

DIGITIZATION OF CULTURAL ARTS HERITAGE AS A STRATEGY FOR EDUCATION AND SUSTAINABLE DEVELOPMENT IN THE GLOBAL ERA

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Abstract

Digitization of cultural arts heritage is an important strategy in maintaining the sustainability of local culture in the midst of globalization and information technology developments. Digital transformation opens up new opportunities in the process of documenting, preserving, and transmitting cultural values to the younger generation through more adaptive and interactive media. This research aims to analyze the role of digitization of cultural arts heritage in supporting cultural-based education and its contribution to sustainable development. The research uses a qualitative approach through literature study and conceptual analysis of various cultural digitalization practices, especially in traditional performing arts. The results of the study show that digitalization not only functions as a cultural archive media, but also as an educational space that is able to expand public access to cultural knowledge, strengthen local identity, and increase the participation of the younger generation in the preservation of traditional arts. In addition, the integration of digital technology in cultural education encourages the creation of contextual, innovative, and relevant learning to the needs of the global community. This study concludes that the digitization of cultural arts heritage has a strategic role in supporting continuous education and strengthening local cultural resilience. Nevertheless, synergy is needed between the government, academics, cultural communities, and society in designing digitalization policies that maintain the authentic values and philosophical meaning of traditional culture.

Keywords: Digitization of culture, cultural heritage, traditional arts, cultural education, sustainable development.

Introduction

The development of digital technology in the era of globalization has brought major changes to various aspects of people's lives, including in the fields of art and culture. Digital transformation not only affects communication patterns and access to information, but also changes the way people document, learn, and pass on cultural heritage to the next generation. According to UNESCO, cultural heritage includes not only physical objects, but also practices, expressions, knowledge, and skills that are inherited between generations as the cultural identity of communities (UNESCO, 2003). In this context, the

digitization of cultural arts heritage is an important strategy in maintaining the sustainability of local culture in the midst of modernization.

Cultural arts heritage is a collective identity that contains historical, philosophical, spiritual, and educational values in people's lives. Traditional art is not only understood as a form of entertainment, but also as a medium for character formation and transmission of socio-cultural values. However, the development of globalization brings challenges to the existence of traditional culture. Global popular culture trends are causing the younger generation to move further away from traditional

inherited local cultural practices. According to Anthony Giddens (1991), globalization creates social changes that affect people's cultural identities through the intensification of social relations across space and time.

Cultural digitalization is present as a strategic alternative in answering these challenges. Digital technology allows the process of documentation, archiving, publication, and dissemination of cultural arts to be carried out more widely and effectively. Digitalization not only functions as a cultural storage medium, but also as an educational space that is able to strengthen people's cultural identities. According to Janet H. Murray (2017), digital media has the ability to create interactive experiences that support the learning process and cultural participation in a more in-depth manner.

In the context of education, the digitization of cultural arts heritage supports the development of cultural-based education. Education is not only oriented to the cognitive aspect, but also to strengthening the character and cultural identity of students. The use of digital technology in cultural education is able to create learning that is contextual, creative, and relevant to the times. This opinion is in line with the idea of Ki Hajar Dewantara who emphasizes that education must be based on culture and people's lives so that students are not uprooted from their cultural roots.

In addition to supporting education, cultural digitalization is also related to sustainable development. In the Sustainable Development Goals (SDGs) agenda, culture is seen as an important part of creating inclusive and sustainable development. Cultural preservation is able to strengthen the social resilience of the community and support the development of a creative economy based on local culture. Therefore, cultural digitalization is not only an effort to conserve, but also a development strategy that connects

cultural, educational, technological, and economic aspects in an integrated manner.

However, the process of cultural digitalization also faces various challenges. Digitalization that does not pay attention to the cultural context has the potential to eliminate the authentic value and philosophical meaning of traditional art. In addition, limited access to technology and low digital literacy of cultural communities are obstacles in the process of digitizing cultural heritage. Therefore, collaboration between the government, academics, cultural communities, and the community is needed in building a cultural digitalization system that maintains local values and the authenticity of traditional culture.

Based on these conditions, research on the digitization of cultural heritage is important to understand the role of digital technology in supporting cultural preservation, cultural-based education, and sustainable development in the era of globalization.

Method

This research uses a qualitative approach with literature study methods (library research) and conceptual analysis. The qualitative approach was chosen because the research focuses on understanding the meaning, value, and role of digitizing cultural arts heritage in the context of education and sustainable development. According to Sugiyono, qualitative research is used to understand social and cultural phenomena in depth based on descriptive and interpretive data.

The literature study method is carried out by collecting various scientific sources such as books, journal articles, proceedings, research reports, and policy documents related to cultural digitalization, cultural-based education, preservation of traditional arts, and Sustainable Development Goals (SDGs). According to John W. Creswell, the study of literature helps researchers build a conceptual framework and

understand the development of studies in a research field.

The data collection technique is carried out through documentation studies by examining various relevant references. The data obtained was then analyzed using descriptive-qualitative analysis techniques through the stages of data reduction, categorization, interpretation, and conclusion drawn. The analysis focuses on the role of digital technology in the process of documenting, preserving, and transmitting cultural values to the younger generation through adaptive and interactive digital media.

In addition, this study also examines the contribution of digitization of cultural arts heritage to sustainable development, especially in the aspects of quality education, the preservation of local cultural identity, and increasing community participation in maintaining the sustainability of traditional culture. To maintain the validity of the data, the research uses the source triangulation technique by comparing various research results and theories from different sources so that a more comprehensive and objective understanding is obtained.

Results and Discussion

Digitalization as a Media for the Preservation of Cultural Arts Heritage

The results of the study show that the digitization of cultural arts heritage has a strategic role in maintaining the sustainability of local culture in the midst of the development of globalization and information technology. Digitization allows the cultural documentation process to be carried out more systematically through audio-visual recordings, digital archives, virtual museums, and social media platforms. According to UNESCO (2003), the preservation of intangible cultural heritage requires efforts to document, protect, and transmit culture to

the next generation so that it continues to live and develop in society.

Cultural digitalization not only serves as a storage medium for cultural archives, but also as a space for traditional cultural revitalization. Digital documentation is able to record elements of movement, music, costumes, symbols, and philosophical values in the performing arts so that they can be re-studied by the wider community. This is in line with the opinion of Jan Assmann who stated that cultural documentation media has an important function in maintaining the collective memory of a society through the process of transmitting knowledge across generations.

In addition, the development of digital technology expands people's access to cultural knowledge. Through digital platforms, people can learn about local culture without being limited by space and time. This condition shows that digitalization is an adaptive strategy in maintaining the existence of traditional culture in the modern era.

Digitalization in Cultural-Based Education

Research shows that cultural digitalization makes a great contribution to the development of cultural-based education. The integration of digital technology in cultural arts learning is able to create more interactive, innovative, and contextual learning. Students not only gain theoretical knowledge, but also understand cultural practices through audio-visual media and digital platforms.

According to Ki Hadjar Dewantara, education must be rooted in the culture of the community in order to be able to shape the character and identity of the nation. In this context, cultural digitalization is a new medium that helps the process of transmitting cultural values to the younger generation in a more adaptive manner according to the times.

The use of digital media in cultural education has also increased the interest of

the younger generation in traditional arts. The younger generation who live in a technological environment tends to understand culture more easily through interactive digital media. This is in line with Lev Vygotsky's view that the learning process will be more effective if it uses media and environments that are close to the social experience of students.

In addition, cultural digitalization is able to create a collaborative learning space between schools, cultural communities, and society. Cultural learning is no longer limited to the classroom, but develops through digital platforms that allow the community to participate in the process of cultural preservation.

Digitizing Cultural Heritage in the Perspective of Sustainable Development

The results of the study show that the digitization of cultural arts heritage has a close relationship with sustainable development, especially in the aspects of quality education, cultural preservation, and socio-economic development of the community. Within the framework of the Sustainable Development Goals (SDGs), culture is seen as an important part of sustainable human development.

According to the United Nations (2015), sustainable development does not only focus on economic aspects, but also includes education, culture, and inclusive social development. Cultural digitalization supports these goals through the provision of wider access to cultural education and the strengthening of local cultural identity.

In addition to the educational aspect, cultural digitalization also has a positive impact on the development of a creative economy based on local culture. Cultural publications through digital media are able to increase public appreciation of traditional arts and open up opportunities for the development of creative industries and cultural tourism. According to UNESCO (2021), the cultural and creative economy sectors have an important

contribution to the social and economic resilience of communities in the digital era.

However, this study also found several challenges in the process of cultural digitalization, such as the limitations of technological infrastructure, low digital literacy, and the risk of reducing cultural meaning due to digital commercialization. Digitalization that is not accompanied by philosophical understanding can eliminate sacred values and traditional cultural contexts.

Therefore, synergy is needed between the government, academics, cultural communities, and the community in designing cultural digitalization policies that maintain the authenticity and philosophical value of local culture. Cultural digitalization should be understood not only as a technological transformation, but also as a strategy for education and sustainable cultural preservation.

Conclusions

The digitization of cultural arts heritage is an important strategy in maintaining the sustainability of local culture in the era of globalization and the development of digital technology. Through the process of documentation, digital archives, audio-visual media, and digital platforms, cultural arts heritage can be preserved, introduced, and transmitted to the younger generation in a more adaptive and interactive manner. Digitalization not only serves as a cultural storage medium, but also becomes an educational space that expands people's access to cultural knowledge and strengthens local identity.

The results of the study show that the integration of digital technology in cultural-based education is able to create learning that is more contextual, innovative, and relevant to the times. The use of digital media in cultural arts learning can increase the interest and participation of the younger

generation in the preservation of traditional culture. Thus, cultural digitalization contributes to the process of transmitting cultural values as well as building a character based on local culture. In addition to supporting cultural education, the digitization of cultural arts heritage also contributes to sustainable development, especially in the aspects of quality education, cultural preservation, strengthening the creative economy, and community social development. However, the digitalization process still requires attention to the authentic values and philosophical meanings of traditional culture so that they are not reduced due to commercialization and technological developments. Therefore, synergy is needed between the government, academics, cultural communities, and the community in developing cultural digitalization policies that are oriented towards preserving local cultural values. With proper management, the digitization of cultural arts heritage can be a strategic medium in building sustainable education while strengthening the nation's cultural resilience in the digital era.

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