

REPRESENTATION OF INDONESIAN CULTURE THROUGH SOCIAL MEDIA AS AN EFFORT TO PRESERVE LOCAL CULTURE: CONTENT ANALYSIS OF TIKTOK ACCOUNT KIKI NASUTION @sabda.bumi

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Abstracts : The phenomenon of globalization presents a significant challenge to a nation's cultural resilience. Indonesia, a country rich in local cultural diversity, faces the risk of losing its cultural wealth if there are no adaptive conservation efforts. In this context, social media, particularly TikTok, presents a strategic opportunity to counter the trend of cultural homogenization. The platform offers creators the opportunity to represent local culture in an engaging and accessible way to a diverse community, packaged in digital content. This study aims to identify the form of Indonesian cultural representation on TikTok creator accounts, analyze the cultural values that appear in the content produced by @sabda.bumi creators, and explore how the contribution of cultural content on TikTok can help implement cultural resilience efforts and improve people's digital literacy. The method used in this study is a descriptive qualitative approach that identifies patterns, themes, and relationships within content from TikTok creators, specifically Kiki Nasution, through content analysis. The study's results show that Kiki Nasution's account content has a distinctive focus and approach in representing Indonesian culture through social media. This research also demonstrates that the presence of cultural content on TikTok serves not only as entertainment but also as a form of culture-based digital literacy, directly contributing to cultural resilience. This creator has proven to be able to make TikTok an alternative media for cultural preservation that adapts to digital dynamics, while building cultural awareness among the younger generation.

Keywords: Cultural Representation, TikTok Social Media, Indonesian Culture, Content Analysis, Culture Preservation.

Introduction

The phenomenon of globalization has had a profound impact on various aspects of life, including cultural aspects. Global currents that tend to be homogeneous and dominate the world's popular culture are a serious challenge to the resilience of a nation's local culture. This is marked by the diminishing interest of modern society in learning and participating in the local cultures that exist around them. As a result, local values in a society that should be able to become hereditary characteristics begin to lose value, damaging the norms and rules within society. Extensive and rapid access to information enables people, particularly the younger generation, to be influenced by diverse outside cultures through social media, the internet, movies, music, and games. These influences often make foreign cultures seem more interesting, modern, and relevant compared to local cultures, which are often considered outdated or no longer current. This has led to a shift in cultural values and preferences among the community. Additionally, changes in communication patterns are also factors that influence local cultural values in the digital era. These communication patterns were previously carried out directly and politely, but have now shifted to a faster, shorter, and more informal digital form. As a result, the use of regional languages began to decrease, and traditional manners slowly began to fade.

Globalization also affects people's lifestyles through the consumption of foreign products and cultures that are more accessible, thus distancing people from local cultural products that are increasingly losing competitiveness. The lack of regeneration and inheritance of local cultural values also exacerbates this condition. Many families and educational institutions no longer actively introduce and inculcate traditional cultural values to the younger generation. As a result, local wisdom, customs, and traditions slowly disappeared because they were no longer understood or valued by their successors. In addition, the process of urbanization and social transformation causes many people to move from villages to cities, which has an impact on the weakening of traditional social ties such as cooperation, a sense of togetherness, and family values. Thus, the digital era and globalization have a significant impact on local cultural values, affecting both mindset, communication style, and people's lifestyles. If it is not balanced with efforts to preserve and adapt local culture creatively, local culture will be increasingly marginalized in the midst of a rapidly growing global current.

Cultural resilience plays a vital, crucial role in maintaining a nation's identity and sustainability amid rapid global changes. In today's digital and globalization era, local culture faces various challenges due to the massive entry of foreign influences. In this condition,

cultural resilience becomes a fortress of defence so that noble values, traditions, and local wisdom are not lost to the times. Cultural resilience is not only about preserving the arts or regional languages, but also maintaining the way of life, mindset, and social values that are characteristic of a community. Without strong cultural resilience, societies easily lose their cultural roots and tend to imitate outside cultures without a wise selection or adaptation process. This can result in identity crises, loss of social solidarity, and a weakening of the spirit of nationalism.

Furthermore, cultural resilience is also crucial in strengthening the nation's competitiveness. A strong culture can be a source of inspiration and innovation in various sectors, such as the creative economy, tourism, education, and diplomacy. A local culture that is maintained and developed adaptively can be a strategic asset for attracting the world's attention while strengthening the nation's position in the global arena. Therefore, building cultural resilience requires various approaches, including cultural education from an early age, preservation of cultural heritage, strengthening the role of indigenous communities, and utilizing digital technology to document and promote local cultural wealth. With strong cultural resilience, the Indonesian nation can remain advanced and open to the world, without losing its distinctive and high-value identity.

Indonesia, a country with a rich cultural heritage, faces the risk of eroding its cultural identity if no concrete and adaptive steps are taken to preserve it. In facing these challenges, social media can actually be used as a strategic tool to maintain and promote local culture. One of the platforms that has excellent potential in this regard is TikTok. According to DataReportal, as of January 2025, TikTok had 1.59 billion social media users. The TikTok social media platform has been ranked fourth as the most popular social media platform in Terms of Internet usage. (DataReportal, 2025). With its dynamic, visual, and easily accessible characteristics, TikTok can become an alternative space for the younger generation and content creators to present local culture in a more engaging and contemporary format. Through informative, entertaining, and communicative short videos, local culture can be creatively represented, encompassing traditional dances, regional languages, typical foods, and other local wisdom. Thus, TikTok is not only an entertainment medium but also a means of education and cultural preservation that is relevant to the development of the times and the communication style of the digital generation. This research is expected to be able to provide an overview of the extent to which cultural content on TikTok social media can shape the awareness, appreciation, and

involvement of digital communities in maintaining the nation's cultural identity.

Literary reviews

Research on the same topic was conducted by Revta Fariszy et al. with the title *"Budaya Tradisional sebagai Daya Tarik Konten Modern: Representasi Unsur Budaya Tradisional dalam Konten Video Karya Raditya Bramantya"*. This study aims to examine the process of incorporating traditional cultural elements in Raditya Bramantya's work. The method used for this study is qualitative with interviews and video content analysis. The results obtained from this study show that Raditya Bramantya applies cultural elements flexibly and in limited portions. Hybridization between traditional and modern cultural elements is the key for Raditya Bramantya to captivate the audience. However, Raditya Bramantya did not fully implement the artistic policy.

Another study was conducted by Eleonora Delicia A.P. et al., entitled *"Representasi Budaya Digital Pada Iklan Sosial Media Instagram Plossa."* This study employs the same method as this study, namely a descriptive qualitative approach, analyzing the content of advertisements on the Instagram social media platform "Plossa", which features a wind oil product with aromatherapy that is useful for relieving various symptoms of fever. This research highlights the representation of digital culture in advertising as part of their marketing strategies. The study's results stated that the "Plossa" ad provides essential insights for other brands that want to utilize social media as a communication platform with the public. Plossa's strategy allows for two-way communication between Instagram users and manufacturers. Using the same methods and analysis, this study identifies the patterns, themes, and relationships of the content creators and analyzes the characteristics of content creator, through the responses given by the digital community to the content presented by the cultural creators, this study also examines whether there is an influence of content on efforts to preserve Indonesian local culture.

Underlying theories

Culture Resilience

According to Koetjiningrat (1985), culture is formed from ideas, activities, and objects produced by a society; these three elements are interrelated and reflect the way of life of a society. According to Edward B. Tylor (1871), culture is a whole that encompasses knowledge,

beliefs, arts, morals, laws, customs, and other abilities acquired through human life, which are learned and socially transmitted. Based on the opinions of Koentjaraningrat and Edward B. Tylor, culture is the result of a long process of human life that reflects the way of thinking, acting, and creating in a society. Koentjaraningrat emphasized that culture is not only in the mind, but also seen in the actions and objects produced. It shows that culture is something that lives and continues to evolve with the changing times.

Meanwhile, Tylor sees culture as a totality that encompasses various aspects of life, from knowledge to customs. These two views affirm that culture is not something static, but is inherited, studied, and continually forms the identity of a group of people. Thus, understanding culture means understanding human beings themselves in the social, historical, and value contexts in which they live.

Theory of Circuit of Culture

The theory of the circuit of culture was first introduced by Stuart Hall and Paul du Gay in their book, *Doing Cultural Studies: The Story of the Sony Walkman* (1997). This concept emphasizes that every cultural practice cannot be fully understood in isolation; instead, it must be analyzed through five interrelated moments or elements: representation, identity, production, consumption, and regulation. These five elements form a circuit in which cultural meanings are produced, disseminated, negotiated, and maintained. The aim is to understand how cultural meanings are generated, negotiated, and exchanged through these five processes, as well as to examine the complex relationships between these elements within a broader social and cultural context.

According to Hall and du Gay (1997), representation is the process by which Meaning is produced through language, symbols, and signs; identity refers to how individuals and groups shape and negotiate themselves through cultural practices; production describes the creative process and socioeconomic context in the creation of culture; consumption emphasizes how audiences interpret and use cultural products; while regulation encompasses formal rules as well as social norms that are regulate cultural practices. According to Hall and du Gay, "culture is not a single production process, but a circuit of interrelated practices through which meanings are constructed and contested" (Hall & du Gay, 1997: 3). Meaning does not arise by chance. Still, it is formed through a system called representation. This system works by connecting what is thought (an idea or concept in the mind) with the symbols or language used to convey it. The

relationship between thought and language is governed by a "code", a kind of rule or mutual agreement that allows others to understand what we mean. Thus, Meaning is created because of the relationship between the mind and language use, which is governed by specific codes. "The system of representation constructs the meaning. It is constructed and fixed by the code, which sets up the correlation between the conceptual system and the language system in such" (Stuart, Hall, 1997). Thus, the theory of the circuit of culture provides a comprehensive analytical framework for understanding cultural practices, including social media content, because every digital culture product always involves interconnected representations, identities, production, consumption, and regulations.

Social Media

According to Kotler and Keller, social media is a means by which users share various forms of content, including writing, images, audio, videos, and information, with others. Meanwhile, according to Taprial and Kanwar, social media is a platform that individuals use to interact socially or build social connections online by sharing content, information, photos, and various other things with others. Social media serves not only as a technical communication tool, but it also has a significant social dimension. Social media is a collaborative platform where identities, cultures, and life experiences are shared openly and transparently. This means that social media is not only a tool for sharing content, but also forms social interactions, strengthens relationships, and becomes a space for self-representation and community. Thus, in the context of today's digital culture, social media plays a crucial role in shaping communication patterns and strengthening social networks both globally and locally.

Digital Literacy

According to Paul Gilster, digital literacy is the skill of utilizing technology and information effectively and efficiently through digital devices in various aspects of life, including education, work, and daily activities. Digital literacy skills are used to address multiple issues related to information diversity. This ability enables practical interpretation of messages and communication in various social interactions. Information literacy encompasses the processes of creation, collaboration, communication with ethics, and understanding how and when information technology can be effectively utilized as a medium for delivering information. McLuhan (2009) states that information that appears quickly and instantly is a

result of the internet's impact on human history. The electronic media revolution in the information age was obtained from broadcasting in the form of electronic media networks. The development of internet studies (cyber studies) marks a significant advancement in information and communication technology that has garnered full public attention.

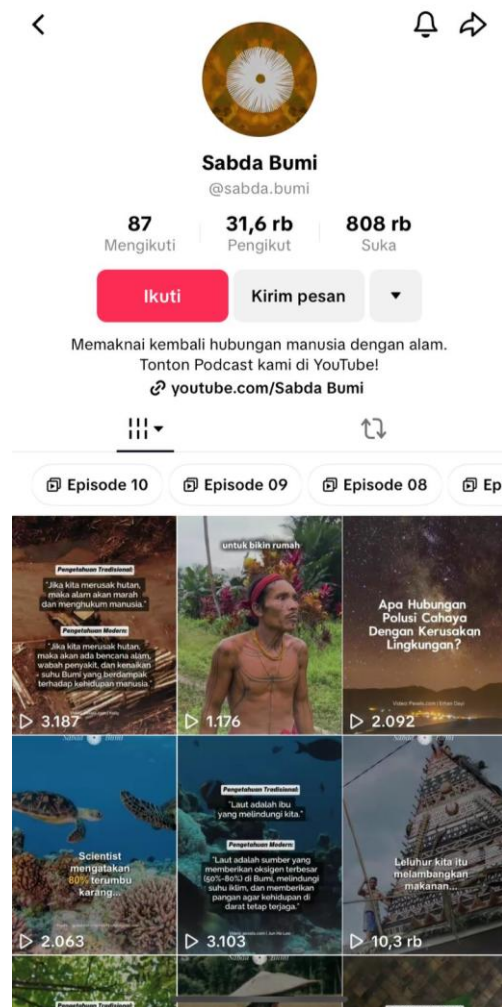
Research methods

In analyzing the representation of local culture on TikTok as an effort to preserve it, this study employs a descriptive qualitative method with a content analysis approach. This approach identifies patterns, themes, and content produced by creator Kiki Nasution in TikTok account, username @sabda.bumi. This study combines a comprehensive description of a phenomenon by analyzing available content to understand the Meaning and message contained within it, and to describe the characteristics and patterns that appear. The data analyzed was obtained from videos uploaded to the TikTok account @sabda.bumi over the last six months, which explicitly and implicitly contained elements of local Indonesian culture. The data collection technique is carried out through digital documentation and non-participant observation, namely, systematically observing the content produced without being directly involved in the content creation process. Data analysis was conducted using a content analysis approach, focusing on exploring the symbolic meanings, cultural narratives, and local values constructed through visuals, text, audio, and video.

Analysis of TikTok Account Content Kiki Nasution (@sabda.bumi) Based on Circuit of Culture Theory

Social media is currently a strategic platform for preserving and promoting local culture. Content creators like Kiki Nasution, with the TikTok account @sabda.bumi, utilize this platform to convey the narrative of Indonesia's local culture to a broad audience, particularly the younger generation. In this context, culture does not only exist as a passive object, but as something that is reconstructed, reinterpreted, and presented in visual, narrative, and performative forms that are in harmony with the dynamics of digital media. The theory of cultural circuit, developed by Stuart Hall and Paul du Gay, explains that every cultural practice can be understood through five interrelated elements: representation, identity, production, consumption, and regulation. These five elements do not stand alone, but influence each other

and form the meaning of a work or cultural practice. In the context of Kiki Nasution's TikTok account, @sabda.bumi, an analysis with a cultural studies approach is relevant for understanding the meaning, position, and impact of local cultural content produced in the digital space.



Picture 1. Profile Account TikTok Kiki Nasution @sabda.bumi

1. Representation

TikTok content @sabda.bumi often features traditional clothing, traditional ceremonies, dances, regional ornaments, and the natural landscape of the archipelago. This representation not only showcases the diversity of Indonesian culture but also emphasizes local identity through a strong visual and cinematic

aesthetic. Kiki Nasution also inserted narratives that contain the philosophy of life of the local community, ancestral advice, or customary principles that are still relevant to today's life. This narrative is often presented in a poetic, meditative, and emotionally resonant manner, which reinforces the content's meaning as a form of cultural education. Some videos include regional languages in dialogue or narration, as well as traditional music accompaniment as a soundtrack. This shows an effort to preserve the linguistic elements and musicality of local culture as part of the collective identity. This account highlights man's relationship with Nature and ancestral lands. This representation builds ecological and spiritual awareness of the environment as an integral part of indigenous peoples' culture. By consistently raising the theme of local culture, @sabda.bumi plays a role as a form of resistance to the flow of globalization and the commercialization of culture, which tends to homogenize values and lifestyles. This content serves as an alternative space to enhance cultural resilience through the use of digital technology.

2. Identity

Identity in the circuit of culture refers to how the subject interprets himself or is defined by others through cultural practice. The @sabda.bumi account fosters an identity as a space to reinterpret the relationship between humans and Nature, as reflected in the bio: "reinterpreting the relationship between humans and nature." The identity displayed not only belongs to Kiki Nasution as a creator, but also represents the collective identity of Indonesia's indigenous peoples. The relationship between humans and the natural sphere in local cultures often reflects traditional wisdom and value systems that prioritize ecosystem balance. This can be a vision and content orientation, as seen in the work of Kiki Nasution. The resulting content creates a narrative that Indonesia's cultural identity is rooted in a harmonious relationship with Nature. This identity is counter-narrative to modern identities that tend to emphasize materialism and the exploitation of Nature. Through in the content, Kiki invites digital audiences to see the nation's identity from a spiritual, ecological, and cultural perspective. This identity also reinforces the concept of cultural resilience, specifically how local cultures persist and adapt in the face of

globalization. In the content, creators often interview indigenous peoples and figures, such as Titah AW, who brings the topic of looking back at myths as the language of Nature, and Raka Ibrahim, who explores the topic of reconciling with the majesty of the sea, among others, in the form of a podcast. Through this approach, @sabda.bumi's content not only displays cultural aesthetics but also serves as a medium for criticizing the limitations of modern humans in relation to their cultural roots in Nature. This also makes the account a space for cultural education and advocacy based on local sustainability and spiritual values.

3. Production

Production refers to the process by which a cultural practice is created, including who creates it and the technological, social, and economic context that surrounds it. @sabda.bumi content is produced using TikTok, a short video-based digital platform with algorithms that enable wide distribution. The content production process is carried out creatively by combining cinematic visuals, traditional music, poetic narratives, and local cultural symbols. This distinctive aesthetic choice is not only an artistic strategy but also a cultural and political strategy: it demonstrates that local culture can appear modern without losing its original meaning. In addition, this content production is also a form of cultural labor, where creators serve as mediators that bridge local culture with the digital generation. This production demonstrates that cultural preservation does not always have to be presented in a traditional form (e.g., in-person ceremonies), but can be effectively reproduced in digital content that aligns with today's communication styles.

4. Consumption

Consumption in the circuit of culture refers not only to "consuming content," but also to how audiences interpret, utilize, and respond to that content. Consumption of @sabda.bumi content can be observed through likes, shares, comments, and audience reinterpretation in the form of duets or remixes. The response of the digital community shows that this content is received with appreciation. Many comments expressed emotions, pride in Indonesian culture, and a motivation to learn more

about the local culture. Audiences are not only passive consumers, but also participate in spreading and reproducing cultural meanings in their own ways. However, consumption also presents potential challenges. An audience can simplify the cultural meaning, only capturing the aesthetic side without understanding its philosophical value. Nonetheless, the high level of public participation suggests that the consumption of local cultural content on TikTok contributes to cultural resilience by fostering a collective discourse.

5. Regulation

Regulation refers to rules, norms, and restrictions that affect cultural production and consumption. In the context of social media, regulations do not only come from formal laws, but also from platform policies and social norms of the digital society. The @sabda.bumi account operates under TikTok regulations, which have rules related to music copyright, sensitive content, and distribution algorithms. This encourages creators to adjust their production format to stay within the platform's rules, while still conveying a cultural message. On the other hand, informal regulation in the form of societal norms also has an effect: local cultural content must be displayed in a manner that respects customs, does not offend specific groups, and avoids excessive commercialization. Regulation, in the form of platform policies, also presents both opportunities and challenges. On the one hand, TikTok's algorithm allows local cultural content to reach a global audience. But on the other hand, algorithmic regulation has the potential to shift the meaning of culture to just a digital trend or commodity. Therefore, regulation is a crucial factor in maintaining authentic cultural representation and preventing it from being reduced by digital market mechanisms.

Analysis of the circuit of culture reveals that the content of the TikTok account @sabda.bumi constitutes a complex cultural practice. Representations of local cultures are presented aesthetically and philosophically; the identity that is built emphasizes the harmony between man and Nature. Produk utilizes the media as a new space for preservation, while consumption shows active participation in the digital society. Regulations determine the direction and limits of the meaning formed. Thus, local

cultural content on TikTok serves not only as entertainment but also as a form of resistance to global cultural homogenization, as well as a strategy for cultural resilience in the digital era.

Local Cultural Resilience Efforts through TikTok Social Media Content

The resilience of local culture is not only determined by the extent to which cultural actors preserve it, but also by how it is accepted, appreciated, and developed by the wider community, including the digital society. In this context, TikTok serves as a strategic platform for fostering collective awareness of the importance of preserving and nurturing local culture amidst globalization. The @sabda.bumi account, managed by Kiki Nasution, presents elements of local culture with an aesthetic, touching, and inspirational visual and narrative approach. The response of the digital community to these contents can be observed through comments, the number of likes, shares, and discussion trends in the comment column.



Picture 2, Picture 3. Comments on one of the video contents of Kiki Nasution's TikTok account @sabda.bumi

Many comments from netizens showed admiration, pride, and respect for the local culture displayed. Phrases such as "get goosebumps, look at this", "thank you for uplifting our culture", or "finally someone has spoken out about the ancestral land" indicate that the content manages to evoke a sense of collective emotion and pride. This is an indicator that cultural preservation efforts through social media can help strengthen cultural identity in a digital society. Netizens are not only passive spectators, but also actively discuss, ask, and share personal experiences about the culture they know or live in. This demonstrates the presence of cultural participation, where the digital community engages in the process of knowledge exchange, value dissemination, and even cultural preservation through online interactions. The high number of reshares and reuse of audio or concepts by other creators expands the reach of local culture to a broader audience, even across cultures and countries. This process strengthens cultural resilience because content is not only passively consumed but also adapted and passed on by younger generations in relevant formats.

However, behind this appreciation, there are also challenges in the form of misinterpretation, stereotypes, or negative comments that simplify cultural meaning. This suggests that cultural resilience must also be complemented by ongoing education to prevent cultural meanings from being distorted or misinterpreted. The TikTok platform enables cultural resilience, which is the ability of local culture to adapt to new media without losing its essence. The positive response of the digital community to local cultural content demonstrates that social media can be a powerful agent in strengthening cultural resilience, provided it is managed creatively, responsibly, and with a deep understanding of cultural values.

Conclusions

This research also demonstrates that the presence of cultural content on TikTok serves not only as entertainment but also as a form of culture-based digital literacy, directly contributing to cultural resilience. Creator Kiki Nasution, with the account @sabda.bumi, has proven to be able to make TikTok an alternative medium for cultural preservation that adapts to digital dynamics, while building cultural awareness among the younger generation. The representation of local culture Kiki Nasution @sabda.bumi has the values of sustainability and spirituality with social media as a space for cultural education and advocacy which includes the visualization of cultural traditions and symbols, narratives of local wisdom, the use of traditional language and music, aesthetics and relations with the homeland, as well as a form of

resistance to cultural homogenization. Thus, the resilience of local culture can be implemented through social media, which has a significant influence on diverse communities. One of them is through the concept of traditional cultural representation that is around. For this reason, it is necessary to further research other social media platforms other than the TikTok application, such as Instagram, Facebook, or Youtube as a medium for conveying local culture in the form of audio, visual, and narrative that can provide a positive response to the inclusive community's understanding of the uniqueness of Indonesian local culture.

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