

THE ROLE OF DIGITAL CONTENT AND INFORMATION SYSTEM TRANSFORMATION IN PROMOTING BANYUMAS CULTURE AT PT ANTRONATIVE MEDIA SEMESTA

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Abstract

In this study, PT Antronative Media Semesta used digital media material and information systems to promote the culture of Banyumas, examining how technology may develop while preserving a culture. Based on theories such as Diffusion of Innovations and other sociotechnical systems, the study emphasizes the significance of high-definition audiovisual materials, interactive elements, and project management tools in terms of enhancing cultural awareness for operational procedures. However, challenges such as usability barriers for older users, internet accessibility issues in rural areas, and difficulties in adopting newest technology features were identified. The study highlights the need for inclusive digital strategies, such as simplified user interfaces, offline-accessible content, and AI-driven engagement tracking to optimize cultural promotion efforts. It also underscores the importance of stakeholder collaboration and iterative content refinement to balance technological innovation with cultural authenticity. These insights provide a framework for improving digital cultural preservation strategies, ensuring wider accessibility and sustainable engagement with Banyumas heritage.

Keywords: *digital content, cultural promotion, information system, digital transformation, Banyumas culture*

Abstrak

Dalam studi ini, PT Antronative Media Semesta menggunakan materi media digital dan sistem informasi untuk mempromosikan budaya Banyumas, meneliti bagaimana teknologi dapat berkembang sambil melestarikan budaya. Berdasarkan teori-teori seperti Difusi Inovasi dan sistem sosioteknis lainnya, studi ini menekankan pentingnya materi audiovisual definisi tinggi, elemen interaktif, dan alat manajemen proyek dalam meningkatkan kesadaran budaya untuk prosedur operasional. Namun, tantangan seperti hambatan kegunaan bagi pengguna yang lebih tua, masalah aksesibilitas internet di daerah pedesaan, dan kesulitan dalam mengadopsi fitur teknologi terbaru telah diidentifikasi. Studi ini menyoroti perlunya strategi digital yang inklusif, seperti antarmuka pengguna yang disederhanakan, konten yang dapat diakses secara offline, dan pelacakan keterlibatan berbasis AI untuk mengoptimalkan upaya promosi budaya. Ini juga menekankan pentingnya kolaborasi pemangku kepentingan dan penyempurnaan konten secara iteratif untuk menyeimbangkan inovasi teknologi dengan keaslian budaya. Wawasan ini memberikan kerangka untuk meningkatkan strategi pelestarian budaya.

digital, memastikan aksesibilitas yang lebih luas dan keterlibatan berkelanjutan dengan warisan Banyumas.

Kata kunci: konten digital, promosi budaya, sistem informasi, transformasi digital, budaya Banyumas

A. INTRODUCTION

With the growing adoption of digital technologies, many cultural practices, in particular the older ones, continue to struggle in gaining attention online. Many cultural institutions, including PT Antronative Media Semesta, are faced with the challenge of preserving the culture while making it available on the digital platform. This research considers how the integration of digital content and information systems can improve the promotion of culture while considering the issues of usability and accessibility.

The fast changing digital technologies have embraced a new tool for the role and promotion of culture and heritage that play to close down the gap between tradition and modernity. Within the setting of Banyumas culture, the inclusion of digital content and information systems becomes a medium to foster cultural literacy/cultural connect on shared audience. This exploration of the works by PT Antronative Media Semesta towards digital transformation for promoting Banyumas culture, aims to understand how technology innovation intersects with cultural preservation. The research seeks to address the challenges and opportunities in digital adoption to have a potential on sustainability of cultural promotion.

Understanding the complexities of technological as well as social forces at play for taking on digital

platform and information systems in cultural initiatives is key. The applications of High-Resolution Visual and Interactive features, as well as project management tools in PT Antronative Media Semesta showcase what digital transformation can ensure for the cultural promotion sector. Nonetheless, the success of these kinds of initiatives hinges on their capacity to tread seamlessly both cultural authenticity and also technological accessibility. The study analyzes how well these digital tools work to involve a wide range of users, from tech savy younger audiences to long-standing community members with usability challenges and constraints in infrastructure.

Cultural and technical relevance of digital transformation is the stakeholder collaboration as well, along with iterative development should be an integral part in order to succeed. PT Antronative Media Semesta has aimed to lay the foundation of cultural content and systems that are fruitful, audience centric by partnership with cultural practitioners, educators and community leaders. This research examines the results of the collaborative strive, through non-financial performance measures of user engagement, operational performance and stakeholder satisfaction. This output seeks to inform a larger conversation on how technology can be leveraged within cultural preservation, by exploring

how digital tools can best be harnessed for cultural heritage in flux times.

B. IMPLEMENTATION AND METHOD

This research is grounded in the Diffusion of Innovations (DOI), as discussed by Everett Rogers. This theoretical discussion gives insight into the methods, causes and rates of a new idea or technology spreading within a social system. DOI fills a space on technological adoption by actors upstream in merging digital content and information systems for Synergy on Banyumas culture such as stakeholders cultural practitioners or viewers, Companies like PT Antronative Media Semesta. The theory focuses on innovative attributes relative advantage, complexity, compatibility, trialability and observability providing a standard tool to prioritize adoption.

DOI Theory. Another premise of the theory is the division of adopters into groups: i.e., Innovators, Early Adopters, Late Majority and Laggards. This dissection would help break down and get the different stakeholders talking about digital transformation in culture. Innovators or early adopter. This helps develop strategy that can be tailored to the different audiences, ensuring a more inclusive and effective adoption process.

The sociotechnical systems theory contributes to DOI by pointing out the relationship between

social and technology aspects within an organization. According to this theory, successful technology deployment is dependent not just on the tool but also the link between this technological instrument and social environment in which it works. However, in PT Antronative Media Semesta, dual content platforms and information systems should be combined to meet with stakeholder culture values, processes as well communication dynamics into stakeholder promotion of Banyumas culture. And this alignment ensures technology solutions are fit for purpose, and culturally aware as well context based.

Organisational Information Processing Theory (OIPT) strengthens the lens by focusing on Information flow within organisations in terms of making decisions and coordinating. The OIPT argues that organisations confronted with significant uncertainty particularly ones that must wade through the complexities of cultural management in a digital environment have to invest more in improving their information processing. PT Antronative Media Semesta can strengthen of communication and reduce ambiguity as well the decision processes through integrated information systems. This theory highlights the need for real-time data sharing and collaborative technologies to be utilised to cater the complex needs that are inherent in the mechanisms required for

cultural event planning and execution.

Collaborative work theory provides some indicative of cooperation among many stakeholder. This notion underscores importance of common goals, shared ownership and open lines of communication for gaining overall business success. Digital platforms (project management tools or content-sharing systems) can strengthen the collaboration of artists, cultural organizations and sponsors. With a culture of inclusivity and common accountability, PT Antronative Media Semesta can create centralized ecosystem that shapes technology in a more effective manner to preserve and promote Banyumas culture at scale.

The method that author used in this analysis is development of digital content, integration of system information also performance analysis and evaluations.

The digital content development process aimed to promote Banyumas culture through engaging materials on modern platforms. With input from cultural experts, key elements like traditional dances, music, and folklore were highlighted. High-resolution audiovisual recordings ensured authenticity, enhanced using Adobe Premiere Pro and After Effects, and optimized for social media and streaming services.

Usability testing with diverse audiences evaluated accessibility, cultural relevance, and engagement,

using eye-tracking and analytics tools to refine content.

PT Antronative Media Semesta implemented an information system using structured and iterative approach so as to improve their process of organizing cultural event planning. Click Up the main project management tool that was built for the primary needs related to collaborative workflows, resource planning and scheduling timeframes.

System Requirements analysis for operational compatibility with the existing processes before configuring workflows and defining user roles

Data migration consolidated information from all places under a centralized database, thereby removing redundant. Training was done to use task boards, communication tools and provide real time updates to employees. Pilot testing on a small-scale event targeted identified flaws

Real-time analytics and KPI tracking were used in a continuous feedback loop to measure efficiency, the team then optimized the system through stakeholder reviews and tool integration similar to Banyumas in order to align it with organizational goals as well as cultural promotion of Banyumas.

C. RESULTS AND DISCUSSION

Digital Content significantly higher cultural awareness among younger audiences. The digital storytelling of Banyumas traditions in fine resolution and high definition videos got most

views, cultural authenticity and visual attractiveness are big keys.

Additional interactive features such as virtual tours and gamification of learning modules increased engagement even further. This was indicated by eye-tracking data, where the audience kept their focus on traditional clothing and artifacts suggesting the depth that interactive elements can create for cultural education.

And usability was a clear factor in overall effectiveness, most of respondents found the content usable on different devices. Subtitles and explanatory text, help for the traditional community but internet access issues exist in rural users signalling to rectify these infrastructural barriers.

The revised content after feedback taken from both audience and experts culminated in an enhancement of user satisfaction through a process of iterative development through early implementation.

However, it failed to achieve comparable reach with more mature demographics and AR features were a technological bind for some less tech savvy consumers. We need to focus on creating more targeted strategies and menu driven interfaces for a larger portion of the audience (digital visitors) visiting, thereby improving inclusivity for digital cultural content.

Integration of the Click Up information system at PT Antronative Media Semesta notably contributed to increasingly more effective operations. By reducing project delays, company enabled a more fluid execution of workflow. Resource allocation accuracy

increase which helped stop scheduling deadlocks and inform event planning better. Stakeholders communication was better as opposed to it earlier where it would spread through fragmented platforms like emails and messaging apps.

However challenges emerged, especially from users who did not have touch with digital and populations in the countryside with internet access. The accessibility was suggested to be made more accessible with sessions electives and/or offline features. Notwithstanding these challenges, it is an incredibly useful tool to be able to levitate the way in which cultural promotion initiatives are managed because it did streamline some operations and interactivity.

Stakeholder engagement played a key role in the digital transformation journey at PT Antronative Media Semesta, coordinating cultural and technological objectives. Through semi-structured interviews and focus group discussions, it became clear that the process was appreciated by stakeholders (cultural practitioners and digital content creators) in terms of inclusivity. There was feedback that Cultural Authenticity had to be observed but rolled out through modern digital mediums.

The training sessions and workshops served to create confidence & willingness of stakeholders to adopt the new systems that were rolled out. Post-training survey showed increase in confidence, as a whole but most notably amongst the less tech savvy folks.

Training; hands-on demonstrations and interactive tutorials filled the

knowledge gap so stakeholders could use the tools properly.

The analysis showed strong engagement with interactive cultural features, especially virtual tours and gamified learning modules. Younger audiences interacted more due to their tech-savviness, particularly enjoying gamified modules and AR filters.

Since the implementation of a Click Up information system at PT Antronative Media Semesta, their cultural event planning is more culturalized. Streamlined workflows and fine-tuned task tracking helped to keep projects from falling behind, with less project lag. Venue, equipment and manpower allocation became much more accurate. The system also improved collaboration among stakeholders with real time feeds of informations to cut down misunderstanding and slow responses. The system, in short broke the communication silos between technical and site practitioner to make planning an integrated process. This should be refined on an ongoing basis in order to sustain inclusivity and long-term effect.

D. CONCLUSION AND SUGGESTION

A. CONCLUSION

The research emphasizes the transformative impact of integrating digital content and information systems in promoting Banyumas culture. High-resolution audiovisuals and interactive features like virtual tours and gamified modules boosted cultural awareness, especially among younger audiences. Stakeholder feedback ensured cultural authenticity and usability, though challenges such as internet issues and barriers for older users highlight the need

for offline options and simplified interfaces to enhance inclusivity.

The Click Up system at PT Antronative Media Semesta improved operational efficiency and resource management, reducing project delays and enhancing task delegation through centralized workflows and real-time updates. Its communication tools bridged gaps between technical and cultural teams, fostering collaboration. Pilot testing confirmed its adaptability, though user familiarity and connectivity issues underscored the need for ongoing training and refinements to optimize its use in cultural event planning.

The study highlights the importance of stakeholder engagement in integrating digital tools for cultural promotion. Feedback loops and training sessions increased adoption and cultural sensitivity. While progress was made in bridging generational and geographical divides, addressing infrastructure issues and refining interfaces remains crucial. These findings offer guidance for balancing technological innovation with cultural preservation to effectively promote Banyumas culture.

B. SUGGESTION

To promote cultural promotion, PT Antronative Media Semesta can provide personalized cultural experiences via virtual guided tours and interactive narrative elements, making cultural education more engaging and immersive. Furthermore, offline-accessible information, such as downloaded cultural materials and offline-compatible apps, will allow rural areas with restricted internet connection to take part in digital cultural activities. To increase diversity, simplifying digital tools will assist older generations and less tech-savvy users, while language assistance and audio explanations will

boost accessibility for a wide range of users.

Collaboration with cultural practitioners, artists, and historians will be essential for ensuring authenticity in digital material. Encouraging community-driven content production, in which local cultural experts contribute films, anecdotes, and historical insights, will strengthen the audience's connection to the cultural narratives being told.

Refining the Click Up system, improving job management, resource allocation, and project execution may all help to increase operational efficiency. Creating a mobile-friendly version of the system would improve accessibility and allow stakeholders to successfully manage cultural activities from any device. Also, using AI-driven analytics can aid in predicting audience engagement tendencies, enabling for data-driven content development and a more effective digital cultural marketing approach.

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