



THE ROLE OF THE MEDIA IN PRESERVING LOCAL CULTURE (A PHENOMENOGRAPHIC STUDY OF *RENTAK ULU MELAYU* IN TVRI PROGRAMS IN THE ERA OF TRANSFORMATION AND GLOBALIZATION)

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ABSTRACT. The purpose of this study is to analyze the role of digital communication in the existence of South Sumatran cultural traditions in introducing local culture, analyzing cultural influences, and proving the role of South Sumatran culturalists in preserving local culture in the era of transformation and globalization. According to Yousefikhah (2017), social constructions of technology (ScoT) provide an understanding of the experience and construction of using technology as the subject of innovation. The method used is a qualitative method, a phenomenological approach. Observation data, interviews, and literature studies were collected from three informants: cultural, event, and community leaders. The results show that through the upstream Malay rentak broadcast program, it is a broadcast that is packaged to provide education in getting to know local culture in South Sumatra, maintaining local culture and fostering the love of the younger generation for local culture so that they can become preservers of local wisdom.

KEYWORDS: strategy, marketing communications and branding

1 INTRODUCTION

Humans require communication as a means of carrying out their interactions, both with the creator (vertical) and with one another (horizontal) (horizontally). Communication can take place directly (face-to-face) or indirectly (through media like as newspapers, magazines, the internet, radio, and television), as demonstrated by CS and Misnawati's research (2020). The media is a tool for human-to-human communication. The media facilitates and smoothes the communication process.

Television is one of Indonesia's broadcast medium, which is separated into regions to present broadcasts with a visual sample of each region's culture. Televisi Republik Indonesia (TVRI) launched TVRI South Sumatra as a regional television station for the province of South Sumatra. South Sumatra TVRI delivered 92 percent of the programs on National TVRI, with the remainder being special South Sumatra Province programs that ran between 08.00–10.00 and 16.00–18.00 WIB.

TVRI South Sumatra has several shows, one of which has a regional focus, *Rentak Ulu Melayu*. This program is on Malay regional culture, particularly in districts or small villages in South Sumatra. As part of an attempt to conserve local culture, information and education are made available to the public.

Currently, the understanding of local culture by the community is starting to erode as a result of the widespread flow of globalization. Some of the people of South Sumatra have begun to accept foreign cultures so that they are influenced and allow outside cultures to enter their daily lives. This condition, over time, can make their original culture become forgotten. A clear example is that today's society is starting to understand less about the principles of customs and culture rooted in their area of origin, especially in the younger generation. (results of an interview with a cultural figure in South Sumatra on May 23, 2019).

Cultural variety is a valuable asset to the nation's richness that should not be overlooked. Culture is the understanding of symbols and meanings passed down from generation to generation. According to Misnawati's (2017) research, culture is a collective habit and knowledge that can be inherited if properly researched and socialized to the society.

Maintaining local Indonesian culture in the era of globalization needs to take advantage of the role of digital media (Wardhanie, 2017). Globalization is shown by progress in the field of information and communication technology (Fanny et al., 2021). The treasures of local entities are the potential for local broadcasting in South Sumatra because they are demographically and sociologically rich, including the humanitarian and spiritual values that exist in religion and culture. The cultural treasures in broadcasting content with local wisdom are very interesting to study in television media.

TVRI Palembang Station broadcasts local wisdom about the Rentak Ulu Melayu program. Interpreting and giving messages to the audience so that cultural values that have been passed from generation to generation become the foundation for carrying out social activities. Culture is the hallmark of people's lives in South Sumatra. In particular, the consumption of this show provides a means of education in preserving local culture in South Sumatra, and the media has a major role in preserving local culture in the era of transformation and globalization.

2 LITERATURE REVIEW

The extent of the study of the role of the media presently plays a part in deciding aspects of life in society. Television is a popular media today. Television is no longer expensive or difficult to obtain; practically every home has a television set. It is possible to access television programmes without flying. We can also watch television broadcasts through other means such as internet TV (internet 3 streaming) or mobile phones, which allow us to view them from anywhere and at any time.

Television broadcasting is the transmission of electrical impulses that carry the charge of the projected image generated by the approach of the lens and sound system. This signal beam is picked up by the television antenna.

Transmission of messages that are easily accepted by the public must consider how the communicator acts and how to transmit it. Furthermore, the success of effective communication operations is heavily influenced by the selection of communication techniques. For example, if there is no strong communication strategy, it is not impossible for the communication process (particularly mass media) to have a negative impact (Suryadi, 2018).

The advancement of communication and information media can help to transform a unique and distinctive local culture into a valuable product. Efforts must be made to ensure that local culture is known throughout the world by marketing it through national and international media. If this is accomplished, it will boost the appeal of local culture and have an impact on the attractiveness of the economic sector, specifically investment. Fanny and colleagues (2021).

The impact of contemporary technical breakthroughs is causing changes in the domains of technology, telecommunications, transportation, and tourism. In such circumstances, the issue of cultural heritage loss can arise. Globalization does not have to be shunned because it can stymie technological and scientific advancement. The activity that must be performed is to devise a strategy for increasing the resilience of local culture in the face of globalization.

Pierre Levy established new media theory, which contends that new media is a theory that addresses the evolution of media from the traditional to the digital era. The evolution of new communication technologies has a significant cultural impact. New media is interactive and liberating. Interactive refers to direct connection with the audience via the media they consume. The audience has the freedom to generate media content containing information.

The sociocultural approach to communication theory demonstrates how our understanding of meaning, norms, roles, and regulations interact in communication. These theories investigate the world of human interaction, suggesting that reality is produced by the process of interaction within groups, communities, and cultures rather than by structures outside of ourselves. The Social Construction of Technology (SCOT) is a technology that was created through social construction. In this concept, social construction indicates that social life in society shapes the existence of

technology. According to this SCOT hypothesis, technology does not determine human actions, but rather humans shape technology.

Every television has a section from one of the many programs that are shown. It is possible that each designed program has its unique appeal to the same or different audiences. Every television broadcast show is competitive, as is the audience's reaction. Thus, the program's selection is a response of the television media to societal cultural patterns.

According to Broadcasting Law No. 32 of 2002, national television has adopted the Network Station System (SSJ) by connecting to regional television. Television stations must broadcast nationwide under SSJ, although they must collaborate with local television. One of the key objectives behind this directive is to encourage content with local wisdom, which should be given more weight.

3 RESEARCH METHODS

Based on the above description, the researcher concludes that the method used in this research is a qualitative approach method, as defined by Moleong (2019), where the qualitative method is a method or procedure used in research whose results are in the form of words written descriptively, namely strategies and the research technique used to understand the Rentak Ulu Melayu Program in its role in preserving local cultural wisdom, as well as the extent to which the role. Observations were made immediately on the production process of the Rentak Ulu Melayu program. Researchers monitored the whole production process, beginning with the conception of an episode's basic concept and continuing through filming, narration, and final editing.

4 RESULTS

Televisi Republik Indonesia launched TVRI South Sumatra as a regional television station for the province of South Sumatra. TVRI South Sumatra broadcasts 92 percent of national TVRI programming, with the remainder being a particular program for the Province of South Sumatra. This study was carried out by interviewing informants on local culture in South Sumatra, specifically about the Rentak Ulu Melayu program on TVRI South Sumatra.

Rentak Ulu Melayu is a show on Malay regional culture, particularly that of districts or hamlets in South Sumatra. This program concentrates on Malay culture, which includes music, dances, rhymes, wedding ceremonies, and customs passed down from ancestors from generation to generation. For example, the mentioned show was about Malay music, which is a sort of traditional music that emerged in the Malay community's life.

Several episodes aired emphasized the issue of Malay culture, particularly in South Sumatra, such as living on the Musi river's banks, practices prevalent in Kayu Agung-Ogan Komering Ilir, Palembang's distinctive songket textile, and folk tales passed down from generation to generation. The goal of this initiative is to conserve Malay culture, which has been abandoned and is gradually fading from the community, particularly among the younger generation. This program airs on TVRI South Sumatra every Wednesday at 17.00-18.00 WIB and every Sunday at 08.00-09.00 WIB.

In this study, interviews were done with Rentak Ulu Melayu program participants, cultural observers, community leaders, government, and society. The interviews focused on the history of the program's creation, the cultural conditions that exist in the community, and efforts to conserve the tradition of local wisdom in keeping with the present trend of globalization.

Interviews about present cultural conditions produced nearly identical responses from all informants, namely that current Malay culture, particularly in South Sumatra, is less well known and often forgotten by the general public. The current generation is unfamiliar with the intricacies of local culture. If this is allowed to continue, it will generate opportunities for the degradation of regional culture, which, if not conserved, will disappear.

People's lives today are disconnected from local culture. Traditions of South Sumatra continue to flourish, particularly in villages, but most are no longer practiced in metropolitan areas. One approach to preserve culture is to keep wedding traditions alive. A wedding contains many cultural components, such as grammar, processions and ceremonies, attire, lahu, and regional dances.

Weddings with South Sumatran customs are still common today, while some people marry with worldwide themes that exclude components of custom and culture.

The Sriwijaya Festival is one example of the government's cultural preservation efforts. The Basemah Festival in Pagaram, the Serelo Festival in Lahat, Tugu Tubang in Muara Enim, Muli Meranai in Ogan Ilir Regency, Seguiding Sekundang in Ogan Komering Ulu, and the Lake Ranau Festival in South OKU all have their own celebrations. Almost every regency and city has events that primarily promote local culture.

According to data from interviews with numerous cultural informants, the current Malay culture is undoubtedly less vocal, but it has also begun to rise from a lengthy sleep. Young people are becoming more interested in local culture. They are, for example, becoming interested in learning about regional dances. Malay culture is frequently reintroduced to the community, which is beneficial to the preservation of regional culture.

Culturalists contend that globalization has an impact on society through the introduction of new cultures. Many individuals, particularly young ones, enjoy foreign cultures such as K-Pop from Korea. People should be proud of their culture, especially as neighboring regions respect South Sumatra's culture. Some time ago, the Lilin Siwa dance from Palembang was performed in Solo, and the crowd was quite passionate and enjoyed the dance.

Culturalists play an important role in introducing and preserving local culture. Culture and government also play a role, and thus far, they are doing a fantastic job. Local material comprising regional culture must be included in schoolchildren's education by the government. Artists, culturalists, and power holders, as well as the media, must collaborate. Culturalists, particularly in the dance arts, have taught young people regional dances. The government also encourages cultural practitioners to participate in regional art performances outside of South Sumatra.

The role of the media, such as TVRI, which transmits the Rentak Ulu Melayu program, is regarded favorably since it supports Malay culture in South Sumatra. This podcast is a platform for sharing local knowledge. This event should include regional arts like Dul Muluk, literature, and others so that television shows aren't just loaded with people performing folk songs on a single organ.

Then a community leader informant stated that culture is inextricably linked to behavior and daily life. The fast currents of globalization and liberalization have crushed regional culture to the point where it is sometimes lost in society. The younger generation should be introduced to and encouraged to learn about local culture, including local subject classes at school.

The government has the power and, of course, several possibilities to promote local culture. South Sumatra's traditions are flourishing, particularly in the villages, but most are no longer practiced in the cities. Weddings are frequently observed to employ Western culture. Though society should want to live, Malay speech or poetry has begun to evolve, even though few people appreciate it. Malaysia also supports the Malay culture in South Sumatra, which trusts South Sumatra to become the leader of the Malay World Islamic World (DMDI) in Sumatra through the Governor.

Furthermore, when it comes to the presence of Malay culture today, they claim that it is not widely known. People also have no idea about the traditional Malay culture, only what they have witnessed. Of course, the more foreign cultures that enter through globalization, the greater their influence on culture. People grow more conscious of foreign cultures, and some even prefer foreign cultures to their own. This can jeopardize the survival of regional culture if it is not preserved and introduced to the population.

Various parties must promote the preservation of regional culture. The community should actively seek information and love its culture in order for it to be passed down from generation to generation. Cultural observers promote culture through media broadcasts, such as the collaboration between TVRI media and humanists through the Rentak Ulu Melayu program. The Rentak Ulu Melayu event is highly regarded by the community because it introduces the people to local culture. The event is arranged in an intriguing and non-boring manner, and there is a lot of information available. This event is ideal for introducing visitors to local culture.

Culturalists and political parties who understand cultural history all believe that Malay culture originated in South Sumatra. Currently, the Governor of South Sumatra is also the leader of Indonesia's Islamic World Malay World (DMDI). This concerns the government officials in the province of South Sumatra, who are working to raise public awareness about Malay culture. In

connection with this, cultural experts and community leaders have petitioned government officials to allow Malay culture to be taught to the younger generation in schools through local content courses.

5 DISCUSSION

The preservation of Malay culture in South Sumatra necessitates the participation of numerous stakeholders. Humanists, as those who comprehend and preserve cultural authenticity, play the most important roles, followed by the community itself. To inspire people to enjoy local culture more, the government as the bearer of authority and decision-makers, as well as community leaders as influencers, must support this cultural preservation endeavor. The South Sumatran Provincial Government collaborates with the culture service to enable traditional leaders' deliberations to build a South Sumatran traditional institution. This institution's mission is to preserve, maintain, and promote traditional Malay cultural values in South Sumatra.

As part of its attempt to preserve and revitalize culture, the South Sumatra Provincial Government hosts an annual event known as the Sriwijaya Festival. The Basemah festival in Pagaralam, the Serelo festival in Lahat, Tugu Tubang in Muara Enim, Muli Meranai in Ogan Ilir Regency, Seguiding Sekundang in Ogan Komering Ulu, and the Lake Ranau festival in South OKU all have their own festivities. Almost every regency and city has events that primarily promote local culture.

The mass media, as a source of knowledge, also plays a vital role in cultural preservation. TVRI South Sumatra, as a local television station, also aims to give educational programming to preserve local culture, such as the Rentak Ulu Melayu program. According to the findings of an interview with the head of TVRI South Sumatra Station, the Rentak Ulu Melayu program was designed to discover and exploit Malay civilization. Rentak depicts the complexities of Malay culture. Rentak is an example of how the Malays are forward-thinking. TVRI's efforts to promote Malay culture are praised by cultural specialists. They requested the addition of the word Ulu, which means that the Malay culture was ulu, or originated from South Sumatra. If simply the word 'rentak' is used.

The head of the South Sumatra TVRI Station further stated that the Rentak Ulu Melayu program depicted Malay people's activities from waking up to sleeping again. The most intriguing topic raised by television is art, culture, and dancing. The presence of speakers provides educational value. The show will include a narrative from the speaker saying, "In the past, the Tanggai dance did not have a long ladder, but because the invaders were luring the dancers, they added a long ladder." Culturalists speak this sentence in the form of educational ideals so that people are aware. Each portion of the Rentak Ulu Melayu program is only about 2-3 minutes long, therefore it does not dominate and is not boring.

Culturalists agree that this show teaches the audience about local culture. The community also believes that the Rentak Ulu Melayu festival is improving awareness of Malay customs and culture in South Sumatra. People are more interested in learning about Malay culture as a result of this. Some viewers said that they were intrigued and wanted to learn more about the culture of local wisdom in order for it to be viable and not be lost to globalization.

6 CONCLUSION

The *Rentak Ulu Melayu* program, as a sort of strategy in sustaining and conserving Malay culture in South Sumatra, is the role of TVRI Palembang media in preserving local culture in the Era of Transformation and Globalization. The native culture of South Sumatra is introduced to the population through education packaged in the form of television shows, one of which is the Rentak Ulu Melayu program. Foreign culture can have an impact on the deterioration of local culture if there is no effort to introduce and conserve native culture in the community. South Sumatran culturalists play a role. The TVRI Sumsel Rentak Ulu Melayu program is one of the efforts to conserve the local culture of South Sumatra by enhancing the understanding of the younger generation about local culture. South Sumatran cultural figures can be born by introducing and fostering the younger generation's passion of local culture, so that they can become keepers of local wisdom.

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