values. Consequently, fostering robust media literacy and cultivating awareness regarding the potential influence of social media on cultural preservation are quintessential facets that equip the younger generation to perpetuate their endeavors in safeguarding local culture.

### **Challenges, Opportunities, and Implications**

While social media represents a potent instrument for cultural preservation, it also harbors challenges, notably the potential for inaccurate information or cultural misrepresentation within the digital realm[27]. Addressing these challenges necessitates the exploration of opportunities, prominently featuring collaborative strategies that encompass a spectrum of stakeholders, including traditional leaders, communities, and cultural institutions, in the process of preserving culture through social media.

The research findings underscore the pivotal role played by the younger generation in safeguarding the culture of West Lampung through social media. Nevertheless, realizing a more substantial impact demands intensified efforts to craft captivating and pertinent cultural content tailored to the preferences and needs of the younger generation.

Engaging content holds the potential to kindle the younger generation's interest and active involvement[28] in their local culture while simultaneously captivating the attention of their counterparts beyond the confines of West Lampung. In addition to being engaging, the curated content must align with the contemporary interests and lifestyles of today's younger generation. Therefore, the development of West Lampung cultural content mandates a profound comprehension of, and consideration for, the predilections and requirements of the younger generation, fostering a sense of connectivity with local culture and heightened motivation to partake in its preservation.

Consequently, the younger generation should harness diverse social media platforms, including Instagram, TikTok, and YouTube, employing strategies and styles that harmonize with each platform's unique character. By diversifying content and approaches, the message regarding the preservation of West Lampung culture can traverse effortlessly and captivate the attention of the younger generation across an array of social media platforms. It is worth noting, however, that within this study, Facebook dominated social media usage, with relatively limited adoption of Instagram, YouTube, or TikTok.

Thus, it is of paramount importance to fortify collaborative endeavors encompassing the younger generation, cultural experts, and pertinent institutions[29], converging efforts to conceive culturally resonant content for West Lampung. The engagement of cultural experts and pertinent institutions augments the precision, focus, and value of cultural content, efficaciously acquainting and advocating West Lampung culture to the younger generation.

a. A more holistic approach involving more stakeholders in cultural preservation through social media is needed.

A holistic approach to cultural preservation through social media has received attention in various previous studies. A study by Naggala[30] found that collaboration between the younger generation, local communities, local governments, and relevant institutions is key to achieving more effective cultural preservation outcomes. Involving more stakeholders allows for the collection of more diverse resources, including the creativity of the younger generation, in-depth knowledge of local communities, academic insights, and support from governments and relevant institutions. This synergy can optimize cultural preservation efforts through social media, achieve broader impacts, and ensure more inclusive cultural representation.

Overall, a more holistic approach involving more stakeholders in cultural preservation through social media has the potential to enhance the effectiveness and impact of preservation. With strong collaboration, inclusive participation, focused resource management, and a deep understanding of shared interests, cultural preservation

efforts can achieve more sustainable and positively impactful results for the younger generation and society as a whole.

- b. Establishing the foundation for policies and programs that support cultural preservation through social media

Overall, this research has the potential to serve as a foundation for government and civil society organizations in formulating policies and programs that support cultural preservation through social media. As suggested by one of the interviewees regarding government support:

"One suggestion from us is for the local government to provide support in the form of training or any kind of moral and material support related to social media. With all that, it might be better for us in terms of how to use social media, and we can produce higher-quality social media content that can be enjoyed by more people, as well as preserving our culture."

By recognizing the significant role of social media in cultural preservation and adopting a comprehensive approach that involves more stakeholders, efforts in cultural preservation through social media can have a significant and sustainable impact[31].

## **CONCLUSION**

This research offers an insight into the vital role played by the younger generation in the endeavor to preserve the culture of West Lampung through the medium of social media. Employing a qualitative methodology, specifically in-depth interviews, this study effectively identifies the substantive contributions made by the younger generation, actively utilizing social media as catalysts for change in safeguarding and upholding their indigenous heritage.

While Facebook remains the prevailing social media platform, the younger generation diligently disseminates information concerning the customs, traditions, arts, and the vernacular language of West Lampung. This concerted effort is geared towards fostering a broader public consciousness and inspiring subsequent generations to engage in the conservation of cultural heritage.

These findings furnish a more profound comprehension of the potential of social media as a potent instrument in cultural preservation. Through innovative management of cultural content, the younger generation has adeptly cultivated heightened allure, facilitating the dissemination of the message concerning the cultural opulence of West Lampung to a more extensive and receptive audience, inclusive of youth from regions beyond West Lampung.

Moreover, the outcomes of this research corroborate that active involvement of the younger generation in cultural preservation via social media constitutes an appropriate and constructive stride. By fashioning culturally stimulating and pertinent content and forging collaborations with diverse stakeholders, endeavors in cultural preservation assume a more comprehensive and purpose-driven trajectory. The findings of this study can serve as recommendations for governmental bodies and civil society organizations,

propelling them to devise policies and initiatives that lend support to cultural preservation campaigns conducted through various media, particularly social media.

In summation, this research aspires to contribute to the comprehension of the role assumed by the younger generation in preserving the culture of West Lampung through the conduit of social media. By harnessing the potential of social media as an efficacious instrument, the younger generation incontrovertibly substantiates their position as standard bearers in the protection and perpetuation of cultural identity, the sustenance of indigenous wisdom, and the assurance that the culture of West Lampung persists, flourishing and gaining recognition among future generations.

## REFERENCES

- [1] “Statista. (2023). Number of social media users worldwide from 2017 to 2027.” <https://www.statista.com/statistics/278414/number-of-worldwide-social-network-users/> (accessed Jul. 25, 2023).
- [2] F. W. Umbara, “User Generated Content di Media Sosial Sebagai Strategi Promosi Bisnis,” *Jurnal Manajemen Strategi dan Aplikasi Bisnis*, vol. 4, no. 2, pp. 572–581, 2021.
- [3] T. Andini and F. Kurniawan, “Analisis pembentukan ekspektasi wisata lewat fitur pendukung pencarian informasi di Instagram,” *Jurnal Studi Komunikasi*, vol. 4, no. 2, pp. 503–523, 2020.
- [4] A. R. Muhammad and A. Subhan, “Analisis strategi kreatif konten promosi usaha foodies melalui media sosial Instagram,” *Jurnal Ilmiah Manajemen Informasi dan Komunikasi*, vol. 5, no. 2, pp. 16–35, 2021.
- [5] A. Kartika, “Gerakan Sosial Digital ‘Warga Bantu Warga’ Sebagai Respon Masyarakat Indonesia dalam Menghadapi Pandemi,” *Brawijaya Journal of Social Science*, vol. 1, no. 1, pp. 14–30, 2021.
- [6] P. K. Wardani, “Permainan Identitas Digital Perempuan Generasi Millennial dalam Produksi dan Konsumsi Teks Digital,” 2018.
- [7] M. Mursela, Y. Kamila, and R. Nurjihad, “Nilai Kearifan Lokal Budaya Kenduri di Pulau Bengkalis Ditinjau dari Aspek Agamis dan Sosiologis,” *JIPKIS: Jurnal Ilmiah Pendidikan dan Keislaman*, vol. 3, no. 1, pp. 66–71, 2023.
- [8] H. E. Sumantri, C. Darmawan, S. Ip, and S. P. Saefulloh, “Generasi dan Generasi Muda,” *Tangerang Selatan: Universitas Terbuka*, 2014.
- [9] G. Lestari, A. Armawi, and M. Muhamad, “Partisipasi pemuda dalam mengembangkan pariwisata berbasis masyarakat untuk meningkatkan ketahanan sosial budaya wilayah (Studi di Desa Wisata Pentingsari, Umbulharjo, Cangkringan, Sleman, DI Yogyakarta),” *Jurnal Ketahanan Nasional*, vol. 22, no. 2, pp. 137–157, 2016.
- [10] M. Brown, C. Pyle, and N. B. Ellison, “‘On My Head About It’: College Aspirations, Social Media Participation, and Community Cultural Wealth,” *Soc Media Soc*, vol. 8, no. 2, p. 20563051221091544, 2022.

- [11] M. F. Zein, *Panduan Menggunakan Media Sosial untuk Generasi Emas Milenial*. Mohamad Fadhilah Zein, 2019.
- [12] A. K. Rahardaya, “Studi Literatur Penggunaan Media Sosial Tiktok Sebagai Sarana Literasi Digital Pada Masa Pandemi Covid-19,” *Jurnal Teknologi Dan Sistem Informasi Bisnis*, vol. 3, no. 2, pp. 308–319, 2021.
- [13] M. Rachman, “Konservasi nilai dan warisan budaya,” *Indonesian Journal of Conservation*, vol. 1, no. 1, 2012.
- [14] S. Irianto and R. M. Sinaga, “Piil Pesenggiri: Modal Budaya dan Strategi Identitas Ulun Lampung,” *Makara, Sosial Humaniora*, vol. 15, no. 2, 2011.
- [15] G. Santoso, A. Abdulkarim, and B. Maftuh, “Kajian Identitas Nasional melalui Misi Bendera Merah Putih, dan bahasa Indonesia Abad 21,” *Jurnal Pendidikan Transformatif*, vol. 2, no. 1, pp. 284–296, 2023.
- [16] S. S. Liem and C. D. P. Sari, “Penggunaan Kamishibai untuk Meningkatkan Keterampilan Berbahasa,” in *Prosiding Seminar Sastra Budaya dan Bahasa (SEBAYA)*, 2023, pp. 213–220.
- [17] L. V. Ferbita and Y. Setianti, “Strategi digital branding Lembaga Ilmu Pengetahuan Indonesia (LIPI) melalui media sosial,” *Jurnal Ilmu Komunikasi Acta Diurna*, vol. 16, no. 2, 2020.
- [18] W. Irawan, “Komunikasi Manusia di Era Transformasi Digital: Literature Review,” *Megafury Apriandhini, SH, MH Chair of 4th OSC*, p. 160, 2022.
- [19] D. Nasution, “Dukungan Pemerintah Korea Selatan Terhadap Penyebaran Korean Wave,” *Journal of Global Perspective*, vol. 1, no. 1, pp. 1–12, 2023.
- [20] S. N. Sukmi, C. H. J. De Fretes, E. E. Kudubun, R. O. C. Seba, and F. K. Soukotta, “Restorasi Identitas Masyarakat Maluku melalui Pendekatan Berbasis Kearifan Lokal,” *Indonesian Journal of Sociology, Education, and Development*, vol. 5, no. 1, pp. 25–40, 2023.
- [21] C. Heavey, Z. Simsek, C. Kyprianou, and M. Risius, “How do strategic leaders engage with social media? A theoretical framework for research and practice,” *Strategic Management Journal*, vol. 41, no. 8, pp. 1490–1527, 2020.
- [22] UNESCO, *Reimagining our futures together: A new social contract for education*. UN, 2022.
- [23] M. Mirbabaie, D. Bunker, S. Stieglitz, J. Marx, and C. Ehnis, “Social media in times of crisis: Learning from Hurricane Harvey for the coronavirus disease 2019 pandemic response,” *Journal of Information Technology*, vol. 35, no. 3, pp. 195–213, 2020.
- [24] Y. Wang, “Local identity in a global city: Hong Kong localist movement on social media,” *Crit Stud Media Commun*, vol. 36, no. 5, pp. 419–433, 2019.
- [25] A. M. Hood *et al.*, “Confronting racism in all forms of pain research: A shared commitment for engagement, diversity, and dissemination,” *J Pain*, vol. 23, no. 6, pp. 913–928, 2022.
- [26] D. Fitriani, Y. Budiyan, A. R. Hardika, and M. Choerunissa, “Partisipasi Masyarakat dalam Proses Demokrasi di Indonesia: Analisis Peran Teknologi dan

- Media Sosial,” *Advanced In Social Humanities Research*, vol. 1, no. 4, pp. 362–371, 2023.
- [27] C. S. D. Kusuma and R. I. Muslikhah, “Strengthening of Digital Literacy to Support Student Community Service to Prevent Hoax and Cybercrime,” in *9th International Conference on Education Research, and Innovation (ICERI 2021)*, Atlantis Press, 2022, pp. 477–487.
- [28] I. Bangura, *Youth-Led Social Movements and Peacebuilding in Africa*. Taylor & Francis, 2022.
- [29] I. Othman, M. Yusoff, A. Bakar, and M. Esa, “The Importance of Global Collaboration in Empowering Higher Education and Cultivating Holistic Graduate Leadership,” *International Journal of Education, Psychology and Counseling*, vol. 8, pp. 57–76, 2023.
- [30] A. Nanggala and E. Malihah, “Peran Tradisi Irung-Irung dalam Memperkuat Civic Engagement Generasi Muda di Kabupaten Bandung Barat,” *Jurnal Ilmiah Pendidikan Pancasila dan Kewarganegaraan*, vol. 5, no. 1, pp. 1–16, 2020.
- [31] H. M. Kong, A. Witmaier, and E. Ko, “Sustainability and social media communication: How consumers respond to marketing efforts of luxury and non-luxury fashion brands,” *J Bus Res*, vol. 131, pp. 640–651, 2021.