

Utilization of Electronic Information Media by Youth Organization of Sukodadi Village in Disseminating Information on the Cultural Heritage of the Archipelago as a Form of Conservation

Oktavia Lutfi Mu'alifah^{1*}, Jumino^{1*}

^{1*} Library Science Department, Faculty of Humanities, Diponegoro University, Jalan Prof. Soedarto Tembalang Semarang Indonesia

Abstract. Information technology is a tool that has a strong influence on aspects of life. The younger generation as cultural stakeholders in the future is required to have the ability to preserve culture so that it is not eroded by technology. To support the preservation, electronic information media is needed to disseminate information on the archipelago's cultural heritage so that the public better knows it. This study aims to determine the use of electronic information media by youth organization Sukodadi Village in disseminating the archipelago's cultural heritage as a form of preservation. This study uses a qualitative method with data collection using observation, interviews, and document studies. The results showed that the use of electronic information media in the form of Instagram, Facebook, and Twitter by the youth organization of Sukodadi Village in disseminating information on the cultural heritage of the archipelago as a form of preservation was effective and efficient, the information disseminated could be directly accessed by the public, and received appreciation from the public for their concern to the cultural heritage of the archipelago.

1 Introduction

Indonesia has a very diverse cultural heritage, both tangible and intangible. This cultural heritage is a form or result of human activities from generation to generation. Culture is a way of life developed and shared by each group, which is passed down from generation to generation. [1]. According to Davidson & Chris (1991) [2], *cultural heritage* is defined as a product or product of physical culture from different traditions and spiritual achievements in the form of values from the past, which are the main elements in a group's identity.

At present, culture will be significantly influenced by technological developments. So that culture is not eroded by technology, it is necessary to preserve this culture. The younger generation as cultural stakeholders in the future are required to have the ability to take advantage of cultural diversity as a means of forming Indonesian-ness [3]. According to Koentjaraningrat (1984) [4], cultural preservation is an extensive system, having various components related to the subsystem of life in society. The challenges faced in efforts to preserve the cultural heritage of the archipelago are indeed not easy.

On the other hand, globalization also provides space for cultural exchanges that result in the loss of the original culture of the Indonesian state. However, the development of technology has had a positive impact on preserving the cultural heritage of the archipelago. Today's young generation is very familiar with technology, so that technology can be utilized to preserve the archipelago's cultural heritage by utilizing electronic information media by disseminating information.

Research on the use of electronic information media by the youth organization of Sukodadi village in disseminating information on the archipelago's cultural heritage as a form of conservation is essential. Because this can be used as a form of preservation of the archipelago's cultural heritage so that it does not become extinct, this is the basis for conducting this research by raising the object of disseminating information on the cultural heritage of the archipelago. This will be examined in this study, with the title "Utilization of Electronic Information Media by Youth Organization of Sukodadi Village in Disseminating Information on the Cultural Heritage of the Archipelago as a Form of Conservation".

2 Theory Overview

2.1 Information Dissemination Concept (Information Dissemination)

Information dissemination is an activity that has been prepared and aimed at the general public to obtain and use the information and be able to disseminate it to other people who need the information. Information is a manifestation of the results of data management. It becomes a more critical form for recipients and has benefits or uses as a basis for policymaking that can be felt directly or indirectly in the future [5].

Based on the above definition, it can be explained that information dissemination is a procedure to provide guidelines for the documents required by users relating to objects of interest within a specific time.

2.2 The Concept of Electronic Information Media as a Means of Disseminating Information

Electronic media is a tool or means in digital or electronic form that is used to convey messages from communicators to the general public [6]. Electronic information is a form of media transfer from one format to another, and publications can also be deliberately packaged in digital form or called e-publishing [7]. Electronic information media has an influential role in the means of disseminating information. This is because disseminating information through electronic information media is more practical and gets broad responses or comments from users. Besides that, it can also keep up with the times [8].

2.3 The Concept of Disseminating Information on the Cultural Heritage of the Archipelago as a Form of Conservation

The cultural heritage of the archipelago needs to be disseminated. This is because cultural heritage results from physical culture from different traditions and spiritual achievements in the form of values from the past, which are the main elements in the identity of a group or nation [2]. Efforts that can be made to preserve the archipelago's cultural heritage are by disseminating information related to the cultural heritage of the archipelago so that others will know better. The preservation of the cultural heritage of the archipelago is a movement to strengthen culture, history, and identity and reinforce public concern to encourage a sense of belonging to the same past among community members [9].

3 Research methods

This research uses qualitative research methods with data collection using observation, interviews, and document study. The qualitative research method is a fundamental philosophical assumption of phenomenology, a phenomenon used as the basis for researching because each phenomenon is considered to have its uniqueness. Every phenomenon that occurs is not the same, so the study results are not generalized [10]. The observations used were unstructured, with semi-structured interviews and document studies in the form of photographs.

4 Discussion

The archipelago's cultural heritage is an original work of humans from the past, which originates from human intellect in both physical and non-physical forms passed down from generation to generation by Indonesian society. The cultural heritage of the archipelago needs to be preserved to protect the nation's cultural heritage, develop the nation's cultural heritage, and take advantage of the nation's cultural heritage. The preservation of the cultural heritage of this archipelago is the responsibility of the Indonesian people, especially young people. This is because young people who are cultural stakeholders in the future are required to have the ability to take advantage of cultural diversity as a means of forming Indonesian-ness. Efforts to preserve the archipelago's cultural heritage can be carried out by utilizing electronic information media to disseminate the information so that the public knows more about the cultural heritage of the archipelago. The following is an effort to preserve the cultural heritage of the archipelago by the Sukodadi Village Youth Organization by utilizing electronic information media:

4.1 Instagram

Instagram is one electronic information media that provides photos and videos that users can access. The Sukodadi Village Youth Organization utilizes the Instagram application to upload photos, videos, stories, and live related to Sukodadi Village culture, including the kuda lumping dance, srandul, topengan, mondolan. By sharing information on Instagram, it generates a lot of positive comments and likes from other users.

4.2 Facebook

Facebook is an electronic information media that can provide text, photos, videos, live, and stories. The youth organization of Sukodadi village uses Facebook to disseminate information by way of life when the culture is being performed, such as the kuda lumping art show.

4.3 Twitter

Twitter is one of the most potent electronic information media. However, only a few youth organizations in Sukodadi Village use Twitter. The youth organization of Sukodadi village uses Twitter when they update information related to texts or narratives about the culture, for example, about the importance of nyadran culture by the people of Sukodadi Village.

Dissemination of information related to the cultural heritage of the archipelago by youth organizations in Sukodadi Village by utilizing electronic information media has a positive impact on the community, young children, and parents become more aware of the preservation of the archipelago's cultural heritage. This form of preservation can also develop effectively and efficiently.

5 Conclusion

The archipelago's cultural heritage is an original work of humans from the past, which originates from human intellect in both physical and non-physical forms that have been passed down from generation to generation by the Indonesian people. The preservation of the archipelago's cultural heritage is essential, especially for young people. Efforts to preserve the archipelago's cultural heritage can be made by utilizing Instagram, Facebook, and Twitter applications. This is more effective and efficient and has a positive impact.

References

1. R. M. Hariastuti. Patil Lele, *Sebuah Warisan Budaya*, Prosiding Seminar Nasional FDI 2016, 37–43 (2016)
2. G. Davidson, M.C.C. Chris, *A Heritage Handbook*, (St. Leonard: NSW: Allen & Unwin, 1991)
3. Kongres Kebudayaan, *Rumusan kongres kebudayaan Indonesia 2013 di Yogyakarta*, (2013)
4. Koentjaraningrat, *Manusia dan Kebudayaan di Indonesia*, (Djambatan Jakarta, 1984)
5. L. B. Arica, *Penyebaran informasi koleksi perpustakaan melalui media sosial*, (2020)
6. S. R. Mananoma, *Peran media elektronik dalam pendidikan politik masyarakat yang ada di Kelurahan Ondong Kecamatan Siau Barat Kabupaten Sitaro*. Jurnal Politico, **6**(2), 1–13.
7. U. Andayani, *Manajemen sumber-sumber informasi elektronik*. Al Maktabah, **13**(1), 8–19 (2015)
8. A. Akbar, *Efektifitas youtube sebagai media penyebaran informasi (Studi pada serambi on TV)*, 1–112 (2018)
9. A. D. Karmadi, *Budaya lokal sebagai warisan budaya dan upaya pelestariannya*, Dialog Budaya Daerah Jawa Tengah, 1–6 (2007)

10. Sulisty-Basuki, *Metode penelitian*, (Penaku Jakarta, 2010)