The Role Of Digital Media In Maintaining Pakualaman Culture: Documentation And Community Engagement

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Abstract

This research discusses the role of digital media in maintaining Pakualaman culture, particularly through social media. The main objective is to identify utilisation of digital media to document and engage the public in the preservation of Pakualaman culture. The official social media accounts of Pakualaman, including Instagram and YouTube, serve as channels for the dissemination of information regarding Pakualaman culture. Meanwhile, the public actively engages by sharing content on platforms such as Instagram, YouTube, and TikTok. This participation helps spread cultural values more widely. The diffusion of innovation theory is used to explain the adoption of digital technology by the public in preserving traditional culture. This research uses a descriptive qualitative method with interviews, observation, and digital content analysis as data collection techniques. The results of the study are expected to provide insight into the role of digital media in cultural preservation.

Keywords: Digital media; Culture; Society; Participation; Pakualaman

Introduction

Indonesia, known for its extraordinary cultural diversity, is home to over 1,300 ethnic groups, each with distinct languages, traditions, and cultural practices. Every region has contributed to the nation's identity over the years, creating a rich tapestry of tradition. But it's getting harder and harder to maintain these customs in the face of globalization and quick technological improvements (Nanetti, 2021). One way to deal with this problem is to adapt to using digital technology to preserve and promote cultural heritage for the younger generation and the wider community.

Yogyakarta, the center of Indonesian culture, is one area where cultural preservation is crucial. This historical area is home to several cultural establishments, including the Yogyakarta Sultanate's historic kingdom, the Duchy of Pakualaman. The Duchy oversees maintaining a range of customs and traditions that have long defined Javanese identity. These customs are essential parts of the area's cultural legacy, and they include yearly events like the Grebeg Besar and the Change of Dwaja Bregada.

The maintenance of these customs is, however, severely hampered by the shifting dynamics of contemporary society. With the increasing integration of technology into daily life, younger generations are frequently cut off from customs (Sroczynska, 2012). The Duchy of Pakualaman has looked on digital media as a solution to these problems to make sure that its cultural legacy is preserved and available to a worldwide audience. By bridging the gap between tradition and modernity, this moves towards digital documenting and distribution marks a key advance in cultural preservation.

The rapid growth of digital technology has transformed the methods of conserving and disseminating cultural material. Oral traditions, regional practices, and physical archives were important sources of information for cultural recording in the past. Digital platforms like YouTube, Instagram, and TikTok now provide previously unheard-of chances to record, promote, and interact with cultural practices globally. These platforms make it possible to create digital archives that are available to audiences worldwide in addition to local communities (Flew, 2008). In an increasingly interconnected

world, people contribute to the preservation of traditional cultural practices by doing this (Psomadaki et al., 2019).

Cultural entities can also showcase their legacy in more dynamic and captivating ways thanks to digital media. Institutions can represent cultural events in a way that appeals to contemporary audiences by utilizing multimedia resources like photos, films, and live streaming to capture the essence of the events. For instance, attendees from all around the world can engage in real-time participation during a live-streamed ceremony, fostering an unprecedented sense of immediacy and connection (Psomadaki et al., 2019). Similarly, recordings that capture cultural rites can be saved as permanent digital records of these customs by being shared and re-watched.

The opportunities for cultural preservation have been greatly enhanced by the emergence of social media platforms. Social media encourages communication and cooperation, in contrast to traditional media, which is frequently unidirectional (Claisse et al., 2017). Users actively interact with cultural content by sharing, commenting, and producing their own content. They are not merely passive consumers of it. Social media's participatory character has changed the public's role in cultural heritage preservation from that of passive viewers to one of active participants. Traditional traditions have expanded in scope because of the ease with which people can now record and share their experiences at cultural events through platforms like Instagram and TikTok. Open collections or cultural material can be utilized in both formal and informal educational settings to disseminate research findings and facilitate the exchange of perspectives with stakeholders using digital methods (Cotterill et al., 2016).

To increase the reach of its cultural preservation initiatives, the Duchy of Pakualaman has embraced digital media. In the past, only locals and guests who could physically attend the celebrations were allowed to participate in the Duchy's rituals. But now that digital media has been incorporated, these rituals are captured on camera and disseminated via social media, reaching a worldwide

audience (Beel et al., 2017). Cultural events like the Wayang Kulit performances and the Grebeg Besar, for example, are shared through Instagram stories and posts and live broadcast on YouTube, enabling people worldwide to experience these customs in real time.

This use of digital platforms not only helps preserve cultural practices but also creates a digital archive that can be revisited by future generations (Liu & Shrum, 2022). Instagram has grown to be a very useful instrument for Pakualaman's attempts to preserve its culture. Because of the platform's visual aesthetic, it is easy to present the rich visuals of Javanese culture, including the elaborate patterns of traditional clothes and the opulence of royal rituals (Wahyuningsih, 2022). The Duchy has been able to connect with younger generations who are more used to absorbing content through digital and visual media by releasing images and videos. The public is better informed about the importance of these customs thanks to the frequent updates on cultural events that the Instagram account @purapakualaman posts, which also includes historical context. The site is a useful tool for promoting and maintaining Pakualaman culture because of its attractive design and informative information.

Apart from Instagram, YouTube offers an avenue for more in-depth recording of cultural customs (Wijaya, 2021). For instance, long-form recordings of Pakualaman's cultural events are available on YouTube, allowing visitors to observe the full rituals and get a better knowledge of the customs. The technology is perfect for recording lengthy events like Wayang Kulit concerts or ceremonial processions because it can store and broadcast lengthy films. Additionally, live broadcasting is possible on YouTube, and this is now a crucial component of Pakualaman's digital strategy. With the ability to remark and participate with the content in real time, live streaming not only increases the ceremonies' audience but also fosters real-time engagement (van der Hoeven, 2019).

Although the Duchy of Pakualaman does not have an official TikTok account, a lot of people frequently use their own TikTok profiles to disseminate information about Pakualaman. Short videos of cultural events like batik-making demos or traditional Javanese

dances that users share on this platform can garner thousands of views and likes. These videos are extremely important in spreading awareness of Javanese culture, especially among younger people (Paganoni M., 2015). TikTok is currently a popular social media platform among young people, which makes it a useful instrument for promoting cultural awareness (Liang et al., 2021). These short but interesting videos act as entry points for viewers to delve deeper into Pakualaman's rich cultural history (II et al., 2022).

The Diffusion of Innovation Theory by Everett Rogers provides a framework for understanding the use of digital media for cultural preservation. Four essential components are innovation, communication channels, time, and social systems. The components highlighted in this theory, which describes how innovations are absorbed by society throughout time (Rogers et al., 2019). The innovative aspect of Pakualaman's digital approach is the use of social media to record and promote customs from traditional cultures. The Duchy can reach a wide audience by using sites like Instagram, YouTube, and TikTok as communication outlets. It's anticipated that as more people become aware of the advantages of utilizing digital media for cultural preservation, these technological advancements will gain more traction.

The Diffusion of Innovation Theory also emphasizes the importance of social systems in the adoption of new technologies. In this instance, the rising use of technology in daily life and broader societal tendencies toward digitalization are reflected in Pakualaman's acceptance of digital media. With these innovations, the Duchy is promoting public participation in the preservation process and guaranteeing the continued relevance of its cultural heritage in a digital era.

The public's reaction to Pakualaman's online content serves as a particularly good example of how digital media affects cultural preservation. The public is actively contributing to the spread of innovation as they interact with cultural content by enjoying, sharing, and commenting on articles. This kind of public participation serves

to both raise knowledge of Javanese culture and emphasize how crucial it is to keep these customs alive in the digital era.

Based on the description above, the researcher aims to identify the role of digital media in maintaining the culture of the Pakualaman Duchy through effective documentation and community participation. This research is important to see the current community involvement in maintaining and spreading Pakualaman culture through digital media based on the visual storytelling techniques of each media. Understanding this can lead to better visual content development in the field of communication and culture and create audience engagement.

Research Method

This research uses qualitative methods with a digital ethnography approach. This study employed qualitative approach as a means to plan, gather, and analyze the data. The ethnographic approach is used to answer questions and describe the role of digital media in maintaining Pakualaman's cultural heritage through documentation and community participation. This research will utilize data collection methods that include interviews, observation, and literature review. By examining digital media content associated with cultural activities in the Pakualaman Duchy, content analysis will be conducted.

Interviews were carried out with the courtier (Abdi Dalem) of Tandha Yekti Pakualaman, as well as with online communities engaged through digital media. The purpose of these interviews was to gather in-depth insights regarding how both the Duchy and the community utilized digital media to uphold cultural values, particularly in efforts to introduce these values to the younger generation. While in data collection using digital activity document studies, it will be seen, associated and interpreted. Digital activity papers are done by taking screenshots, preserving posts, and documenting conversations pertinent to Pakualaman culture.

In extending data approximately, the communication handle in computerized media, the substance examination strategy is utilized,

which analyzes substance posted by the community, community, and related parties, such as photos, videos, and comments to assist get it the meaning of representations and stories of Pakualaman culture. To obtain data relevant to the investigation, the acquired data is examined using subjective assessment procedures. The data analysis technique that researchers use refers to the interactive data analysis model according to Miles and Huberman, activities carried out during the data collection period until reporting include three parts, namely data reduction, data display, and conclusion drawing/verification (Miles et al., 2018).

In this study, using data validity techniques triangulation. Triangulation is a data validity checking technique by utilizing something else outside the data to check or as a comparison against it (Moleong LJ, 2000). In this study, the triangulation used is data source triangulation, where this triangulation directs research to collect data. Three concurrent streams of activity comprise the data analysis that is being conducted: data reduction, data display, and conclusion drawing/verification (Miles et al., 2018).

Results
Public Engagement in Digital Media

The adoption of digital media by Pakualaman aligns closely with Everett Rogers' **Diffusion of Innovation Theory**, particularly in how digital platforms like Instagram, YouTube, and TikTok are used to engage the public in cultural preservation. According to Rogers, the process of innovation diffusion consists of five stages: knowledge, persuasion, decision, implementation, and confirmation (Rogers et al., 2019). Pakualaman's use of digital media exemplifies each of these stages as it has gradually introduced these platforms to preserve and disseminate its cultural heritage.

In research (Dwivedi et al., 2021) stated that easily accessible content on social media increases individual engagement and interaction. Instagram serves as the main visual medium for disseminating information about Pakualaman cultural events through features such as feeds, stories, and reels.

Knowledge Stage: This is the point at which a person or an organization learns about an innovation for the first time. When Pakualaman realized that conventional means of cultural diffusion, like rituals and gatherings held in person, had a restricted audience, they began the process of adopting digital media. An important turning point came when it was realized that social media could be used as a tool for greater involvement.

A Tandha Yekti Pakualaman's courtier (Abdi Dalem) expressed this awareness in an interview:

"We noticed that most people were attending the ceremonies in person, but they were spending a lot of time on social media. That's when the Duchy realized that we needed to meet them where they were online." — *Tandha Yekti courtier, Pakualaman Duchy*

Persuasion Stage: The second step is to have a positive mindset regarding the innovation after learning about it. One of the main arguments in favor of Pakualaman adopting social media platforms was its ability to connect younger generations and reach a worldwide audience. Instagram postings from the beginning shown how visually rich content can drive interaction. For example, the Gunungan procession during the Grebeg Besar was shared on Instagram, receiving over 20,000 views and 700 likes within a week (see Figure 1).
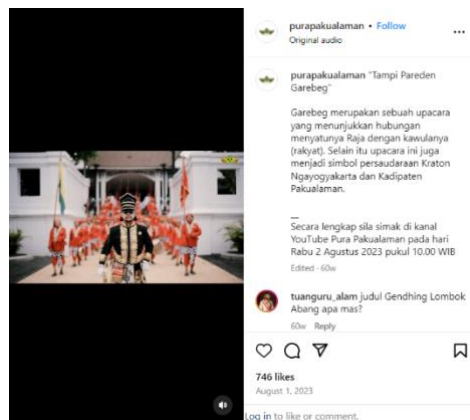

Figure 1: *Instagram post from @purapakualaman showcasing the Gunungan procession during the Grebeg Besar ceremony.*

The enthusiastic response to this post proved that social media could, in fact, spark a great deal of interest in Pakualaman's cultural activities, convincing the Duchy to increase its usage of digital platforms.

Decision Stage: At this point, the innovation is decided to be adopted. Pakualaman made the choice to completely embrace digital media following several well-received posts showcasing different ceremonies and cultural events on YouTube and Instagram. Digital communities formed through social media can create collaboration across geographic and cultural boundaries (Talwar et al., 2020). The Change of Dwaja Bregada Ceremony on TikTok garnered more than 400,000 views and 20,000 likes (see to Figure 2), indicating to the community helped the Duchy to transform potential of digital platforms in expanding their reach.
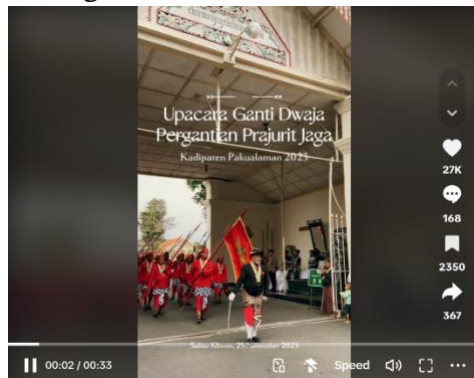

Figure 2: *TikTok post featuring the Change of Dwaja Bregada Ceremony, shared by @visitingjogja.*

One content creator who has been instrumental in promoting Pakualaman culture via social media shared his insight:

"I never thought that content about traditional ceremonies would go viral, but the numbers showed us that people are interested. That's when we knew we were on the right track with using social media for cultural preservation." — *@adityaindi*

The involvement of online communities in cultural preservation creates stronger social ties, where social media users not only consume content but also engage in conversations about tradition and culture (Wibowo et al., 2023).

Implementation Stage: This is the point where the innovation is implemented. Pakualaman started regularly recording and disseminating cultural content on a variety of media. Long-form event footage was primarily done on YouTube, but Instagram emerged as the preferred medium for visually stunning posts. For instance, a full-length video of a Wayang Kulit performance was posted to YouTube, giving spectators access to the customary Javanese puppet display. On Instagram, the same performance was shared as a short Reel, garnering over 500 likes (see Figure 3).
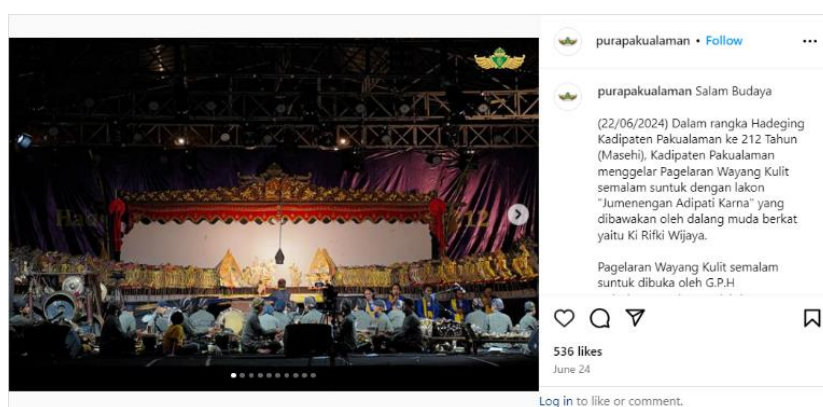

Figure 3: *Instagram post from @pakualamanculture showcasing a Wayang Kulit performance during a cultural event*

The documentation of these events on multiple platforms demonstrates how the innovation was implemented to suit the needs of different audiences.

Confirmation Stage: In this concluding phase, the innovation is solidified, and its sustained application is validated by its efficacy. The continuous favorable comments and heightened public involvement for Pakualaman validated the efficacy of utilizing digital media. A viewer of the YouTube video commented:

"Watching this online feel like being there in person. It's amazing to see such an important ceremony being shared with the world."

The feedback loop generated by social media engagement (likes, comments, shares) acts as validation that the innovation is effective and warrants continued utilization.

Impact on Public Participation and Engagement

Public engagement in Pakualaman's cultural preservation initiatives has seen a notable boost since the use of digital media. Social media platforms encourage users to interact with, share, and even produce their own content on Javanese culture, turning them from passive viewers into active participants. This is consistent with Rogers' theory of observability, which holds that when an innovation's effects are apparent to others, more adoption will ensue.

The participatory nature of platforms like Instagram and TikTok allows for a deeper connection between the public and the cultural content. In one instance, a TikTok user commented on a post about Duchy Pakualaman which shared by one of TikTok content creator:

"I had no idea about this story until I saw it on TikTok. Now I'm researching more about Pakualaman's history." —@geza

This kind of engagement not only promotes cultural awareness but also fosters a sense of pride and curiosity among viewers, driving them to learn more about their heritage. People who value traditional culture might share this content on social media, attracting more people to engage and participate in cultural events, both through interactions on social media and in person (Poulopoulos & Wallace, 2022).

Another key aspect of public engagement is the role of user-generated content. Many content creators have taken it upon themselves to share their experiences visiting Pakualaman or attending its cultural events. One such content creator explained:

"I wasn't aware of Pakualaman until I stumbled upon its Instagram page. Now, I document my visits and share them with my followers to raise awareness about its beauty and history." —@adityaindi

This illustrates how adopting an innovation can spread, with those who have done so encouraging others to follow suit. Sharing

Pakualaman's social media content with their own networks will increase user engagement and expand the audience for the Duchy's cultural preservation efforts.

Discussion

Diffusion of Innovation in the Context of Cultural Preservation

Pakualaman's usage of digital media is a prime example of how cultural organizations may leverage innovation to promote and preserve their legacy in a contemporary, worldwide setting. The integration of digital media into Pakualaman's cultural preservation strategy can be comprehended through the useful framework offered by the Diffusion of Innovation Theory.

Relative Advantage: According to Rogers, the relative benefit of the innovation above current practices is one of the major variables influencing the rate of adoption. According to Pakualaman, digital media has a relative advantage over conventional modes of cultural distribution since it can reach a far wider and more varied audience. Pakualaman can interact with younger generations, who are more prone to consume content online by utilizing websites like YouTube and Instagram. The high levels of interaction with posts on the Grebeg Besar and Wayang Kulit performances demonstrate this benefit.

Compatibility: Additionally, Rogers highlights that an invention has a higher chance of being accepted if it aligns with the adopters' wants and values. In this instance, the usage of digital media is consistent with the expanding digital communication trend and the growing significance of social media in daily life. Social media is an entertaining and easily accessible way for the younger generation to learn about and take part in cultural activities. Even though a small audience found out that he has never visited Yogyakarta, he feels a connection to Javanese culture because to these posts.

The compatibility of digital media with the public's changing communication tastes is shown in this remark. The adoption of innovation in the context of cultural preservation through digital

media can also be seen from community involvement in supporting this innovation (Alfajri et al., 2019).

Complexity: Complexity, or how challenging it is to comprehend and apply an innovation, is another factor in its proliferation. Cultural organizations like Pakualaman can easily generate and distribute material on social media platforms because of their user-friendly interfaces and ease of usage. Its simplicity is perhaps part of the reason these platforms have become so popular so quickly as cultural preservation tools. As one content producer pointed out:

"Social media is incredibly user-friendly. It doesn't take much technical knowledge to start posting videos or photos, which makes it perfect for sharing culture." —@geza

Trialability: According to Rogers, adopting an invention can be more likely if it can be tested before being fully committed to. With Pakualaman's case, the Duchy initially dabbled with posting brief excerpts of cultural content on Instagram before fully adopting the site as the main instrument for cultural preservation. The Duchy later included other channels like YouTube and TikTok into its digital presence due to the success of these early posts.

Observability: Ultimately, the dissemination of an idea is greatly influenced by how visible its outcomes are. Pakualaman's social media posts have generated a lot of engagement, which has elevated the success of digital media as a tool for cultural preservation to a highly visible level. It's possible that other cultural organizations in Yogyakarta and elsewhere have noticed Pakualaman's achievements and are now pushing for the use of comparable digital tactics.

Challenges in Using Digital Media for Cultural Heritage Preservation

Digital media's widespread use has helped to preserve Pakualaman culture, but it has also brought with it several difficulties. The simplifying of intricate cultural customs is among the main causes for concern. Short, interesting videos are given priority on social media sites, especially TikTok, which can occasionally

reduce traditional rites to mere entertainment. One cultural historian noted:

"There's a fine line between making culture accessible and trivializing it. We need to ensure that the deeper meanings behind these traditions aren't lost in the process." — *nisa (oranyeproduction)*

This challenge speaks to the importance of balancing the need for engagement with the need for education. Digital media can draw in large audiences, but to maintain the cultural integrity of the events they are documenting, the content must include relevant context.

Another issue is the digital divide, which prevents older generations who might not be familiar with social media from having access to digital platforms. This creates a barrier to community involvement in cultural preservation for all individuals. Creating opportunities for intergenerational learning in which younger people assist elder family members in navigating digital platforms is one possible answer. To guarantee that cultural activities are still available to people without internet access, offline events could also be combined with online content.

Opportunities for Future Cultural Preservation through Innovation

Despite these difficulties, there are a lot of chances for future innovation in the application of digital media to cultural preservation. Virtual reality (VR) and augmented reality (AR), two cutting-edge technologies, present fascinating opportunities for producing immersive cultural experiences. For instance, a virtual reality tour of Pakualaman's historical monuments may let visitors have a more interactive look at the city's architecture and history.

Cultural organizations like Pakualaman must be willing to try out new tools and platforms as technology develops further. They can guarantee that their cultural heritage is relevant and available to future generations by continuing to employ creative approaches.

Conclusion

Digital media platforms such as YouTube, Instagram, and TikTok have greatly helped maintain Pakualaman's traditional

culture. With these platforms, cultural events that were previously limited to the local community can now be accessed globally, expanding the scope of culture and allowing younger generations who are more familiar with digital media to participate and understand their cultural heritage. The research shows that people are not only passively purchasing cultural content, but also actively participating in the creation, sharing and promotion of cultural content on social media. This participation helps to create a rich digital archive and strengthen cultural identity on the internet.

The use of social media to document and promote Pakualaman culture can be considered an important innovation in cultural preservation as it allows culture to be preserved in a more interactive, engaging and accessible form. This innovation makes it possible for culture to spread more quickly and engages a larger audience with interactive elements like social media sharing and commenting. This research shows that society is gradually starting to use digital technology to preserve culture. This is done using Everett Rogers' diffusion of innovation theory. Starting from the innovator to the early and late majority, this adoption involves various steps. This innovation is accepted because it can provide advantages in terms of accessibility and relevance of traditional culture in the modern era.

This research shows that digital media has great potential to sustain traditional culture, especially amidst the challenges of modernization and rapid social change. Digital media serves as a documentation tool and as a medium of interaction and participation that connects traditional culture with the younger generation and the global community.

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