



DIGITALIZATION OF COMMUNITY ENGAGEMENT THROUGH AN INFORMATION SYSTEM TO ENHANCE BANYUMAS CULTURAL APPRECIATION

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Abstract

This study examines the function of a digital information system in improving community involvement and promoting cultural appreciation in the Banyumas region. The system seeks to offer an accessible and participatory platform for the local community to preserve, exchange, and engage with their cultural history through the integration of interactive elements and user-generated material. This research, rooted in the Technology Acceptance Model (TAM), participatory culture, and cultural sustainability theories, utilizes a mixed-methods approach that integrates qualitative and quantitative studies to evaluate user involvement, content preferences, and system usability. The results demonstrate a notable enhancement in cultural understanding and engagement among users, with multimedia resources and interactive technologies fostering stronger links to Banyumas customs. Nonetheless, obstacles such as digital literacy deficiencies and inclusion issues persist as significant aspects to tackle for wider community acceptance. This study highlights the capacity of digital platforms to preserve cultural heritage while suggesting strategic enhancements to improve accessibility, user experience, and sustained involvement.

Keywords : *community engagement, digitalization information system, cultural appreciation,*

Abstrak

Penelitian ini mengeksplorasi peran sistem informasi digital dalam meningkatkan keterlibatan masyarakat dan menumbuhkan apresiasi budaya di wilayah Banyumas. Dengan mengintegrasikan fitur-fitur interaktif dan konten yang dibuat oleh pengguna, sistem ini bertujuan untuk menyediakan platform yang mudah diakses dan partisipatif bagi masyarakat setempat untuk melestarikan, berbagi, dan berinteraksi dengan warisan budaya mereka. Didasarkan pada Technology Acceptance Model (TAM), budaya partisipatif, dan teori-teori keberlanjutan budaya, penelitian ini menggunakan pendekatan metode campuran, yang menggabungkan analisis kualitatif dan kuantitatif untuk menilai keterlibatan pengguna, preferensi konten, dan kegunaan sistem. Temuan penelitian ini menunjukkan adanya peningkatan yang signifikan dalam kesadaran dan partisipasi budaya di kalangan pengguna, dengan sumber daya multimedia dan alat interaktif yang memfasilitasi hubungan yang lebih dalam dengan tradisi Banyumas. Namun, tantangan seperti hambatan literasi digital dan masalah inklusivitas tetap menjadi faktor penting yang harus diatasi agar dapat diadopsi oleh masyarakat yang lebih luas. Studi ini menggarisbawahi potensi platform digital dalam mempertahankan warisan budaya



sekaligus merekomendasikan perbaikan strategis untuk mengoptimalkan aksesibilitas, pengalaman pengguna, dan keterlibatan jangka panjang.

Kata kunci : keterlibatan komunitas, digitalisasi sistem informasi, apresiasi budaya

A. INTRODUCTION

The preservation and appreciation of Banyumas' cultural arts play a crucial role in maintaining the region's unique heritage. However, traditional methods of engaging with cultural activities often face significant challenges. Limited accessibility, declining public interest, and a lack of interactive platforms have contributed to reduced community participation in cultural preservation efforts. Conventional approaches, such as in-person workshops and live performances, may not always reach a broader audience, especially the younger generation, who increasingly rely on digital platforms for information and entertainment.

Digitalization offers a transformative solution by enhancing community interaction and engagement with local arts and traditions. Through online platforms, multimedia content, and interactive features, digital tools can bridge the gap between traditional cultural practices and modern audience expectations. By providing a space where individuals can explore, share, and contribute to cultural narratives, digitalization fosters a more dynamic and participatory cultural environment.

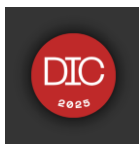
This study aims to explore the implementation of a digital platform designed to support the Banyumas cultural community. By analyzing user engagement, content preferences, and technological adoption, this research seeks to understand how digital tools can effectively promote cultural appreciation and participation. The findings will provide insights into the benefits and

challenges of digitalizing cultural engagement and offer recommendations for sustaining and enhancing cultural heritage through innovative digital strategies.

Engagement in arts and culture at the community level means that the members of the community are involved in the safeguarding, advocacy, and nurturing of its heritage. Community members work together and take responsibility fostering cultural activities. As a result, people start developing a sense of belonging and pride. Engagement encourages people not only to consume the cultural content, but also to actively participate using their memories, customs and artistic skills that are important for maintaining their heritage narratives.

Active participation through strong community engagement is significant when it comes to fostering appreciation of cultures. Cultures will be deeply understood and appreciated if the people participate actively in culture initiatives. Public participation is stimulated by initiatives such as interactive workshops, by community art and storytelling projects. Community participation allows people from different ages to interact, thus bridging the gap between contemporary practices and traditional practices and ensuring that appreciation and practice of culture is sustained.

Regionally, community-based platforms like Kitabisa in Indonesia amalgamate crowdfunding with cultural projects which allow community members to finance local artistic



endeavors and aid in the conservation of cultural heritage. These examples show how communities can actively engage in celebrating and preserving their heritage using digital technologies.

The digitization of community participation allows for local culture to be more accessible and engaging, particularly in Banyumas. The intersection of traditional practices and community participation ensures that these practices are not only safeguarded, but also transformed to fit contemporary audience's preferences.

B. IMPLEMENTATION AND METHOD

The creation of the Community Engagement Platform in Banyumas arts calls for the integration of vital components that enable participation and interaction with the culture. One of the fundamental elements is the Discussion Forum, which is a platform intended for users to exchange viewpoints and information and talk about cultural matters, as well as familiarize themselves with distinct aspects of Banyumas culture. This function prompts cultural stakeholders, artists, and the general public to interact more freely with one another.

The other important element is the Cultural Events Calendar, which tracks future art exhibitions, performances, and festivals in the region of Banyumas. It is a digital calendar that is constantly updated. This feature allows greater and easier access to cultural activities as well as greater participation not only from the locals but also from tourists. The platform may also include a ticketing feature or registration to the events for easier access to the cultural programs.

Furthermore, the platform ought to provide a Collaboration Space for Artists in order to allow local artists to display

their works, meet other creators, and work together on cultural projects. This feature may include a portfolio section for uploading artworks and a discussion board for sharing ideas and motivation. By stimulating collaborative artistic projects, the platform can enhance the cultural ecology of Banyumas and widen the possibilities for artistic activities.

To promote cultural education, the platform should include a Digital Library of Cultural Articles and Educational Resources. This section can house historical documents, traditional tales, and studies for the Banyumas arts to be readily available for students, researchers, and culture lovers. Other interactive features, like quizzes or animated stories, can further aid in the learning process.

Another key element is the Notification and Interaction System that informs and reminds users of upcoming cultural activities and arouses interest through community voting. This feature enables users to be more active participants by commenting on the events, joining the conversations, and voting for cultural projects. By extending user participation, the platform will be able to keep audiences actively engaged and interested in the Banyumas arts over time.

The target audience's needs and preferences determine whether the platform will be developed as a website, mobile application, or social media-based platform. A website as a platform is rich in features because it can integrate multimedia components. In contrast, a mobile application is more user-friendly because it can send notifications to users in real time. At the same time, using social media channels can improve engagement and outreach to younger users who are active on Instagram, Facebook, and WhatsApp.



The successful implementation of the Banyumas Community Engagement Platform requires a well-planned launch strategy to ensure widespread adoption. The first step is to conduct community outreach programs, including workshops and informational sessions, to introduce the platform to artists, cultural organizations, and the general public. These events can demonstrate the platform's features and benefits, encouraging people to participate actively.

To attract public interest, collaboration with stakeholders such as local governments, cultural institutions, and community leaders is essential. Partnerships with educational institutions can also help integrate the platform into school curricula, fostering early engagement with cultural appreciation. Social media marketing campaigns, along with influencer collaborations, can further enhance platform visibility and encourage user participation.

Once launched, it is crucial to monitor the impact of the platform on community engagement. Key performance indicators (KPIs) such as the number of registered users, event attendance rates, and user-generated content contributions can provide insights into the platform's effectiveness. Conducting regular surveys and gathering feedback from users will help identify areas for improvement and ensure that the platform continues to serve the needs of the Banyumas cultural community.

By implementing this digital platform, Banyumas can create a sustainable and interactive cultural ecosystem, where traditional arts and modern technology merge to enhance community engagement and appreciation for local heritage.

C. RESULTS AND DISCUSSION

The design and execution of Community Engagement Platform for Banyumas Arts has brought forth notable changes in cultural appreciation and participation in the community. The results indicate that digital resources are essential in transforming traditional cultural practices to modern audience engagement. The platform implements community interactive features like discussion forums, calendars, and collaborative spaces that capture user interactivity with Banyumas culture. Moreover, the digital library, when combined with the notification system, increases user accessibility to learning and participating in cultural activities.

In regards to implementation, the strategic design of the platform's launch has enabled its adoption. Outreach activities and stakeholder engagement initially conducted proved useful to promote participation of artists, cultural organizations, and local institutions. The platform's visibility was further enhanced by social media and digital marketing, particularly to younger users who are more avid online. With this being said, there are still some challenges remaining such as the existing gaps in technological literacy and internet availability in certain regions, which has hindered the platform's inclusivity. There is a potential way of resolving these issues through specific training courses and offline features to enhance user accessibility.

The study employed a mixed-methods approach in assessing the effectiveness of the platform. For the quantitative aspect, user engagement data and attendance rates suggested that cultural participation markedly increased following the introduction of



the platform. For the qualitative component, community feedback and focus group discussions pointed to the platform's effectiveness in preserving and promoting cultural traditions of Banyumas. A lot of participants were grateful for the new way of engaging with the culture, which was easier and more interactive. On the downside, some respondents pointed out that to increase engagement, there is a need for more interactivity, such as live streaming cultural events and virtual exhibitions.

This study also claims that digitalization, when done with respect to the community's needs, is a great tool for preserving culture. The results accompany the Technology Acceptance Model (TAM) and Participatory Culture Theory as they show that active participation and ease of use are two determinants that foster digital engagement in culture. The platform also achieves collaborative cultural preservation, proving that the more content community members are allowed to contribute, the more they value and recognize their heritage.

While the outcomes noted above have been largely positive, improvement is needed in some areas. Fulfilling the platform's long-term sustainability, especially its funding and content development needs, is problematic. There is potential for government bodies, cultural agencies, and educational institutions to assume responsibility to enhance the platform's scope and functionality. Furthermore, optimizing the platform based on user feedback and data analytics on a continuous basis will be critical for ensuring relevance and efficacy of the platform over time.

To sum up, the digitization of community participation into an information system has turned out to be useful for enhancing the appreciation of the Banyumas culture. The use of technology has enhanced the accessibility, participation, and awareness of traditional arts and culture. In the future, additional improvements and enhanced collaborations will need to be devised to address the gaps and maximize the platform's effectiveness on cultural sustainability.

D. CONCLUSION AND SUGGESTION

A. CONCLUSION

The use of the Community Engagement Platform for Banyumas Arts has proven the achievement of digitalization in cultural appreciation and participation. The results show that participatory community engagement through the use of interactive digital tools is accessible only when community needs are properly met. The platform incorporates discussion forums, event calendars, digital libraries, and artist collaboration spaces which enables users to actively participate and interact culturally. Meanwhile, issues like low levels of technological literacy, poor infrastructure, and unsustainable content readiness should be resolved for effective long term results.

The study and community discussions provided evidence of a mix of qualitative and quantitative approaches through user engagement metrics. Mixed methods designs integrate quantitative data with qualitative data to focus on both community feedback and discussions. It was also found that participation for cultural event, knowledge sharing, and digital content contribution had



increased which verifies that digital platforms can facilitate the gap between the audience and traditional culture. The study also extends the TAM and Participatory Culture Theory by confirming ease of use, accessibility, and active engagement as drivers for digital participation in cultural preservation.

Even though the platform has been successful in promoting public participation in Banyumas arts, its effectiveness in the long-run is contingent on ongoing content update, technology advancement, and strategic partnerships. In the future, such changes should include the enhancement of interactivity, the provision of services for the disadvantaged, and the achievement of fiscal and functional sustainability with government bodies, educational organizations, and cultural institutions.

B. SUGGESTION

To improve the platform's functionality and extend its reach, PT Antronative Media Semesta should work on enhancing the digital features, making it more accessible, improving the collaboration with the community, making use of data in financial management, and ensuring the platform is self-sustaining. The inclusion of interactive features, such as live streamed cultural events, virtual exhibitions, and other gamification aspects, will enable users to have a more enjoyable and captivating experience. Moreover, widening mobile access and offline content storage capabilities will enable a greater audience, including people from isolated regions, to engage with cultural content.

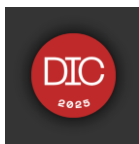
Fostering enhanced user accessibility and digital literacy is also important in supporting constructive engagement. PT Antronative can

conduct digital teaching sessions and community drills targeted at assisting users, especially the elderly, to use and engage with the system. Partnerships with local government authorities, cultural organizations, and educational institutions will also aid in deepening the cultural preservation and enhancing community participation. Creating a network of community ambassadors can help encourage the use of the platform from the bottom up, thus increasing engagement and participation.

Besides, using data analytics could reveal pertinent information concerning user behavior, engagement patterns, and content preferences. With the aid of regular surveys and feedback loops, PT Antronative will be able to make changes to the platform in real time considering the community's expectations. This approach will make sure that improvements are made in regard to the user expectations.

To ensure financial and operational sustainability, PT Antronative have to consider different funding and monetization options. Platform development and expansion can be sustained through seeking sponsorships, grants, and even crowdfunding initiatives. Furthermore, the creation of premium content and features or membership based content can also be added without losing the general approach for other users. Strengthening partnerships with cultural organizations and government agencies will also guarantee support for the initiative in the long run.

By implementing these strategies, PT Antronative Media Semesta will continue being the leader in culturally engaging content from Banyumas and ensure that its arts and heritage is



preserved for future generations. The use of innovative solutions, strategic alliances, and inclusiveness makes the platform a sustainable model for cultural preservation in the modern digital world.

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