

## SUNDANESE CULTURE THROUGH DIGITAL LITERACY: EFFORTS TO RAISE PUBLIC AWARENESS OF LOCAL CULTURE HERITAGE

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### Abstract

This research examines the role of digital literacy in preserving Sundanese culture and raising public awareness about local cultural heritage. Sundanese culture, as one of the largest cultural heritages in Indonesia, faces serious challenges in maintaining its existence, especially among the younger generation. The research method used is a literature review, including analysis of literature related to Sundanese culture, cultural preservation methods, and digital literacy. The results show that digital literacy has significant potential in preserving Sundanese culture through the use of social media platforms to creatively promote culture. Identified challenges include limited internet access and lack of public understanding. Proposed strategies include improving internet infrastructure, digital literacy education, and developing engaging content. In conclusion, digital literacy plays an important role in increasing public knowledge and participation in preserving Sundanese culture, while maintaining a balance between modernization and traditional values.

**Keyword:** Cultural Heritage, Digital Literacy, Preservation, Sundanese Culture

### A. INTRODUCTION

Sundanese culture, as one of the largest cultural heritages in Indonesia, is currently facing serious challenges in maintaining its existence. Despite its rich variety of traditions and noble values, Sundanese culture is gradually being abandoned, especially by the younger generation who are more interested in modern and global cultures (Zaelani & Budiana, 2024). This phenomenon raises concerns about the extinction of various aspects of Sundanese culture, from language to traditional arts. The decline of cultural participation among Sundanese youth is largely influenced by increasing exposure to external cultural influences, facilitated by digital globalization.

Ganjar Kurnia explains that although the Sundanese are the second largest ethnic group in Indonesia, there is a significant lack of awareness among the Sundanese community about preserving their culture. This is evidenced by the fact that around 500 types of Sundanese arts are nearly extinct due to the lack of new performers. This situation highlights the urgency of implementing more effective and relevant efforts to preserve Sundanese culture in line with current developments (Saputra & Saleh, 2024). The adaptation of Sundanese traditional music into the indie music scene has been one of the recent efforts to sustain cultural heritage, showing how traditional art forms can evolve while maintaining their cultural roots.

In the digital age, digital literacy has emerged as a potential approach for cultural preservation. Paul Gilster defines digital literacy as an individual's ability to use digital technology to effectively acquire, evaluate, integrate, create, and communicate information. In the context of preserving Sundanese culture, digital literacy can be a powerful tool for

disseminating information, improving access to cultural heritage, and creating new ways to interact with cultural elements (Sihite & Sibarani, 2022). Various digital platforms, including online encyclopedias, educational applications, and virtual museum tours, have been developed to document and promote Sundanese heritage (Francelo & Choandi, 2023).

The use of digital literacy in preserving Sundanese culture opens up new opportunities to introduce, promote, and preserve this cultural wealth to the wider public, especially the younger generation. Through various digital platforms and information technologies, information about Sundanese culture can be disseminated more easily, quickly, and attractively. One of the successful strategies is the gamification of cultural education, such as interactive games designed to teach Sundanese script and traditional folklore. Moreover, motion capture technology has also been explored to digitally preserve and teach traditional Sundanese dances (Ratmono, 2023).

However, despite the opportunities digital technology presents, challenges remain in ensuring the engagement and participation of the younger generation in cultural preservation. Many traditional elements still require offline interactions and communal engagement, which digital platforms alone may not fully provide (Isnendes, 2021). Therefore, integrating digital and offline cultural engagement strategies is crucial to sustaining Sundanese heritage.

Sundanese culture, as one of the largest cultural heritages in Indonesia, is currently facing serious challenges in maintaining its existence. Despite its rich variety of traditions and noble values, Sundanese culture is gradually being abandoned, especially by the younger generation who are more interested in modern and global cultures. This phenomenon raises concerns about the extinction of various aspects of Sundanese culture, from language to traditional arts. The declining use of the Sundanese language in daily communication is one of the main indicators of this cultural shift (Isnendes, 2021).

Ganjar Kurnia explains that although the Sundanese are the second largest ethnic group in Indonesia, there is a significant lack of awareness among the Sundanese community about preserving their culture. This is evidenced by the fact that around 500 types of Sundanese arts are nearly extinct due to the lack of new performers. This situation highlights the urgency of implementing more effective and relevant efforts to preserve Sundanese culture in line with current developments (Sari, 2023). The local government has attempted to preserve Sundanese culture through policies such as incorporating traditional games like Congklak into formal education.

In the digital age, digital literacy has emerged as a potential approach for cultural preservation. Paul Gilster defines digital literacy as an individual's ability to use digital technology to effectively acquire, evaluate, integrate, create, and communicate information. In the context of preserving Sundanese culture, digital literacy can be a powerful tool for disseminating information, improving access to cultural heritage, and creating new ways to interact with cultural elements (Permana, 2023). The use of technology in documenting and archiving oral traditions has been identified as an effective method to safeguard cultural narratives from disappearing (Ori & Susianti, 2023).

The use of digital literacy in preserving Sundanese culture opens up new opportunities to introduce, promote, and preserve this cultural wealth to the wider public, especially the younger generation (Wahyu & Yuni, 2023). Through various digital platforms and information technologies, information about Sundanese culture can be disseminated more easily, quickly, and attractively. One of the successful strategies is the integration of Sundanese ethnomathematics into educational curricula, enhancing cultural appreciation while improving students' academic performance. Additionally, digital storytelling techniques have proven to be a compelling way to engage younger audiences with traditional folklore and history (Pentescu, 2023).

However, despite the opportunities digital technology presents, challenges remain in ensuring the engagement and participation of the younger generation in cultural preservation. Many traditional elements still require offline interactions and communal engagement, which digital platforms alone may not fully provide (Arif & Listiana, 2023). Therefore, integrating digital and offline cultural engagement strategies is crucial to sustaining Sundanese heritage.

## B. LITERATURE REVIEW

### Sundanese Culture

Sundanese culture is the culture originating from the Sundanese ethnic group, which primarily inhabits West Java, Indonesia. This culture has its own distinctive features reflected in its language, customs, arts, music, traditional clothing, and belief systems. The cultural identity of the Sundanese people is deeply rooted in local wisdom, traditions, and historical continuity, which are essential in maintaining their unique identity (Sari, 2023). However, modernization has gradually shifted the way Sundanese culture is perceived and practiced in contemporary society (Roostin, Hartati, & Hapidin, 2023, p. 45). Here are some key aspects of Sundanese culture:

1. **Sundanese Language** – The Sundanese language has experienced a decline in usage among younger generations, which has raised concerns about linguistic preservation efforts (Isnendes, 2021).
2. **Customs and Traditions** – Traditional practices such as *Gempungan*, a community gathering tradition, continue to be relevant in rural areas but face transformation in urban settings (Andriani, 2016).
3. **Arts** – The integration of Sundanese arts into formal education has been explored to ensure their sustainability in the modern era. (Aurelia, 2023).
4. **Traditional Clothing** – Traditional Sundanese attire, such as *kebaya Sunda* and *beskap*, represents a cultural symbol but is increasingly being replaced by modern fashion. (Roostin, Hartati, & Hapidin, 2023).
5. **Beliefs and Values** – The concept of *Sunda Wiwitan*, an indigenous belief system, continues to influence the Sundanese community's worldview despite the dominance of Islam in West Java (Rositawati, 2020).
6. **Culinary Arts** – Sundanese cuisine, known for its fresh vegetables and simple seasoning, remains popular, but the influence of fast food is reshaping dietary habits (Arif & Listiana, 2023).
7. **Traditional Architecture** – Kampung Naga's traditional houses exemplify Sundanese architectural heritage and reflect deep cosmological beliefs (Damayanti, 2016).

### Digital Literacy

Digital literacy is the ability to understand, use, and evaluate information effectively through digital technology. It includes various skills needed to function in an increasingly digitally connected society. The role of digital literacy in preserving Sundanese culture has been acknowledged as a crucial factor in safeguarding intangible cultural heritage (Permana, 2023). Local governments and cultural organizations have leveraged digital platforms to document and promote Sundanese traditions, ensuring that they remain accessible to future generations. Here are some important aspects of digital literacy:

1. **Technical Skills** – The ability to navigate digital platforms is essential for accessing and preserving cultural resources.
2. **Information Evaluation** – The spread of misinformation about traditional practices highlights the need for critical digital literacy among cultural enthusiasts (Wibawa & Awaliah, 2023).

3. **Digital Security** – Protecting digital archives of cultural heritage ensures their longevity and prevents misuse (Hamid, 2023).
4. **Digital Ethics** – Ethical considerations in cultural digitalization must be addressed to avoid cultural appropriation (Rostitawati, 2020).
5. **Digital Communication** – Social media has become a powerful tool for promoting and discussing Sundanese cultural identity (Mursalin, 2019).
6. **Creativity and Innovation** – The use of gamification, such as interactive Sundanese language learning apps, enhances cultural engagement.
7. **Understanding of Technology and Society** – The transition from traditional to digital cultural transmission methods requires a balance between preserving authenticity and embracing technological advancements.

### C. RESEARCH METHODOLOGY

The research method for analyzing issues related to the preservation of Sundanese culture through literacy as an effort to enhance public awareness of local cultural heritage is conducted through a literature review (Arif & Listiana, 2023). The literature review includes a description of the literature study that underpins the ideas to address the problem and supports the theory-seeking process. According to Nyoman Kutha Ratna (2010), a literature review consists of all reading materials that may have been read and analyzed, whether published or part of a personal collection. According to Pohan (2007), the purpose of a literature review is to gather scientific data and information, including theories, methods, or approaches that have developed and been documented in the form of books, journals, manuscripts, notes, historical recordings, documents, and others available in libraries (Media Indonesia, 2007).

### D. RESULTS AND DISCUSSION

#### Current Condition of Sundanese Culture

Sundanese culture is indeed rich in diversity. However, it must be acknowledged that the progress of time has caused Sundanese culture to be gradually abandoned, especially by the younger generation. The current condition of Sundanese culture presents several challenges and weaknesses in maintaining public awareness of this heritage. Most Sundanese people are not very aware of the need to preserve their culture, particularly the younger generation, who are more interested in modern and global cultures.

Ganjar Kurnia explains that the Sundanese ethnic group is the second-largest ethnic group in Indonesia. However, the existence of this large ethnic group is slowly fading due to the influx of external cultures and the development of the times. Ganjar further explains that the awareness among Sundanese people to preserve their culture is very low. This is evidenced by the fact that around 500 types of Sundanese arts are nearly extinct due to the lack of regeneration among practitioners. The true characteristics of Sundanese people are also increasingly difficult to find in the daily behavior of contemporary Sundanese society.

In the modern era, a serious challenge to the survival of a cultural entity, especially local culture like Sundanese culture, is the process of modernization and globalization. Besides the ability to respond to the challenges of the times, the survival of culture is also highly determined by its functional relevance to society. In the face of intense modernization and strong, expansive globalization, Sundanese culture is encountering a very heavy problem: being dragged into the process of extinction. It is not impossible that one day it might disappear from the world's cultural landscape. Signs of this trend seem to be strengthening.

This observation is made by cultural expert and environmental activist Pepep D.W., who notes that Sundanese culture is not less popular because it is outdated, but because of the fear

of making mistakes in the application of the language itself. "We have a problem with this regional language; there are rules that Sundanese should be 'lemes' (polite), which I think hinders its use. If I speak Sundanese, it is certainly perceived as rough. So, regarding the advancement of culture, we should encourage people not to be afraid of using it roughly. Culture must be preserved and used effectively in everyday life.

### **The Role of Digital Literacy in Cultural Preservation**

Digital literacy plays a crucial role in cultural preservation by helping individuals and communities understand, appreciate, and maintain cultural heritage. The term "digital literacy" was introduced by American computer science observer Paul Gilster, who later used it as a standard term in his book *Digital Literacy* (1997). According to Paul Gilster (1997), digital literacy is the individual's ability to use digital technology to access, evaluate, integrate, create, and communicate information effectively to achieve personal, social, educational, and professional goals. In another context, digital literacy encompasses not just the ability to use computers for reading and writing, but also basic skills in using and producing digital media, processing and utilizing information, participating in social networks to create and share knowledge, and various professional computing skills (Tour, 2015).

In today's digital age, digital literacy is essential in various aspects, including introducing and appreciating the cultural heritage in Indonesia. Rapid technological advancements significantly impact cultural life, making digital literacy vital in the process of passing on Indonesian cultural heritage to the public. Through digital media, individuals can access information about various cultural heritage sites both within Indonesia and abroad. For example, individuals can visit museum or art gallery websites that offer online collections or learn about dances, music, and folklore from different regions through videos or podcasts. Additionally, digital literacy can aid in maintaining and preserving cultural heritage.

The rapid technological development, along with digitalization and globalization, has a major impact on societal aspects, including culture. The diversity of cultural heritage must be recognized, preserved, and protected. As the generation leading the way in introducing cultural heritage through digital literacy, it is crucial to take significant steps to ensure the success of these efforts. One such effort involves improving access to information.

A major challenge in preserving and maintaining cultural heritage is the limitation of information access. Therefore, efforts should be made to enhance access to information about cultural heritage. Governments and relevant institutions can build websites or applications that provide information about cultural heritage and disseminate this information through social media.

### **Implementation of Digital Literacy for the Preservation of Sundanese Culture**

The implementation of digital literacy for the preservation of Sundanese culture can be achieved through various digital platforms and types of cultural content being promoted. Information and communication technology can serve as a medium for disseminating information about Indonesian culture in any form easily and quickly. Information dissemination related to culture can be shared via gadgets connected to the internet, allowing the public to understand Indonesian culture theoretically, which can then lead to curiosity and an interest in learning about and preserving it. Moreover, technology acts as a bridge or connector to other nations, particularly those interested in Indonesian culture.

Young users, who dominate internet usage in Indonesia, especially on social networking sites, represent a significant force for promoting Indonesian culture. To attract the interest of young users, creativity and engaging promotional packaging are needed, while still emphasizing traditional cultural elements. Introducing culture through various social media



platforms, such as TikTok, YouTube, and Instagram, which are widely used and always support cultural-related content, can be effective.

The use of social media has positive impacts, including facilitating interactions with a large number of people, expanding social networks, easier self-expression, lower costs, rapid information dissemination, and eliminating issues of distance and time. However, social media use also has negative impacts, such as distancing people who are already close, reducing face-to-face interactions, causing conflicts, leading to internet addiction, and making individuals vulnerable to negative influences from others.

### **The Impact of Digital Literacy on Public Awareness**

The Impact of Digital Literacy on Public Awareness can be seen from several aspects, including changes in public knowledge levels and increased participation in cultural activities.

#### **1) Changes in Public Knowledge Levels**

##### **a) Broad Access to Information**

Digital literacy allows individuals to access information from various sources quickly and effectively. This enhances public knowledge on a range of topics, including culture and history.

##### **b) Improved Understanding**

With the ability to evaluate and use digital information wisely, the public can gain a better understanding of various aspects of culture and history. This includes the ability to distinguish between accurate and inaccurate sources of information, and to identify relevant and irrelevant data.

#### **2) Increased Participation in Cultural Activities**

##### **a) Cultural Promotion**

Digital literacy facilitates broader and more effective cultural promotion through digital platforms such as websites, social media, and educational apps. This increases public awareness and participation in cultural activities such as cultural festivals, art performances, and traditional training.

##### **b) More Active Interaction**

With digital technology, the public can engage more actively with other cultures through social media and digital platforms. This allows them to learn about and appreciate other cultures more deeply, and to participate in a wider range of cultural activities.

Thus, digital literacy has a significant positive impact on public awareness, both in terms of increasing public knowledge and enhancing participation in cultural activities.

### **Challenges and Solutions in the Use of Digital Literacy for the Preservation of Sundanese Culture**

#### **1) Technical Constraints**

##### **a) Limited Internet Access**

Many areas in Indonesia, including Sundanese cultural regions, still face limited internet access. This makes it difficult for communities to access cultural information online.

##### **b) Poor Network Quality**

Poor internet network quality can slow down the process of accessing information, making digital literacy less effective.

##### **c) Outdated Devices**

Outdated devices can make it challenging to use complex digital applications, thereby reducing the effectiveness of digital literacy.

#### **2) Social Constraints**

- a) Lack of Understanding of Digital Literacy  
Many people lack an understanding of what digital literacy is and how to use digital technology effectively. This makes it difficult for them to use it in cultural preservation.
- b) Low Community Participation  
Low community participation in digital activities can render cultural preservation efforts ineffective.
- c) Unhealthy Internet Behavior  
Unhealthy internet behavior, such as spreading hoaxes, can damage the reputation of Sundanese culture and lead to a loss of trust in online information sources.
- 3) Strategies to Overcome Barriers
  - a) Enhancing Internet Access  
The government and non-governmental organizations can invest in improving internet infrastructure in isolated areas. This can be achieved by building more internet hotspots and enhancing network quality.
  - b) Developing More Advanced Devices  
Developing more advanced and user-friendly devices can help improve the effectiveness of digital literacy. For example, creating cheaper and easier-to-use tablets or smartphones.
  - c) Digital Literacy Education  
Providing broader and deeper digital literacy education can help improve the community's understanding of how to use digital technology effectively. This can be done through educational programs organized by the government, schools, and non-governmental organizations.
  - d) Increasing Community Participation  
Increasing community participation in digital activities can be achieved by creating engaging and relevant content related to everyday life. For instance, producing video content about Sundanese traditions and customs that can be shared on social media.
  - e) Developing a Healthy Digital Culture  
Developing a healthy digital culture can be achieved by educating people on how to use the internet wisely. This can be done through awareness campaigns that emphasize the importance of distinguishing between reliable and unreliable sources of information.

## E. CONCLUSION

Sundanese culture faces serious challenges in the modern era, primarily due to modernization and globalization. The younger generation tends to show less interest in traditional Sundanese culture, and many aspects of this culture are at risk of extinction due to a lack of regeneration. Digital literacy holds great potential for efforts to preserve Sundanese culture. The ability to effectively use digital technology can help disseminate information about Sundanese culture, increase access to cultural heritage, and encourage community participation in cultural activities.

Using digital platforms like social media (TikTok, YouTube, Instagram) can be an effective means of promoting and preserving Sundanese culture, especially among the younger generation. Creativity in presenting cultural content attractively is crucial. Digital literacy can enhance public knowledge about Sundanese culture and encourage more active participation in cultural activities. It also allows for broader interaction with other cultures and faster dissemination of information.

Several main challenges in using digital literacy for the preservation of Sundanese culture include limited internet access, a lack of understanding of digital literacy, and unhealthy internet behavior. Solutions that can be applied include improving internet infrastructure, providing digital literacy education, and developing engaging and relevant content. While digital literacy is important, there needs to be a balance between utilizing digital technology and preserving traditional Sundanese cultural values. Technology use should complement, not replace, traditional cultural practices. Preserving Sundanese culture through digital literacy requires collaboration between the government, educational institutions, cultural communities, and the general public. Each party plays a crucial role in supporting and implementing digital literacy initiatives for cultural preservation.

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