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THE 13TH INTERNATIONAL INNOVATION, INVENTION & DESIGN COMPETITION 2024

EXTENDED ABSTRACTS

e-BOOK

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C-LANDO: LITERACY INNOVATION OF DIGITAL-BASED INDONESIAN CULTURAL MAPS AS AN EFFORT TO INCREASE EXPLORATION OF THE ARCHIPELAGO'S HERITAGE

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ABSTRACT

Indonesia, as an archipelago of more than 17.000 islands, has a diverse range of cultural traditions, languages, and historical relics. However, this cultural wealth is still not widely known by local communities and international visitors. The strengthening context of globalization also makes Indonesian culture face the challenge of remaining relevant and preserved in a society that tends to be more interested in foreign cultures. In Indonesia, this phenomenon is even more pervasive with the rapid flow of information and the influence of foreign cultures through social media and digital platforms. This paper underscores the importance of coming up with innovative solutions to strengthen Indonesia's cultural identity. The utilization of digital technology in this initiative allows users to access detailed information on historical sites, traditional arts and crafts, local festivals, and indigenous communities across the archipelago. The platform aims to preserve and introduce Indonesia's rich culture to current and future generations. As the Indonesian culture is faced with internal challenges in maintaining public interest in local cultural heritage, C-Lando comes as the right answer to overcome this. C-Lando is a platform that combines digital technology with Indonesian cultural values, providing easy and interesting access for users to explore and understand more about Indonesia's cultural diversity. Through this platform, it is hoped that a deeper understanding of the uniqueness and beauty of Indonesian culture can be created, as well as strengthening the love of the country in the midst of increasingly strong globalization.

Keyword: digitalization, globalization, Indonesian culture, C-Lando.

1. INTRODUCTION

According to the science of anthropology, culture is a whole system of ideas, actions, and human works in the context of community life that are made by humans through learning (Koentjaraningrat, 1985). According to Herkovits, who views culture as something superorganic, the culture that is passed down from generation to generation remains alive even though the humans who are members of the community have changed due to birth and death. Then E.B. Tylor (1971), in his book "Primitive Culture", describes culture as a complex that includes knowledge, beliefs, arts, morals, laws, customs, and various abilities and habits that humans acquire as members of society. Indonesia consists of 1,340 ethnic groups with 2,500 types of languages and a wealth of cultural heritage, both tangible and intangible, which has produced a cultural structure with a high level of diversity making it one of the nation's wealth investments that must be preserved (BPS, 2022). Thus, Indonesia's rich culture, as emphasized by Fransesco Bandarin at the 39th UNESCO session in Paris in 2017, makes Indonesia a superpower in the field of culture. However, in the current era of globalization, where the flow of information and technology moves very quickly, there is intense acculturation between traditional and modern cultures from all over the world. This can be seen in the tendency of people to increasingly favor foreign cultures, such as Korean culture, over their own Indonesian culture. As a result, traditional cultures are at risk of fading and being forgotten if not managed properly. Although globalization brings challenges, it also brings technological advances and digitalization that can be

utilized for cultural preservation. According to data from BPS (2023), in 2022, the percentage of people who already use gadgets is 67.88%, an increase from the previous year of 65.87%, so there is a great opportunity to use and utilize technology to promote and preserve Indonesia's cultural wealth.

In response to this challenge, C-Lando emerged as a digital map-based website that provides information on various arts, local festivals, and specialties from across the archipelago. This website aims not only to promote but also to strengthen the love of the country and maintain the nation's identity amidst the increasingly strong globalization.

2. METHODOLOGY

The website planning and development method used in this research is the agile method. The website development method is shown in the following figure.

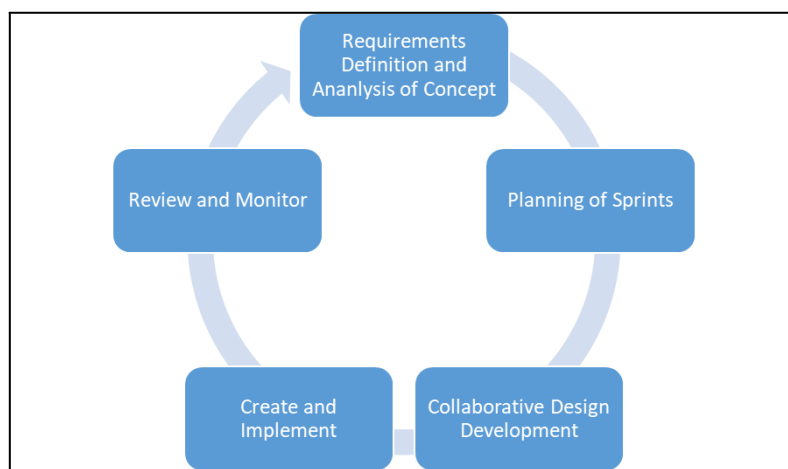


Figure 1 Agile Methodology (Crispin & Gregory, 2009)

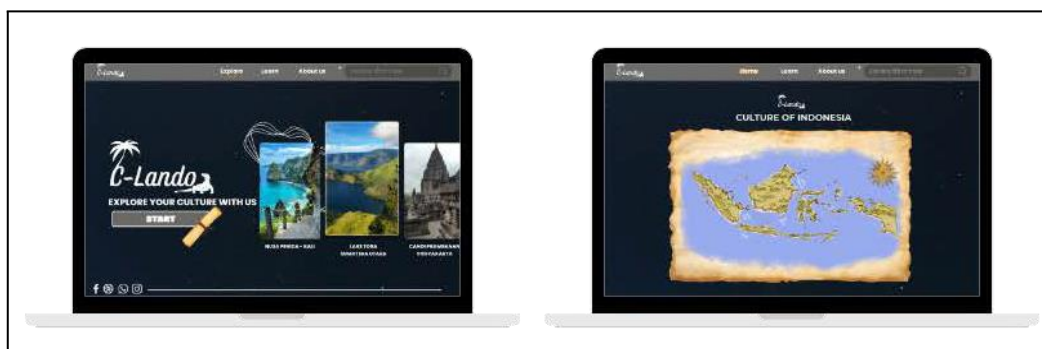


Figure 2 Prototype Model

3. FINDINGS

A research conducted by Aprianti et al. (2022) shows that globalization has had a significant impact on Indonesian culture and Indonesia's national identity. The influx of foreign cultures, the influence of information and communication technology, and changes in people's lifestyles have caused various problems, such as the loss of indigenous culture, the erosion of cultural values, the decline in

nationalism and patriotism, and the loss of kinship and mutual cooperation. People often feel that foreign cultures are better than their own local cultures and this can jeopardize the nation's cultural artwork, causing the Indonesian identity to be slowly eroded by foreign cultures. In addition, a study conducted by Mursyida et al. (2023) showed the importance of increasing the understanding of digital literacy to keep up with the rapid development of technology. The level of digital literacy in the community plays an important role in dealing with the impact of globalization on Indonesian culture and national identity. People with a high level of digital literacy tend to be better able to filter information received from various media, including foreign cultural information that enters through the internet and social media. With good digital literacy, people can develop the ability to critically evaluate the cultural content they consume, understand the implications of globalization, and maintain their local cultural values and national identity. The results of these two studies show several implications, including that the government needs to formulate cultural policies that support the preservation of local wisdom, promotion of Indonesian culture, and protection of the nation's cultural heritage, strengthen cultural education in schools to increase public awareness of the importance of preserving local culture and traditional values, and people also need to improve digital literacy to be able to filter information received from the media and choose content that supports Indonesia's cultural diversity. Thus, it is important to raise awareness of the importance of preserving local wisdom, strengthening love for the country, and maintaining national identity amidst increasingly strong globalization.

4. CONCLUSION

The result of this research is the design of a website system called C-Lando, an innovative initiative which aims to enhance the exploration of Indonesia's rich cultural heritage. The platform utilizes digital technology to increase accessibility and engagement with local traditions through a digital-based cultural map of Indonesia, thus countering the growing influence of foreign cultures by providing an interactive platform that showcases various traditions and historical landmarks from across the archipelago. With its potential to reach a wide audience and encourage collaboration among stakeholders, this initiative can contribute to the preservation and promotion of Indonesia's cultural heritage for future generations. The research findings underscore the adverse impact of globalization on national identity and cultural continuity but also show that digital literacy can empower communities to value and preserve their cultural heritage. Ultimately, by integrating modern technology with traditional values, Indonesia can maintain, as well as celebrate its rich culture, keeping it alive and relevant in the global arena.

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