

Diffusion of Innovations Strategy to Preserve Traditional Culture

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Abstrak

Pelestarian budaya Indonesia menghadapi tantangan besar di era globalisasi, terutama dalam menarik minat generasi muda. Penelitian ini mengeksplorasi strategi difusi inovasi yang diterapkan oleh Sanggar Seni Larasati di Purbalingga dalam upaya melestarikan budaya tradisional. Menggunakan metodologi kualitatif studi kasus, data diperoleh melalui wawancara mendalam dan observasi. Hasil penelitian menunjukkan bahwa Sanggar Seni Larasati menerapkan strategi difusi inovasi melalui adopsi bertahap teknologi digital, dimulai dari penggunaan Instagram, Google Business, dan YouTube. Strategi ini diperkuat dengan keterlibatan aktif dalam komunitas seni lokal dan nasional, yang mempercepat proses adopsi inovasi. Sanggar juga menggabungkan inovasi digital dengan partisipasi aktif dalam berbagai acara seni tradisional, menciptakan pendekatan holistik dalam pelestarian budaya. Meskipun tingkat engagement media sosial masih perlu ditingkatkan, strategi ini telah berhasil meningkatkan visibilitas sanggar, partisipasi anggota, dan minat generasi muda terhadap seni tradisional. Penelitian ini mendemonstrasikan bagaimana Teori Difusi Inovasi dapat diterapkan dalam konteks pelestarian budaya di Indonesia, mendukung pencapaian SDGs, terutama tujuan ke-4 (pendidikan berkualitas) dan tujuan ke-11 (kota dan komunitas yang berkelanjutan).

Kata Kunci: *adopsi teknologi, difusi inovasi, pelestarian budaya, platform digital, SDGs*

Abstract

Indonesia's cultural preservation faces significant challenges in the era of globalization, especially in attracting the younger generation. This research explores the innovation diffusion strategy implemented by Larasati Art Studio in Purbalingga in efforts to preserve traditional culture. Using a qualitative case study methodology, data was collected through in-depth interviews and observations. The results show that Larasati Art Studio applies an innovation diffusion strategy through the gradual adoption of digital technology, starting with the use of Instagram, Google Business, and YouTube. This strategy is reinforced by active involvement in local and national art communities, which accelerates the innovation adoption process. The studio also combines digital innovation with active participation in various traditional art events, creating a holistic approach to cultural preservation. Although social media engagement levels still need improvement, this strategy has successfully increased the studio's visibility, member participation, and young people's interest in traditional arts. This research demonstrates how the Diffusion of Innovation Theory can be applied in the context of cultural preservation in Indonesia, supporting the achievement of SDGs, especially Goal 4 (Quality Education) and Goal 11 (Sustainable Cities and Communities).

Keywords: technology adoption, cultural preservation, digital platforms, diffusion of innovations, SDGs.

INTRODUCTION

The rapid advancement of technology and global communication has led to an unprecedented diffusion of innovations across societies worldwide (Rogers, 2003). This phenomenon, studied extensively within the field of communication science, has significant implications for local cultures and traditions, particularly in diverse countries like Indonesia (Amir, 2013). As communities embrace new ideas, technologies, and practices, they face the challenge of balancing progress with the preservation of their cultural heritage (Yeganeh, 2012). This study examines the intricate relationship between the diffusion of innovation and the maintenance of local traditional culture, with a particular focus on the role of education in this dynamic, as exemplified by the Larasati art studio in Purbalingga, Indonesia.

Education and culture are essential factors in building Indonesia's future. The optimism index survey conducted by GNFI in collaboration with the Indonesian Public Opinion Discussion and Study Group (KedaiKOPI) survey institute shows that education and culture are the primary keys to success in projecting Indonesia's future. Five sectors are offered, but education and culture have an optimism index of 83.9 percent. If examined in more detail, the dominating sub-sector is culture, with a percentage of 70 percent (Arifa, 2021). Cultural preservation is also closely related to the Sustainable Development Goals (SDGs), precisely Goal 11, which emphasizes sustainable cities and communities, and Goal 4, which focuses on quality education. In the context of the SDGs, culture is recognized as a driver and *enabler of* sustainable development (sdgs.ub.ac.id, 2023).

Preserving traditional culture is crucial to maintaining the nation's identity and cultural heritage. The government has also made several efforts, such as developing the Merdeka Curriculum, which aims to encourage the younger generation to maintain and preserve local culture and wisdom. The program includes various initiatives, including introducing traditional arts such as music and dance as part of the formal education curriculum. For example, just as the existence of tutoring places supports the learning of compulsory subjects, opportunities in terms of learning culture can also be realized with the establishment of art studios. This art studio provides a place for the younger generation to learn and appreciate traditional cultural arts in depth.

This opportunity was captured by Larasati art studio, established in Purbalingga in 2017. Larasati art studio not only provides art training but is also active in promoting and preserving local culture. Through various activities such as dance training, music, and art performances, the Larasati Art Studio strives to revive and maintain Indonesia's rich cultural heritage of traditional arts, especially in the Purbalingga area.

The diffusion of innovations, as conceptualized by Rogers (2003), describes how new ideas and practices spread through social systems over time. In the context of globalization, this process has accelerated, often leading to the homogenization of cultures (Ritzer, 2011). However, local communities have also demonstrated resilience in preserving their unique cultural identities, often referred to as local cultural wisdom or "kearifan lokal" in Indonesia (Rahyono, 2017). This wisdom encompasses traditional knowledge, customs, and practices that have been passed down through generations and continue to shape community values and behaviors (Sholahuddin et al., 2015).

The Larasati art studio in Purbalingga, Indonesia, serves as a compelling case study for exploring the intersection of innovation diffusion and cultural preservation. This local institution supports government programs aimed at education and the preservation of local traditional culture as a form of local wisdom. With more than 50 students of various ages, including a significant proportion of younger generations, the studio represents a microcosm of the broader challenges and opportunities faced by communities striving to maintain their cultural heritage in a rapidly changing world.

Several studies have shown that globalization significantly affects the interest of Indonesia's young generation in preserving traditional arts (Artisna et al., 2022). Globalization brings pop culture and modern trends that influence the mindset and life of the younger generation (Nurhasanah et al., 2021). This may decrease their commitment to traditional values and the preservation of local culture (Windayanto, 2022). For example, the influence of foreign investment and Westernization has led to changes in the way of life and values among Indonesians, especially in big cities (Naredi & Rahmawati, 2022).

The role of the younger generation is essential in developing and preserving Indonesian culture. Data released by the Ministry of Education, Culture, Research, and Technology shows that from 2013 to 2022, Indonesia has designated 1728 Intangible Cultural Heritage (WBTB), divided into five domains. This fact highlights Indonesia's extraordinary cultural wealth and diversity and the importance of cultural preservation efforts for the future. In this context, the role of the younger generation is crucial. They not only inherit Indonesia's rich culture but also must maintain, preserve and develop it. With access to modern technology and social media, the younger generation is strategically positioned to promote and revive Indonesia's traditional cultural practices to be relevant for modern times (Kemendikbud, 2022).

Digitization and dissemination cultural content is often hampered by a lack of access to technology and resources in many communities, creating a gap between the potential of technology in cultural preservation (Isa et al., 2018). Other research results show that information technology can be crucial in supporting cultural preservation, yet many cultural communities still need to work on utilizing it effectively (Graham, 2002). For this reason, the research was conducted at Larasati Art Studio, Purbalingga, to explore how this art studio can use technology and innovative approaches to document, promote, and preserve traditional culture. Furthermore, the application of information technology in cultural preservation is analyzed using the Diffusion of Innovation Theory lens. The Diffusion of Innovation Theory helps identify effective strategies for integrating technology and innovation in cultural promotion and preservation efforts.

RESEARCH METHODOLOGY

The research was conducted using a qualitative method described descriptively. This approach allows an in-depth description of the diffusion and adoption of cultural innovations in Larasati Art Studio. The qualitative approach was used because of its interpretative and naturalistic approach (Denzin & Lincoln, 2009). Researchers build complex holistic pictures, analyze words, report informant details, and conduct research in a natural setting (Creswell & Baez, 2021).

The research design with a case study was chosen in this qualitative research to clearly identify the case that was the focus of the research. The determination of the research focus is to answer. Case studies are often used to study or evaluate programs (Creswell, 2015). For this reason, this design is applied to see the process of diffusion of innovation in cultural preservation activities at Larasati art studio. The process of obtaining data in this study was carried out through interviews and observation. Interviews with managers and students were conducted to get a comprehensive perspective on the implementation of information technology in cultural preservation activities at the studio. The following is the profile of the research informants:

Table 1. List of Research Informants

Name	Age	Occupation	Role in Larasati art studio
Hening	31	High School Teacher	Studio Manager- Dance trainer
Happy	33	Junior high school teacher	Studio Manager- Teater Trainer
Sulung	32	Entrepreneur	Karawitan (traditional music) trainer
Rehan	15	Junior High School Student	students of traditional music Karawitan
Annas	24	University student	Students of traditional dance and music
Sakila	20	University student	Student of traditional dance and music
Qila	19	Employee	Students of traditional dance

RESULT AND DISCUSSION

Analysis of the Innovation Diffusion Process

Research related to diffusion of innovations started in 1940 and focused on the sociology of rural communities. As it progressed, research moved beyond sociology to influence other social sciences, including marketing, political science, education, geography, public health, and economics. Everett Rogers' research, published in 1962, provided the general model of the Diffusion of Innovations Theory (Littlejohn & Foss, 2009). Rogers explained that Diffusion is the process by which an innovation makes its way into a group within a social system. Meanwhile, innovation is introducing something new, such as a project, practice, or idea.

An inseparable part of the spread of innovation is culture. Cultural diffusion is the process of spreading cultural elements from one society to another or from one group to another. This process occurs through interactions between individuals and groups, directly or indirectly, and is often influenced by factors such as globalization, modernization, and technological advances. Specifically, in the context of Indonesia, cultural diffusion is very relevant, considering Indonesia's rich and diverse cultures. The term cultural diffusion can also be interpreted as the spread of habits or customs from one culture to another, which often

occurs due to the migration of a group of people who move from one place to another (Goldberg & Stein, 2018). In the era of globalization, the process of cultural diffusion in Indonesia experiences complex dynamics, where the influence of foreign cultures can be seen in various aspects of people's lives, ranging from art, music, to lifestyle.

Cultural diffusion in Indonesia is influenced by various factors, including modernization, globalization, and changing social values. For example, interfaith and intercultural relations among students are crucial to achieving the *Sustainable Development Goals* (SDGs) and promoting global harmony and prosperity, showing how intercultural interactions can shape young people's attitudes and interest in cultural preservation. Gender stereotypes stemming from culture, behavior, religion, ethnicity, and other social factors significantly impact five of the 17 SDGs in Indonesia, highlighting how culture can influence sustainable development (Soleman & Elindawati, 2020).

Traditional art studios like Larasati Art Studio are essential in maintaining and promoting local culture. Larasati Art Studio was established in 2017 and led by Hening Pamudi Larasati and Happy Merdikowati. Located in Padamara Village, Padamara Sub-district, Purbalingga Regency, Central Java, the studio has recorded more than 50 active members of various ages, ranging from toddlers to adults. Larasati Art Studio has achieved various achievements in various events, including dance competitions, theater, events on TV stations, and art performances in Purbalingga.

The diffusion of innovation is a process of accepting technological innovations in a specific population, where communication channels are key in the dissemination process, such as: personal communication, communication between communities, publicity such as advertisements, or information that uses mass media as a means of dissemination (McQuail, 2010). Technological innovation has touched all areas of life, and the cultural sector is no exception. Following the times and the demands of the digital era, Larasati art studio has implemented an innovation diffusion approach to preserve and promote its traditional culture. According to Rogers, there are four main elements in the process of innovation diffusion: an innovation, a particular communication channel, a period of time, and a social system (Rogers, 2003).

Based on the interviews, one relevant point related to the innovation adoption process can be identified: the importance of the community's role in supporting innovation adoption. Hening's involvement as the studio owner with art communities such as Umah Wayang Purbalingga, the Purbalingga art teacher community, and the national Indonesia Kaya community encourages the utilization of communication technology in the development of the studio.

The concept of a sustainable city is deeply embedded in the shared values of the local community, collectively forming a communal identity. Local wisdom inherently linked to the community, as a vital capacity for survival in changing times. This perspective is particularly relevant when considering the active role played by Hening, the owner of Larasati Art Studio, in the local arts community in Purbalingga. Hening's involvement in various art communities, such as those dedicated to the preservation and promotion of local culture, exemplifies how local wisdom and communal identity are not only preserved but also actively cultivated. By engaging with and contributing to these communities, Hening helps to reinforce the communal

values that are essential for the sustainability of local culture and, by extension, the broader vision of a sustainable city. This active participation highlights the importance of community engagement in maintaining the cultural and social fabric that supports long-term sustainability (Isnaini et al., 2024).

According to research, communities play a crucial role in the innovation diffusion process as they provide communication channels that accelerate information dissemination and innovation adoption. *Community engagement*, for example, encourages acquiring knowledge and needs necessary for innovation and strengthens collaboration in creating innovative solutions (Anthony, 2023). In addition, communities can create an enabling environment for dialog, trust, and close relationships, which ultimately accelerate the transformation of ideas into concrete opportunities. Based on these stages of the innovation process, the following is an analysis of the application of innovation at Larasati art studio (Greenhalgh et al., 2004):

Table 2. Stages of Larasati Art Studio's Innovation Process

Larasati Art Studio strives to stay relevant through various technological innovations.

Stages of Innovation Process	Description of the Process at Larasati Art Studio
Knowledge Stage	The studio managers realized the potential of digital technology, such as social media, to promote and preserve culture. However, they initially needed more information and skills to utilize it effectively.
Persuasive Stage	The demands of the digital era require the use of technology for promotion. The <i>digital marketing</i> training held at Umah Wayang, Purbalingga, helped the manager of Larasati art studio start using <i>Google Business</i> as a promotional tool. This initiative was also driven by the awareness of Happy Merdikowati, the founder of the art studio, who has been using Instagram to promote the studio through <i>flyer feeds</i> since 2017.
Decision Stage	Larasati Art Studio members evaluated the benefits of using social media and decided to pursue further training. At first, art studio Larasati only used Instagram, but in 2020, when the COVID-19 pandemic hit, the limited face-to-face interaction encouraged the organizers to learn to create digital content. They then created a YouTube account to reach a wider audience and stay connected with members.
Implementation Stage	The art studio began implementing digital marketing by uploading content to Instagram and YouTube. At this stage, they assessed the effectiveness of the digital strategy in attracting audiences and promoting the culture. The uploaded content included videos of rehearsals and art performances.
Confirmation Stage	After seeing increased engagement and participation from the audience, Larasati Art Studio decided to continue using social media as the primary tool in cultural promotion. While still using traditional methods, adopting digital technology has become an integral part of their strategy.

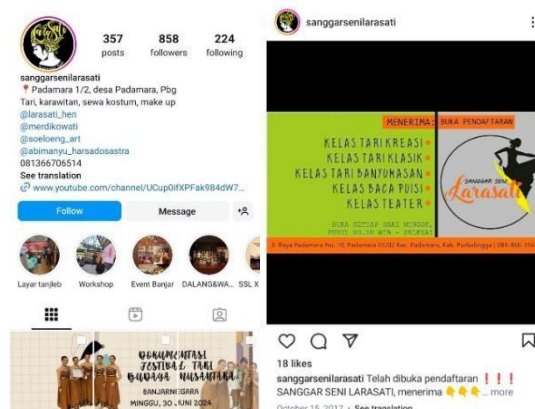
The digital transformation of Larasati Art Studio demonstrates how traditional cultural institutions can harness technology to preserve and promote local wisdom while expanding their reach. Our qualitative analysis reveals that this process aligns closely with Rogers' diffusion of innovation theory, illustrating the complex interplay between technological adoption and cultural preservation.

Hening, the founder of Larasati Art Studio, initiated their digital journey in 2017 with the creation of an Instagram account. This decision marked the beginning of their innovation adoption process, representing a significant shift in their approach to cultural promotion and preservation. She explained:

"We realized that to reach younger generations and keep our cultural practices alive, we needed to go where they are – on social media. Instagram allowed us to showcase our activities and attract new members through visual storytelling."

Hening informed that Larasati Art Studio started digital promotion through Instagram by uploading flyer feeds to introduce the studio and its activities to the broader community. As of 2024, Larasati Art Studio's Instagram has 357 posts and 858 followers. This strategic move is in line with recent research by Permatasari and Cantoni (2019) which found that social media platforms play an important role in promoting cultural heritage and engaging younger audiences. Second, social media plays a role in digital marketing. The use of Instagram by Hening, as the founder of the studio, is an effort to reach a wider audience. In this case, social media is a very effective and easy-to-use digital marketing tool to expand market reach. Social media platforms act as a gateway to introduce services or businesses, helping to reach target markets that may be difficult to reach directly in the real world. One of the main advantages of social media is the speed with which information is disseminated, allowing messages to spread quickly and widely (Afrilia, 2018).

Figure 1. Larasati Art Studio's Instagram and the use of Instagram as a medium for studio promotion through flyer feeds in 2017



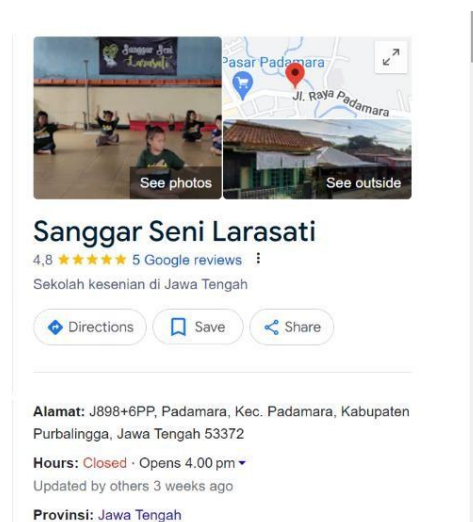
The studio's use of Instagram, and later YouTube and TikTok, represents the 'innovation' element in the diffusion of innovation theory, showcasing how traditional practices can be adapted to new digital mediums.

Through digital marketing training by Umah Wayang, the studio started to use Google Business to increase visibility and make finding information about the studio *online* easier. Utilizing the *Google Business* platform helps increase the visibility and accessibility of information about the studio, which is important in attracting new members and supporting the sustainability of cultural activities (Dearing & Cox, 2018). Happy, Hening's sister and co-manager, elaborated on their expansion to other digital platforms:

"After seeing the positive response on Instagram, we explored other platforms. In 2018, we started using Google Business, which significantly improved our online visibility. It became easier for people to find information about our studio and its activities."

This multi-platform approach demonstrates the studio's understanding of the importance of diverse 'communication channels' in the diffusion process. As noted by Soini and Birkeland (2014), such digital tools are increasingly essential for the sustainability and accessibility of cultural heritage initiatives. The studio's adoption of various platforms shows how they've leveraged different communication channels to reach and engage with their audience effectively.

Figure 2. Google Business of Larasati art studio

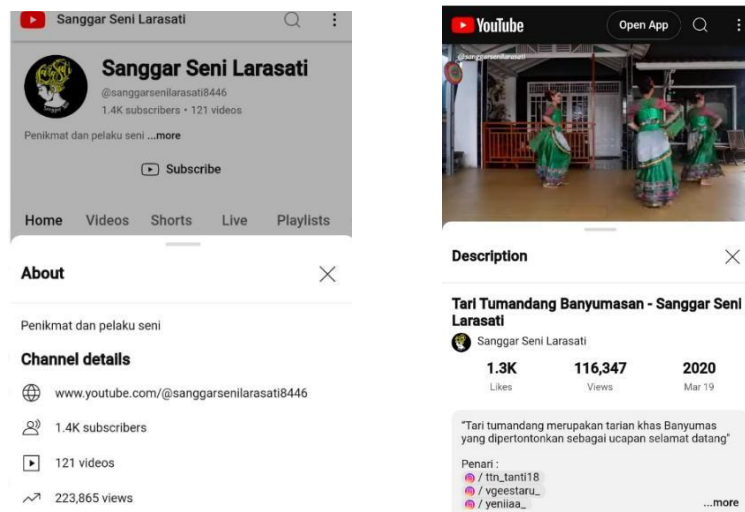


With limited face-to-face interactions due to the COVID-19 pandemic, Larasati art studio decided to create a YouTube account and started uploading video content of rehearsals and performances to stay connected with their members and audience. Sulung, responsible for managing other social media platforms, shared insights on their YouTube strategy, which emerged as a response to the changing social system during the pandemic:

"When the pandemic hit in 2020, we had to adapt quickly. We created a YouTube channel to stay connected with our members and audience. It became an unexpected success, with our highest viewership video reaching over 116,000 views."

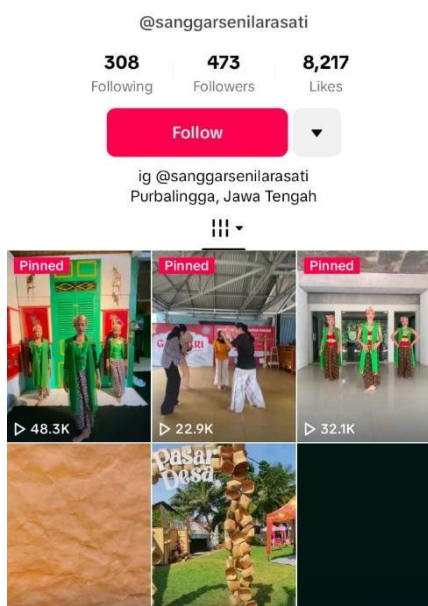
The shift from face-to-face meetings in arts training to video content creation is consistent with the findings of Karppi and Nikunen (2024) who observed that cultural organizations that successfully transitioned to digital platforms during the lockdown were better positioned to maintain community engagement. The innovation in the use of YouTube illustrates how their adoption of innovation has evolved over time, adapting to changing circumstances and audience needs. This is consistent with what Sulung shared about the use of YouTube shown through the Larasati art studio account, which achieved the highest viewership with more than 116 thousand viewers. The total viewership of Larasati Art Studio's YouTube account is 223,865 viewers.

Figure 3. Youtube Viewers and Youtube Content of Larasati art studio with the Most Youtube Viewers



Qila, Sakila as a studio student whose role is to assist in the creation of social media content, highlights the evolution in the use of technology that is utilized as a promotional and educational medium of the Larasati art studio. Qila said, "We're always learning and trying new things. What works on Instagram might not work on TikTok, so we're always adapting our content to different platforms." In addition, Sakila actively promotes her activities at the studio through her personal account on TikTok. The videos she uploads are activities at the studio, competition activities, followed by concepts that are trending on TikTok through the content "a day in my life." In order to reach a younger and more diverse audience, Larasati Art Studio has created a TikTok account in accordance with the advice of its students. Since its initial release in Indonesia, TikTok has amassed over 100 million users. TikTok has become a popular social media platform among younger demographics, particularly Generation Z (Husna & Mairita, 2024).

Figure 4. Tik Tok account of Larasati art studio



The utilization of digital technology helps Larasati art studio preserve traditional culture while reaching a wider audience, although there is still room for improvement in terms of penetration and engagement on social media. This innovation fulfills the main elements in the diffusion of innovation theory, namely:

- a) Innovation: The use of social media (Instagram, YouTube, TikTok) and Google Business for cultural promotion and preservation.
- b) Communication Channel: Social media and digital platforms as effective communication channels.
- c) Timeframe: The innovation adoption process lasted from 2017 to 2024, showing continuous development.
- d) Social System: Studio community and social media followers as the social system that supports innovation adoption.

Innovation Adoption Process

Larasati art studio has demonstrated success in adopting technological innovations to promote and preserve traditional culture. This is not only beneficial for the saggar manager but also very helpful for the saggar students. Research shows that Larasati Art Studio's adoption of digital technology has increased the engagement and participation of members and audiences. Rehearsal videos uploaded to YouTube help students to remember dance moves and follow the studio's agenda despite not being able to attend in person. One of the students, Anas (24 years old), stated, "Personally, I am helped by the uploaded videos, because it's like if you join a dance you need to memorize the movements too. It also helps me to know about the studio's agenda if I can't attend rehearsals."

In addition, the head of the studio, Hening, added that the use of digital marketing such as *Google Business* helps the studio to be more widely known. "A student from another area in Purbalingga chose Larasati art studio because it was listed on Google with a rating of 4.8, so that was why she first chose Larasati art studio to learn," said Hening.

Anas's opinion indicates that using YouTube as a learning medium shows that digital technology can increase the accessibility and effectiveness of learning (Durmishi, 2022). Zhang et al. (2020) added that national and organizational cultures influence consumers' willingness to adopt new products, which can be applied to the context of how students and communities accept innovations introduced by the studio. Other interviewees, such as ,Rehan (15 years old), who is in junior high school, explained that the desire to learn is based on individual motivation because it has relevance to the implementation of the independent curriculum.

The implementation of the P5 curriculum also has a positive impact on access to information about the Larasati Art Studio. With this curriculum, the search for information about the studio by schools in Purbalingga increased, which in turn attracted more students to join. Hening acknowledges that videos on YouTube have made schoolchildren in Purbalingga more familiar with their studio. The use of information technology as a learning tool shows how this innovation offers practical benefits and is relevant to their educational needs.

The process of innovation adoption by individuals at Larasati art studio can be analyzed through the lens of Rogers' diffusion of innovation theory, which outlines five key

characteristics of innovation: relative advantage, compatibility, complexity, trialability, and observability. According to Rogers (2003), compatibility refers to the degree to which an innovation aligns with the existing values, experiences, and needs of potential adopters. In the case of Larasati Art Studio, the digital innovations, such as YouTube videos for dance practice, align well with the students' values and schedules, particularly for those balancing work and cultural interests. This alignment ensures that the innovations fit naturally into the students' lives, making adoption smoother and more likely (Rogers, 2003).

The complexity of an innovation, relates to how difficult it is to understand and use. The research shows that while digital platforms can be complex, Larasati Art Studio has successfully reduced this complexity by providing adequate training and fostering a supportive community. This approach aligns with the findings of He & Lee (2020), who suggest that with proper support and training, the perceived difficulty of complex technologies can be mitigated, making them more accessible to a broader audience.

Trialability is another critical concept, defined as the extent to which an innovation can be experimented with before full adoption. Larasati Art Studio has effectively utilized this principle by allowing students to test new technologies, such as practicing dance moves with rehearsal videos at home, before committing to their use in group settings. This opportunity to experiment reduces uncertainty and builds confidence in both the technology and the students' abilities, thereby increasing the likelihood of adoption (Zhang et al., 2020).

Finally, the observability of the digital innovations' benefits is evident in the studio's use of social media to showcase students' skills and progress. This visibility not only demonstrates the advantages of the new technologies but also encourages wider adoption among other students. As Cao et al. (2022) point out, innovations that are more visible to others have a higher likelihood of being adopted. By effectively addressing these five characteristics of innovation, Larasati art studio has created an environment conducive to the successful adoption of digital technologies, enhancing both learning experiences and promotional efforts in the traditional arts domain.

CONCLUSION

The case study of Larasati Art Studio demonstrates the application of Rogers' Diffusion of Innovation Theory in preserving traditional culture through digital technology. By strategically adopting platforms like Instagram, Google Business, and YouTube between 2017 and 2024, the studio has significantly enhanced its visibility, accessibility, and engagement with traditional arts. However, equally crucial to the studio's success is its strong community involvement and networking. The studio's active participation in local art communities such as Umah Wayang Purbalingga, the Purbalingga art teacher community, and the national Indonesia Kaya community has played a vital role in its growth and sustainability. These networks have not only facilitated faster information dissemination and technology adoption but have also provided opportunities for collaboration and cultural exchange.

Beyond digital innovation, Larasati Art Studio has made significant contributions to preserving and promoting local culture through active participation in various events. The studio has showcased traditional arts in dance competitions, theater performances, television appearances, and local cultural festivals. These activities have been instrumental in

introducing and maintaining interest in local cultural heritage, particularly among younger generations. By balancing digital innovation with community engagement and live cultural performances, Larasati Art Studio exemplifies a holistic approach to cultural preservation. This approach not only ensures the studio's continued existence but also plays a crucial role in keeping local traditions alive and relevant in the modern era.

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