The Digital Preservation of Seloko Tradition Adat Jambi:
The Snapshot of Challenges, Struggles and Gaps

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Abstract

Jambi Province is one of many provinces in Indonesia which has same cultural heritage as Malay with its original culture, this made the Government of Jambi Province want to preserve the Malay culture as the identity of Jambi, one of the traditions is Seloko. Jambi Malay traditional Seloko is the expressions that contain messages, advice, tips, and valuable advice morals, as well as a means of coercion and norms which used proverbs, words, pantun and figurative words. The purpose of this article are to describe the digital preservation of Seloko Adat Tradition in Jambi which is rarely to fine nowadays, it describes the challenges, struggles and gaps with the expertise related to this area. The method of the research is descriptive analytical study along with the observations concerning digital preservation support available. The digital preservation in this article delivers the snapshot of the government, academician, librarian, community, language office and Lembaga Adat already done in order to maintain the collection so everyone can learn and study about the Seloko Tradition Adat in Jambi Province.

Keywords : Seloko, Digital Preservation, Information Society

INTRODUCTION

Referring to *Undang-Undang Dasar* (law regulation) number 43 of 2007 concerning Libraries, one of the things that need to be considered is to preserve culture and also distribute information as part of one of the existing customary and cultural wealth, this function as the basis for the law is that the library becomes part of preserving or preserving the existence of culture with a variety of media, ways and things that can be seen, It is observed and studied throughout the next generation.

Digital preservation is an effort to maintain, protect, and maintain the sustainability of information and data in digital form. In an era where digital technology is increasingly dominating our lives, digital preservation is becoming increasingly important. It involves the use of various strategies, practices, and technologies to ensure that information stored in digital format remains accessible, usable, and retained over the long term.

One of the main reasons for the importance of digital preservation is because of the exposed landscape of digital media. Digital media is prone to damage, degradation, and shrinkage. Physical components such as hard disks, CDs, or magnetic tapes can be damaged, corroded, or even lost. In addition, file formats and software used to read and access data may also become obsolete or incompatible with future technologies. This is

why digital preservation measures are needed to ensure the sustainability of information and data.

Digital Presevation Ecosystem (Source: https://www.dpconline.org/)

The main strategy in digital preservation is data migration, the movement of data from vulnerable or outdated media that is more stable and tends to last longer. For example, data from magnetic tape can be migrated to a more modern and more reliable hard disk or other storage medium. In addition, moving data to a more open and standardized file format can ensure that data remains accessible and readable in the future.

In addition to data migration, other methods of digital preservation include replication, which is the creation of backup copies of important data and information. Replication ensures that if one copy of data is corrupted or lost, there is another reliable copy. Cloud-based storage is also becoming a popular choice for long-term data replication and storage.

LITERATURE REVIEW

Digital preservation of culture plays a very important role in maintaining and preserving the cultural heritage of various countries and communities in the world (Yundiafi, 2010: 1). The importance of this preservation so that it can be enjoyed by more people and can also be used for wider interests, here are some of the advantages of digital preservation:

- Cultural Heritage Conservation: Digital preservation of culture enables us to acquire, preserve and preserve artefacts, documents, art, music and cultural knowledge from the past. By digitizing historical objects, we can ensure that they will remain available to future generations, even if the physical objects are damaged or lost.
- Global Access: Cultural heritage can be accessed globally. Information, artwork, and cultural knowledge that were previously only accessible to those in their place of origin are now accessible to anyone around the world through digital platforms.

242

This opens the door to a broader understanding and appreciation of cultural diversity around the world.

- Education and Research: The digital preservation of culture provides an important resource for education and research. Educational institutions, researchers, and the general public can access digital materials and documents that were scarce or difficult to access before. It supports the study of culture, history, anthropology, and other disciplines, as well as facilitating new research and a deeper understanding of cultural heritage.

- Cultural Development: Digital preservation also plays a role in the development of more advanced cultures. By archiving and sharing art, music, literature, and other creative works digitally, we can provide a platform for broader expression and exchange of ideas. It can also stimulate cultural collaboration between different communities and promote innovation in arts and culture.

- Response to Threats: Cultural digital preservation responds to threats to physical cultural heritage, such as natural disasters, conflict, or environmental change. In those situations where historical objects or cultural sites can be damaged or lost, digital documentation makes it possible to recover and rebuild knowledge about threatened cultures.

However, it is important to remember that cultural digital preservation also faces challenges, such as technical issues, sustainability, security, and authenticity. Sustained investment in technology infrastructure, data protection policies, and cooperation between cultural institutions, governments, and communities is needed to safeguard and promote cultural digital preservation (Hasan Basri, 2013).

Digital transformation has changed many aspects of human life, including in the field of culture. In this context, digital transformation refers to the use of digital technologies to transform, enrich, and promote culture in various forms. Here are some examples of how digital transformation has affected and transformed our culture:

- Broader access: Digital transformation has opened the door to wider access to culture. Through digital platforms, people can access art, music, literature, and other cultural works from different countries and communities. Thus, culture becomes easier to explore and understand, regardless of geographical location or physical boundaries.

- Cultural heritage preservation: Digital technology plays an important role in cultural heritage preservation. Through digitization, historical objects, manuscripts, artworks, and music recordings can be archived and preserved for the future. This process allows for safer storage and access to fragile or threatened cultural artifacts.

- Cultural collaboration and interaction: Digital technology enables broader and easier cultural collaboration and interaction. Artists, writers, musicians, and cultural practitioners from different parts of the world can collaborate virtually to create joint artworks or hold cultural performances that are cross-border in nature.

- Education and research: Digital transformation has changed the way we learn and conduct research on culture. With online learning platforms, online courses, and digital resources, knowledge of culture can be accessed more flexibly and structured. Researchers can also use digital technologies to collect data, analyze cultural trends, and conduct cross-disciplinary research more efficiently.

- Innovative cultural expression: Digital technology has provided a new platform for innovative cultural expression. Cultural artists and creators can combine traditional elements with modern technology, such as digital art, interactive installations, or virtual reality performances. This paved the way for exploration and innovation in previously unimaginable forms of cultural expression.

- Promotion and distribution of cultural works: The Internet and digital platforms have changed the way cultural works are promoted and distributed. Cultural artists and creators can leverage social media, websites, and streaming platforms to reach a wider audience. This allows them to gain global recognition and generate income from their cultural works.

- Digital divide: Although digital transformation brings great benefits in culture, there is still a digital divide that needs to be addressed. Some communities, especially those in remote or poor areas, may not have adequate access to digital technology. This can lead to gaps in cultural accessibility and increase digital divisions among society.

- Privacy and authenticity challenges: Digital transformation also presents new challenges related to privacy and cultural authenticity. With the easy replication and dissemination of digital content, there is a risk of privacy violations and misuse of cultural works. In addition, there is also a risk of losing authenticity and cultural authority when digital content is easily altered and disseminated en masse.

In order to meet these challenges, it is important to develop appropriate legal and ethical frameworks for the use of digital technologies in culture. Copyright protection, privacy policies, and cultural licensing agreements must be strengthened and implemented effectively.

Overall, digital transformation provides a great opportunity to enrich, promote, and preserve our culture. However, it is also important to maintain a balance between technological progress and the preservation of rich and unique cultural values. By harnessing the potential of digital technology wisely, we can embrace a digital future while preserving the diversity and cultural heritage that have become part and parcel of our identity.

METHOD

At This research approaches Library research (*Library Research*) descriptive research. This is done to illustrate in exploring the ideas, values and philosophy of Seloko Adat Jambi.

244

This research uses a qualitative method with several question step responses to formulate a determined problem by reading and interpreting data related to the topic under study, consiVsting of primary and secondary sources. Primary sources consist of scientific journals, publications, books, magazines, news letters and so on directly related to the research topic. Secondary sources are in the form of the sources mentioned above that relate to the topic concerned.

Digital preservation that has been carried out begins with the principle of Wilson's method in Information Seeking Behavior, namely the first stage *of Searching* by looking for a variety of existing information, followed by *Scanning sorting and selecting appropriate information followed by* Differentiating *to check valid and appropriate information data.*

RESULTS AND DISCUSSION
Seloko Jambi Traditional Traditions

Jambi traditional Seloko Adat is one of the rich and unique cultural heritage of Jambi Province, Indonesia. Seloko Adat is usually performed in a series of traditional ceremonies or celebrations in Jambi. This combines dance movements, dialogue, music, and background stories taken from local mythology or legend. In Jambi language, "Seloko" means story or fairy tale (Lembaga Adat Jambi Province, 2001).

Jambi traditional Seloko has several characteristics that distinguish it from other performing arts. First, the costumes used in this dance are very distinctive and brightly colour. The dancers wear traditional Jambi clothes made of Songket cloth with beautiful and intricate motifs. This Songket fabric is often decorated with gold or silver threads that give the impression of luxury. Second, the dance movements in Jambi traditional Seloko are very dynamic and energetic. Dancers perform complex movements, including jumps, turns, and high jumps. These movements are carried out with agility and firmness, reflecting the strength and beauty of Jambi culture.

Third, dialogues and stories in Jambi traditional Seloko use the local language, namely Jambi Malay. This dialogue is usually spoken by the actors and actresses who play roles in the dance. Stories told in Jambi traditional Seloko are often related to Jambi mythology and legends, such as stories about local grandfathers and heroes.

Reading functions, voice functions, and meaning functions can be provided by technology-based Seloko storage (e.g. with apps). Reading function for users who want to read various violin formats. An audio feature for users who don't really like reading is a location that is read aloud, allowing users to hear the location without having to read it. The quality of meaning, not just the speech we can hear and read, but the quality of meaning that has meaning in the speech we read or hear.

Types and Functions of Indigenous Seloko Cultural Documentation

In its development, documentation has various ways to be used optimally, the types and functions of documentation in cultural heritage in cultural heritage have several functions, such as:

1. Take advantage of the moment so that it can be used as a historical heritage for the next generation of the nation. All documentary activities can be used as historical heritage for future generations. For example, from the legacy of independence documents, we can see who are the people who influenced the independence of the Republic of Indonesia. These relics are priceless, so documentation is essential at every event.

2. Maintaining an existing culture over time Every time you enter a period, the culture usually develops, so it needs documentation. School-age children often engage in culture from time to time so they know what culture an area belongs to. If there is no documentation of cultural preservation, they know nothing about cultural development in their area or in other areas.

3. Evidence of cultural change from the past to the present, It is undeniable that culture is evolving. This feature is commonly used by researchers to detect cultural differences in recent years. The factors that contribute to this cultural change can be examined using a collection of photographs, videos, or perhaps audio recordings.

4. The more culture a nation has, the richer our culture becomes. This characteristic can also be evidence that we have a culture that is passed down from generation to generation and used as the nation's cultural property.

Jambi Traditional Seloko Preservation Through Youtube Content

Some digital documentation can be found in videos on youtube, this youtube content documents full activities on Jambi traditional Seloko ranging from academic discussions, marriage activities and proposals to be published in several official government-owned media. This is so that it can be seen visually and also audio of Jambi traditional Seloko activities as a whole and comprehensively.

Youtube Recording Video Learning Jambi Malay Traditional Seloko in Application
(Source: https://www.youtube.com/watch?v=8VvA2OwCmgE)

On video This YouTube content recording, some of the traditional Seloko word selections are discussed and done, there are some that are used but the focus of this activity is in the Seloko custom for proposals, because in wedding activities, in the Seloko Malay traditional proposals can be used as one for advice and input for the family. Several examples of sentences used, rhymes and also various Jambi languages were spoken and discussed, besides that they were also discussed and listened to by other people who attended the activity.

Youtube Recording Video Cultural Chat The Function of Seloko Adat in Jambi Malay Traditional Marriage
(Source: https://www.youtube.com/watch?v=hUS9ReezczE)

Video This further discusses and also teaches the language used and its philosophy, in this youtube video content is discussed in more detail and complete as well as examples given to the words used and their relationships, this video better explains the order, intention, speech and choice of words so that Seloko Malay customs in Jambi can be passed on to the next generation, this part of the custom has an important role in doing, wear and pass on.

**Implementation of Jambi Customary Seloko Application**
There are several free applications currently available on google play for Android users, namely Seloko Adat Jambi di Event and also Seloko Adat Jambi Complete, this

application contains a variety of Jambi traditional Seloko ranging from writing, procedures, information and also its implementation.
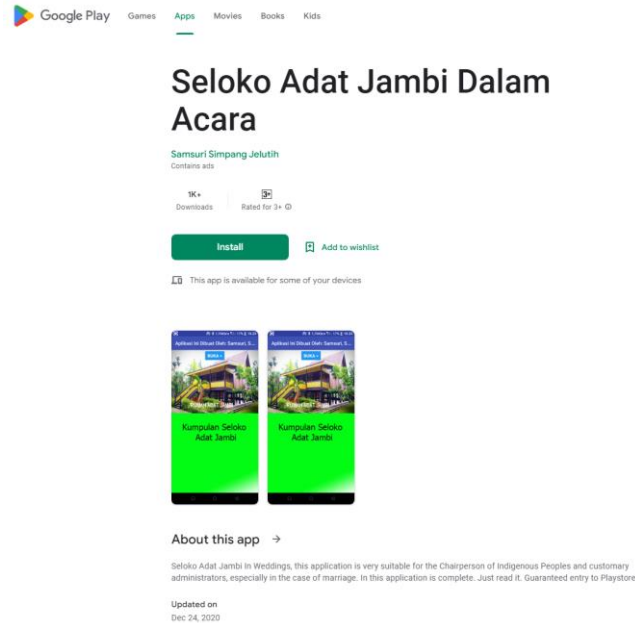
Jambi Traditional Seloko Application in Events available on Google Playstore
(Source: https://play.google.com)

This Seloko Adat Jambi application is available on Google Playstore, this application is free to contain several images, writings, procedures and understandings of Seloko Adat Jambi that can be learned easily. This application helps gradually related to the use of Jambi traditional Seloko on special and certain occasions.


248
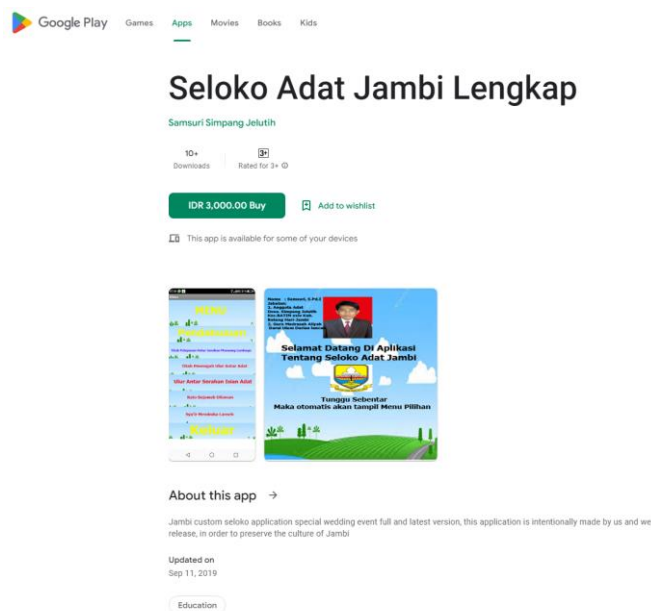
Seloko Adat Jambi Lengkap application available on Google Playstore
(Source: https://play.google.com)

The Seloko Adat Jambi Lengkap Application is paid and different from the Seloko Adat Jambi Dalam Event Application which is free. The app explains Seloko is used as an oral tradition as a philosophy formulated in the form of proverbs. Seloko has a figurative meaning, so symbolic interpretation is needed to interpret the meaning of the expression and its sequence in its activities.

This app discusses Seloko as a worldview that forms the basis of the entire Jambi culture. Seloko contains messages and advice in all aspects of life, both in terms of religion, morals, social, society and leadership. Seloko is a way of thinking about the nature of culture and a basic understanding of conveying messages and messages about culture.

Jambi Traditional Seloko Preservation through Reading References

Home > Detail Result > *Buku pedoman adat Jambi*
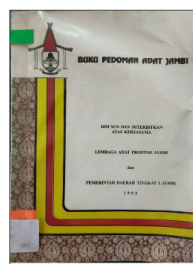
✿ Cite This	🛒 Tampung

Jenis Bahan	Monograf
Judul	**Buku pedoman adat Jambi**
Judul Asli	
Pengarang	Lembaga Adat Propinsi Jambi Pemerintah Daerah Tingkat I Jambi
Penerbitan	Jambi : Pemerintah Daerah Tingkat I, 1993
Deskripsi Fisik	iii, 107 hlm. ; 29 cm.
Subjek	Jambi -- Kehidupan sosial dan adat istiadat
Catatan	Diterbitkan atas kerjasama Lembaga Adat Propinsi Jambi dan Pemerintah Daerah Tingkat I Jambi
Bahasa	Indonesia
Bentuk Karya	Bukan fiksi
Target Pembaca	Umum

One of Jambi's Customary Manuals (Source: https://opac.perpusnas.go.id/)

One of the references to Seloko is in the Jambi customary guidebook, this book was made by the Jambi Provincial Customary Institute which discusses Seloko being used in customary speech, in customary events, in the application of common law, even in the daily conversations of the Jambi people.

Jambi traditional Seloko is also often accompanied by traditional music and musical instruments. The music used in this dance consists of musical instruments such as drums,

serunai, gambus, and tambourines. This music gives a distinctive feel and evokes a cheerful atmosphere in the cello performance.

Chopstick Book Gading Damak Ipuh : Jambi Malay Customary Law
(Source: http://www.salimmedia.com)

One of the books as a reference for Seloko Customary is Chopstick Gading Damak Ipuh, Jambi Malay Customary Law: The Most Complete Jambi Customary Law Book written by Muchtar Agus Cholif, S.H. More discussion Jambi traditional Seloko stage is not only entertainment, but also has a deeper meaning and purpose and also rules in law. In its activities, dances are also made that are performed in the framework of traditional ceremonies such as weddings, circumcisions, or welcoming important guests. Jambi traditional Seloko is also considered as a means to convey moral messages and cultural values to the audience, especially the younger generation.

Making printed and digital books that discuss Jambi traditional Seloko faces challenges in maintaining its sustainability. Social and cultural changes that occur in modern society and lack of attention to local cultural heritage can threaten the existence of Jambi customary Seloko. Therefore, it is important for the government, cultural institutions, and the people of Jambi to continue to support and preserve this cultural art through teaching, research, and wider promotion in the form of books, audio, video and other devices and media.

CONCLUSION

Jambi customary Seloko is devoted part of the cultural identity of Jambi Province. The beauty, uniqueness, and message contained in this dance become a valuable legacy for present and future generations. Through proper preservation and appreciation efforts, Jambi traditional Seloko will continue to radiate its beauty and become a source of inspiration for the people of Jambi and the world.

The understanding of the traditional position of Jambi is an expression of two meanings that are not limited to an explicit narrative structure, but occur in an implicit dimension. The text must be interpreted symbolically and metaphysically. Because the study of meaning must be transmitted through texts in the form of philosophical concepts

(basic understanding of the nature of man, the world and God). In other words, in the literal or literal sense, the main thing is expressed directly. The importance of digital preservation so that Seloko Adat Jambi can be enjoyed by the next generation and also the future, because currently there are very few who understand and implement Seloko Adat Jambi, the many obstacles that are present make it difficult for the current generation to understand and also understand related to Seloko Jambi customs.

Through several applications, content on YouTube, writing in printed and digital books can be one of the key answers to preservation in preserving Jambi Customary Seloko so that it can be enjoyed by the general public and Jambi in particular so that they understand and understand the rules, use and understanding of sentences.

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