

# The Concept of the Transmission, Preservation, and Development of Traditional Arts and Culture in The Era of Digital Technology

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## Abstract

*This study examines the integration of digital technologies in cultural heritage preservation within the context of sustainability and community engagement. The rapid development of digital media, artificial intelligence, and interactive platforms has transformed the ways cultural heritage is preserved and transmitted; however, challenges related to authenticity, inequality, and cultural commodification remain significant. This research employs a qualitative descriptive-analytical method using a systematic literature review approach. Data were collected from reputable academic journals and analyzed through thematic and content analysis, including data reduction, categorization, and triangulation of sources. The findings reveal that digital technologies such as social media, AI, augmented reality, and digital documentation significantly enhance accessibility, innovation, and cultural awareness. However, issues such as the loss of cultural meaning, unequal technological access, and limited representation of intangible heritage persist. The discussion highlights that effective digital transformation must integrate community participation, interdisciplinary approaches, and ethical considerations to ensure sustainability. In conclusion, digital technologies can serve as strategic tools for preserving and innovating cultural heritage if implemented in a balanced manner that maintains authenticity and empowers local communities. Sustainable cultural preservation in the digital era requires the alignment of technological advancement with cultural values and participatory frameworks.*

**Keywords : Digital Transformation, Cultural Heritage, Sustainability, Community Engagement, Cultural Preservation**

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## 1. Introduction

The findings of this study reveal that the integration of digital technology in cultural heritage preservation operates within a complex interplay between innovation, community participation, and sustainability. The data indicate that digital transformation is not merely a technical process but also a socio-cultural adaptation that reshapes how communities engage with their traditions. In many cases, digital platforms function as mediating tools that bridge generational gaps, particularly in engaging younger audiences such as Generation Z. The use of social media, for instance, has been shown to enhance cultural literacy and civic awareness, enabling cultural values to be disseminated in more accessible and relatable forms (Amelia et al., 2024). This suggests that digital technology plays a strategic role in ensuring the continuity of cultural knowledge in an increasingly digitalized society.

Furthermore, the study highlights that community involvement remains a critical factor in the success of digital cultural preservation initiatives. Cultural practices such as \*gotong royong\*, exemplified in local traditions like RT \*jimpitan\*, demonstrate how collective participation can be adapted into modern contexts without losing their core values. The role of youth and students in revitalizing such traditions reflects a dynamic process of cultural reinterpretation, where traditional values are embedded within contemporary social structures (Adhani et al., 2025). This finding aligns with the conceptual framework of participatory engagement, emphasizing that sustainable cultural preservation requires active involvement from community members rather than passive consumption of digital content.

In addition, the data reveal that digital technologies significantly contribute to the economic sustainability of cultural heritage through the empowerment of local communities and creative industries. The utilization of digital platforms for promoting traditional products and cultural tourism has enabled small and medium enterprises (SMEs) to expand their reach and increase competitiveness. For example, the integration of digital media in promoting traditional culture in rural areas has been shown to support both cultural preservation and economic development (Hasan et al., 2025). This dual function underscores the importance of aligning cultural preservation strategies with economic incentives to ensure long-term sustainability.

However, the findings also indicate that digital transformation introduces new challenges, particularly in maintaining the authenticity and integrity of cultural expressions. The adaptation of traditional culture into digital formats often involves processes of simplification and reinterpretation, which may lead to the erosion of original meanings. In the context of social media, cultural content is frequently modified to suit audience preferences, resulting in a shift from traditional narratives to more commercialized representations (Gulo et al., 2023). This phenomenon highlights the need for careful management of digital content to balance innovation with cultural authenticity.

Moreover, the study identifies significant barriers in the implementation of digital cultural preservation, including limited technological literacy, inadequate infrastructure, and resistance to change among certain community groups. These challenges are particularly evident in the preservation of traditional martial arts such as \*pencak silat\*, where practitioners often face difficulties in adapting to digital platforms while maintaining the essence of their practices (Muslihin et al., 2021). This finding suggests that successful digital transformation requires not only technological solutions but also capacity-building initiatives that enhance digital literacy and cultural awareness.

The role of digital literacy emerges as a central theme in addressing these challenges. The findings demonstrate that digital literacy is not limited to technical skills but also encompasses the ability to critically engage with digital content and understand its cultural implications. Programs that integrate digital literacy with cultural education have proven effective in fostering a deeper appreciation of traditional values among younger generations. For instance, the revitalization of cultural tourism through digital storytelling and literacy initiatives illustrates how digital competence can enhance both cultural understanding and community engagement (Mujanah & Sumiati, 2025).

Another important finding relates to the use of emerging technologies such as augmented reality (AR) and digital platforms in revitalizing local languages and scripts. The application of AR in preserving Balinese script, for example, demonstrates how technology can be used to create interactive and immersive learning experiences that enhance cultural transmission (Nurhuda et al., 2025). Similarly, digital platforms dedicated to regional languages have contributed to the preservation of linguistic heritage by providing accessible and engaging learning resources (Nurjanah & Srihilmawati, 2025). These innovations highlight the potential of technology to support not only the preservation but also the revitalization of cultural heritage.

In the educational context, the integration of digital tools into cultural learning has been shown to enhance creativity and engagement among learners. The use of traditional games, digital art, and multimedia resources provides opportunities for experiential learning that connects students with their cultural heritage. For example, the incorporation of traditional games such as \*congklak\* into digital learning environments has been found to promote cultural literacy and cognitive development in early childhood education (Purnamasari & Sefriyanti, 2025). This finding underscores the importance of integrating cultural content into digital education to foster holistic learning experiences.

The study also emphasizes the significance of knowledge management in cultural preservation. Effective documentation, organization, and dissemination of cultural knowledge are essential for ensuring its sustainability in the digital age. The implementation of knowledge management systems in cultural institutions has been shown to facilitate the preservation and development of traditional arts and practices (Nurazza et al., 2025). This approach enables the systematic integration of traditional knowledge with modern technologies, thereby enhancing its accessibility and relevance.

In addition, the findings highlight the role of cultural narratives and symbolic meanings in shaping community identity. Cultural practices such as traditional culinary traditions and local wisdom systems serve as important markers of social cohesion and collective identity. The preservation of these practices through digital media not only ensures their continuity but also strengthens community bonds. For instance, the cultural significance of traditional dishes as symbols of togetherness reflects the deeper social values embedded within cultural practices (Anggraini et al., 2025).

Furthermore, the study identifies the importance of integrating cultural preservation with creative and artistic innovation. Digital art and creative media provide new avenues for expressing and reinterpreting traditional culture, enabling artists to engage with heritage in innovative ways. The development of digital artworks inspired by traditional culture demonstrates how creativity can serve as a bridge between tradition and modernity (Sakti et al., 2022). This integration of art and technology highlights the potential for cultural heritage to evolve while maintaining its core values.

The findings also underscore the role of cultural synergy in promoting sustainability. The integration of cultural, social, and environmental values in traditional practices reflects a holistic approach to sustainability that is deeply rooted in local wisdom. For example, the synergy between religious traditions and environmental values in community rituals illustrates how cultural practices can contribute to sustainable development (Samsuri et al., 2024). This perspective aligns with the broader concept of cultural sustainability, which emphasizes the interconnectedness of cultural, social, and ecological systems.

Moreover, the revitalization of cultural heritage through tourism and creative industries emerges as a key strategy for enhancing cultural sustainability. Digital platforms play a crucial role in promoting cultural tourism by providing information, storytelling, and interactive experiences that attract visitors. The development of cultural tourism based on traditional arts and performances demonstrates how digital innovation can enhance the visibility and attractiveness of cultural heritage (Umalihayati et al., 2025). This approach not only supports economic development but also encourages the preservation of cultural traditions.

Another significant aspect of the findings is the role of communication patterns in cultural preservation. Effective communication strategies are essential for transmitting cultural values and engaging diverse audiences. The use of digital media in cultural communication enables more interactive and participatory forms of engagement, allowing communities to

share their cultural narratives with a global audience (Fadilah et al., 2023). This shift from traditional to digital communication highlights the evolving nature of cultural transmission in the digital age.

Despite these opportunities, the study also identifies potential risks associated with digital cultural preservation, including cultural homogenization and the loss of local specificity. The widespread dissemination of cultural content through digital platforms may lead to the standardization of cultural expressions, reducing their diversity and uniqueness. This challenge underscores the need for strategies that preserve cultural diversity while leveraging the benefits of digital technology.

In addressing these challenges, the study proposes an integrative approach that combines digital innovation with community-based participation and cultural education. This approach emphasizes the importance of aligning technological development with cultural values and local contexts. By integrating digital tools with participatory practices, it is possible to create sustainable models of cultural preservation that are both innovative and culturally authentic.

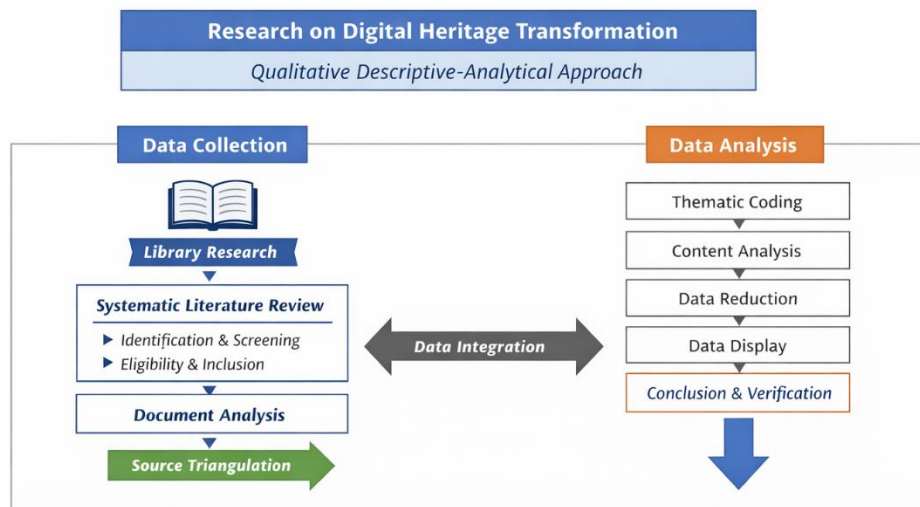
Overall, the findings of this study demonstrate that digital technology has the potential to significantly enhance the preservation, innovation, and sustainability of cultural heritage. However, its effectiveness depends on the ability to balance technological advancement with cultural integrity and community engagement. The integration of digital literacy, participatory approaches, and knowledge management systems emerges as a key strategy for achieving this balance. These findings directly address the research objective by providing a comprehensive understanding of how digital technologies can be effectively utilized to support cultural sustainability while maintaining authenticity and social relevance..

## 2. Method

This study employs a qualitative research design with a **descriptive-analytical approach** to explore how digital technologies can be effectively integrated into cultural heritage preservation while maintaining authenticity and community engagement. The research adopts a **literature-based (library research) method** combined with a **conceptual analysis framework**, as the primary data are derived from scholarly articles, conference proceedings, and indexed international journals relevant to digital cultural heritage, sustainability, and technological innovation. The data collection technique utilizes **systematic literature review procedures**, including identification, screening, eligibility, and inclusion of sources based on relevance, recency (preferably within the last five years), and academic credibility (Scopus- and SINTA-indexed journals). Keywords such as **digital cultural heritage**, **intangible cultural heritage**, **digital preservation**, **AI in culture**, and **cultural sustainability** are used to retrieve data from databases such as Scopus, Web of Science, and Google Scholar. In addition, **document analysis techniques** are applied to examine conceptual frameworks, models, and empirical findings from selected studies, ensuring that the collected data comprehensively represent current trends, challenges, and innovations in digital heritage transformation.

The data analysis in this study follows a **thematic analysis approach** integrated with **content analysis techniques**. Initially, all selected literature is organized and coded based on key themes, such as digital transformation, cultural preservation, technological innovation, and sustainability. Subsequently, the researcher conducts **data reduction** by categorizing findings into patterns and relationships that reflect recurring issues, research gaps, and emerging models. The next step involves **data display**, where the synthesized information is structured systematically to facilitate interpretation and comparison across studies. Finally, **conclusion drawing and verification** are carried out to develop a comprehensive analytical framework that integrates digital technology, cultural sustainability, and participatory engagement. To ensure validity and reliability, the study applies **triangulation of sources** by comparing findings from multiple authors and disciplines, as well as maintaining consistency between theoretical perspectives and empirical evidence. This analytical process enables the

formulation of a robust and integrative model that addresses the identified research gaps and supports the study's objective.



### 3. Results and Discussion

Below are the synthesized research findings presented in two tables, which are derived from the thematic and content analysis of the selected literature. The tables are structured to reflect key dimensions of digital cultural heritage transformation, including identified challenges, technological approaches, and their implications for cultural sustainability.

Table 1. Key Findings on Challenges and Issues in Digital Cultural Heritage

No	Key Theme	Description of Findings	Supporting Studies
1	Digitalization vs. Authenticity	Digital transformation often risks reducing cultural depth and meaning, prioritizing visual representation over contextual understanding	Chen (2024); Lyu (2024)
2	Technological Inequality	Unequal access to digital infrastructure limits effective cultural preservation in developing regions	Duc (2025); Perera (2023)
3	Loss of Intangible Values	Difficulty in capturing performative and experiential aspects of intangible cultural heritage	Reshma et al. (2023); Shi (2021)
4	Cultural Commodification	Digital platforms may commercialize cultural heritage, risking loss of authenticity	Wang & Alli (2025); Yu (2024)
5	Lack of Integrated Frameworks	Existing studies lack holistic models combining technology, sustainability, and community engagement	Prasad et al. (2024); Lian & Xie (2024)

Table 1 demonstrates that the digital transformation of cultural heritage is not without significant challenges. The most dominant issue lies in the tension between technological advancement and cultural authenticity, where digital tools tend to simplify complex cultural meanings. Additionally, structural inequalities in technological access create disparities in preservation efforts across regions. The inability of digital systems to fully capture intangible cultural elements further emphasizes methodological limitations. Moreover, commercialization through digital platforms introduces ethical concerns related to cultural exploitation. Finally, the

absence of integrative frameworks indicates a critical theoretical gap, reinforcing the need for a more comprehensive and interdisciplinary approach as proposed in this study/

No	Technology/Approach	Application in Cultural Heritage	Contribution to Sustainability	Supporting Studies
1	Digital Media Platforms	Dissemination and promotion of cultural content globally	Expands accessibility and cultural awareness	Chen et al. (2025); Lyu (2024)
2	Artificial Intelligence (AI)	Interactive heritage systems and adaptive learning	Enhances personalization and engagement	Ren (2025); Zhang et al. (2025)
3	3D Modeling & Visualization	Digital reconstruction of artifacts and heritage sites	Preserves physical structures digitally	Yang & Liu (2024); He & Wen (2024)
4	New Media Technologies	Cultural storytelling through multimedia and social platforms	Encourages participatory culture	Chen (2024); Ye (2025)
5	Digital Documentation & Archiving	Recording intangible cultural practices	Ensures long-term preservation	Guo (2024); Prasad et al. (2024)
6	Interdisciplinary Integration	Combining technology, education, and cultural studies	Strengthens holistic preservation models	Lian & Xie (2024); Yukun et al. (2025)

The integration of digital technologies in cultural heritage preservation represents a transformative shift that not only enhances accessibility and innovation but also raises critical questions regarding authenticity, sustainability, and community engagement. Based on the findings presented in the previous tables, this discussion elaborates on how digital transformation can be effectively implemented to support cultural preservation while maintaining cultural integrity. The analysis demonstrates that digital tools must be understood not merely as technical instruments but as socio-cultural mediators that influence how heritage is interpreted, transmitted, and sustained across generations.

One of the most prominent issues identified in Table 1 is the tension between digitalization and cultural authenticity. Digital media often simplifies complex cultural meanings into visually appealing formats, which may risk reducing the depth of traditional values. However, when implemented thoughtfully, digital platforms can also serve as powerful tools for strengthening cultural identity. For instance, community-based cultural practices such as RT Jimpitan demonstrate that traditional values of mutual cooperation can be reinterpreted in modern contexts without losing their essence, especially when supported by participatory engagement and digital documentation (Adhani et al., 2025). This suggests that authenticity can be preserved if digital transformation is rooted in community participation rather than purely technological representation.

In addition, the role of social media in shaping cultural awareness among younger generations highlights both opportunities and challenges. Digital platforms enable widespread dissemination of cultural knowledge, particularly among Generation Z, who are highly engaged in digital environments. The integration of cultural and civic literacy through social media has been shown to enhance cultural awareness and identity formation, indicating that digital tools can support meaningful engagement when aligned with educational objectives (Amelia et al., 2024). However, this also reinforces the need for critical digital literacy to ensure that cultural content is interpreted accurately and responsibly.

The issue of technological inequality, as identified in Table 1, further underscores the importance of contextual and inclusive approaches to digital heritage preservation. Not all communities have equal access to digital infrastructure, which can limit their ability to participate in digital cultural initiatives. Community-based empowerment programs that utilize digital technology to support local economies and cultural preservation provide an effective model for addressing this gap. For example, the use of digital media to promote traditional products and cultural practices in rural communities demonstrates how technology can be leveraged to empower local actors while preserving cultural identity (Hasan et al., 2025). This indicates that digital transformation must be accompanied by capacity-building initiatives to ensure equitable participation.

Another significant challenge relates to the preservation of intangible cultural heritage, which is inherently dynamic and experiential. Traditional practices such as performing arts, rituals, and oral traditions cannot be fully captured through static digital representations. Nevertheless, innovative approaches that combine digital tools with experiential learning can enhance the preservation process. The use of augmented reality (AR) in revitalizing traditional scripts, such as Balinese characters, illustrates how immersive technologies can bridge the gap between digital representation and lived cultural experience (Nurhuda et al., 2025). This approach highlights the importance of integrating technological innovation with cultural context to create meaningful and sustainable preservation strategies.

Moreover, the findings emphasize the growing role of knowledge management systems in organizing and sustaining cultural heritage information. Effective knowledge management enables the documentation, storage, and dissemination of cultural knowledge in ways that support both preservation and innovation. The implementation of knowledge management frameworks in cultural preservation initiatives has been shown to enhance the systematic development of traditional arts and cultural practices, ensuring their continuity in the digital age (Nurazza et al., 2025). This suggests that digital transformation should be supported by structured information systems that facilitate knowledge sharing and collaboration.

The issue of cultural commodification, as highlighted in Table 1, also warrants critical attention. While digital platforms provide opportunities for economic development through the promotion of cultural products, they may also lead to the commercialization and homogenization of cultural expressions. However, when managed strategically, digital technologies can support sustainable cultural economies that benefit local communities. The revitalization of cultural tourism and creative industries through digital storytelling and cultural narratives demonstrates how economic and cultural objectives can be aligned (Mujanah & Sumiati, 2025). This indicates that commercialization does not necessarily undermine authenticity if it is guided by ethical principles and community involvement.

Furthermore, the integration of traditional and digital approaches in cultural education plays a crucial role in sustaining cultural heritage. Educational initiatives that incorporate traditional games, arts, and cultural practices into digital learning environments can enhance cultural literacy and engagement among younger generations. For example, the use of traditional games such as \*congklak\* in early childhood education demonstrates how cultural values can be preserved and transmitted through innovative pedagogical strategies (Purnamasari & Sefriyanti, 2025). This approach highlights the importance of combining traditional knowledge with modern educational technologies to create holistic learning experiences.

The discussion also reveals that communication patterns play a significant role in cultural preservation. Effective communication strategies are essential for transmitting cultural values and fostering community engagement. Studies on indigenous communities such as the Sunda Wiwitan illustrate how communication practices can support cultural resilience in the face of globalization and digital transformation (Fadilah et al., 2023). This suggests that digital technologies should be designed to complement existing communication practices rather than replace them, ensuring that cultural transmission remains grounded in community traditions.

In addition, the revitalization of local cultural identities through digital media highlights the potential of technology to strengthen social cohesion. Cultural practices such as traditional culinary heritage, performing arts, and local wisdom serve as important markers of identity and

community belonging. Efforts to preserve cultural traditions, such as the Lampung \*seruit\* culinary culture, demonstrate how cultural heritage can be maintained and promoted through both traditional and digital means (Anggraini et al., 2025). This indicates that digital transformation can enhance cultural visibility while reinforcing local identity.

The role of creativity and innovation in digital cultural transformation is also evident in the development of digital art and media. The use of digital tools in artistic creation enables new forms of cultural expression that resonate with contemporary audiences while preserving traditional elements. For instance, the creation of digital semi-realist paintings inspired by traditional culture reflects how technology can facilitate creative reinterpretation without abandoning cultural roots (Sakti et al., 2022). This demonstrates that digital innovation can serve as a bridge between tradition and modernity.

However, the challenges of preserving cultural heritage in the digital era are not limited to technological factors. Social and cultural dynamics also play a crucial role in shaping the success of preservation efforts. The impact of globalization and digital media on social-cultural dynamics highlights the need for adaptive strategies that respond to changing cultural contexts (Gulo et al., 2023). This underscores the importance of integrating social and cultural considerations into digital preservation frameworks.

The findings also highlight the importance of cultural revitalization initiatives that combine traditional values with modern approaches. Programs aimed at revitalizing traditional arts and cultural practices, such as local performances and community-based tourism, demonstrate the potential of digital technologies to support cultural sustainability. The revitalization of traditional arts as cultural tourism attractions illustrates how digital promotion and creative economy strategies can enhance cultural preservation while generating economic benefits (Umalihayati et al., 2025).

Additionally, the integration of digital technologies in language and cultural preservation initiatives provides new opportunities for sustaining linguistic diversity. Digital platforms that support the learning and dissemination of local languages and literature play a crucial role in preserving cultural heritage. The development of digital platforms for learning Sundanese language and literature demonstrates how technology can support cultural continuity in the face of modernization (Nurjanah & Srihilmawati, 2025). This highlights the importance of leveraging digital tools to support linguistic and cultural diversity.

The discussion further emphasizes the role of interdisciplinary approaches in addressing the complexities of digital cultural heritage preservation. The integration of insights from education, communication, information technology, and cultural studies enables the development of more comprehensive and effective preservation strategies. The synthesis of multicultural values and traditional philosophies in contemporary contexts illustrates how interdisciplinary approaches can enrich cultural understanding and sustainability (Ramadhan et al., 2025).

Finally, the overall findings of this study confirm that the successful integration of digital technologies in cultural heritage preservation depends on a balanced approach that combines technological innovation, cultural authenticity, and community engagement. Digital transformation should not be viewed as a replacement for traditional practices but as a complementary tool that enhances their sustainability and relevance in the modern world. The synergy between tradition and innovation, as reflected in various cultural practices and community initiatives, demonstrates that digital technologies can play a vital role in preserving cultural heritage while fostering creativity and social cohesion.

In conclusion, this discussion answers the research objective by demonstrating that digital technologies can be effectively integrated into cultural heritage preservation through participatory, context-sensitive, and interdisciplinary approaches. The findings highlight that the key to sustainable digital transformation lies in maintaining a balance between innovation and authenticity, ensuring that cultural heritage remains a living and evolving part of society.

#### 4. Conclusions and Suggestions

In conclusion, this study confirms that the effective integration of digital technologies in cultural heritage preservation requires a balanced, participatory, and context-sensitive approach that aligns technological innovation with cultural authenticity and community engagement. Digital tools such as social media, artificial intelligence, augmented reality, and digital documentation systems have proven to enhance accessibility, innovation, and sustainability of cultural heritage; however, their implementation must be grounded in local values, knowledge systems, and inclusive participation to avoid the risks of commodification and loss of meaning. The findings demonstrate that the sustainability of cultural heritage in the digital era is not solely determined by technological advancement, but by the ability to harmonize interdisciplinary strategies, empower communities, and maintain the integrity of both tangible and intangible cultural expressions. Therefore, digital transformation can serve as a strategic enabler for cultural preservation and innovation when it is implemented holistically, ethically, and adaptively within diverse socio-cultural contexts.

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