

The Use of Social Media in Popularizing Regional Literature: A Review of Conservation Strategies

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Abstract

Regional literature is an important part of the cultural heritage of a society that is often threatened by the currents of globalization and modernization. In today's digital era, social media has become one of the most influential tools in disseminating information and expanding the reach of the audience. This study aims to investigate the role and effectiveness of the use of social media in popularizing regional literature as part of the cultural conservation strategy. This research method involves literature analysis, surveys, and interviews with literary practitioners and social media managers involved in regional literary promotion. The results of the study show that social media can be an effective means to introduce, promote, and share regional literary works to a wider audience. However, there are challenges in managing and maintaining public interest in regional literature through social media, including in terms of relevant content, interaction with audiences, and maintaining the authenticity of literary works. By strengthening conservation strategies based on social media, it is hoped that it can increase public appreciation for regional literature and ensure the sustainability and development of local culture in this digital era.

Keywords: literature; regional literature; social media; strategy; Conservation.

Regional literature refers to literary works written in the local language or language spoken in a particular region, which generally have a strong connection to the cultural aspects of the region (Rahmat, 2016; Masreng, 2015; Juanda & Afandi, 2024). Regional literature is an integral part of a nation's cultural identity (Hoerudin, 2021; Uli, 2018). In addition to functioning as a mirror of local history and traditions, regional literature also serves as a medium to instill social values and norms in the younger generation. However, amid- globalization and modernization, many forms of regional literature

have begun to be forgotten and marginalized by popular culture that is more dominant (Karmila et al., 2023; Perdana & Linarto, 2021; Ratnawati & Alwi, 2016). Realizing this threat, various parties have begun to develop innovative conservation efforts, one of which is through the use of social media. Social media, with its ability to reach a wide and diverse audience, offers an unprecedented opportunity to popularize regional literature. Platforms such as Instagram, YouTube, and TikTok allow content or products in the form of regional literature to be disseminated quickly and efficiently, reaching

audiences that may not be reached by conventional media. In addition, the interactivity offered by social media allows audiences to engage more actively, not only as consumers but also as content creators and distributors (Gugat et al., 2023; Sirait et al., 2023).

Social media platforms play an important role in preserving and promoting cultural heritage, including regional literature. These platforms offer space for wider community involvement in cultural conservation efforts (Liang et al., 2020). Several previous studies have explained that in Malaysia, for example, social media contributes to the preservation of Malay cultural arts, including traditional games and forms of entertainment, which are important in shaping the identity of the young generation of Malays (Husain et al., 2023). Similarly in Morocco, Facebook and YouTube channels are used to raise awareness and preserve cultural heritage, focusing on aspects such as architecture, traditional clothing, cuisine, and folklore (Mohamed, 2021). These digital platforms provide an effective means of consolidating cultural identities while navigating Western cultural influences. By utilizing social media, the state can encourage community participation in cultural heritage conservation, fostering awareness and appreciation of various cultural traditions (Liang et al., 2020; Husain et al., 2023).

Seeing the success of the use of social media in popularizing regional literature in some of the countries above, Indonesia should also be able to do the same thing considering that Indonesia has a good opportunity because most of its people have used social media. According to Degenhard (2024), social media users in Indonesia will continue to increase, with more than 90% of Indonesia's population in 2023 already using social media.

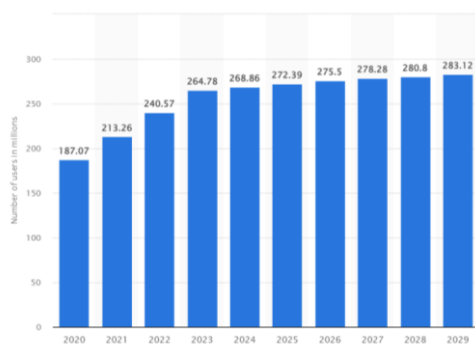


Figure 1 Social media users in Indonesia 2020-2029 (Source: Degenhard, 2024)

The figure above shows that the number of social media users in Indonesia is expected to continue to increase between 2024 and 2029 with a total of 14.3 million users (+5.32 percent). After nine consecutive years of improvement, the social media user base is expected to reach 283.12 million users and reach a new peak by 2029. Overall, the number of social media users has been steadily increasing over the past few years. This is positive news to popularize regional literature as part of the cultural conservation strategy. In other words, the strategy of cultural conservation in the form of regional literature in Indonesia through social media is the right step even for the next few years.

The use of social media as a tool to popularize regional literature must receive serious attention. This is not only due to the high number of social media users, but also considering the decline in public interest in regional literature. Recent studies show the low reading interest of the community and regional culture in Indonesia. UNESCO data shows that Indonesia's interest in reading is only 0.001% (Sihombing, 2018; Nirmala et al., 2022; Djaelani et al., 2024). This low interest also extends to regional literature and culture, with a decline in involvement in Indonesia's literary works (Darmawan et al., 2022). Some of the studies above show that the interest of the Indonesian people in regional literature is still low. This is

because the public's interest in reading is also still low. Therefore, the use of social media as a solution is highly recommended, considering that almost all Indonesian people currently use social media.

Based on all the explanations above, there is an urgency to investigate the role and effectiveness of the use of social media in popularizing regional literature as part of the cultural conservation strategy. The urgency of this research lies in the crucial role of social media as a modern tool to popularize and preserve regional literature that is endangered amid globalization. Along with the declining interest of the younger generation in regional literature and the dominance of popular culture, an effective strategy is needed to maintain the relevance and sustainability of the literature. This research is important to identify how social media can be optimally utilized in cultural conservation efforts so that regional literary traditions not only survive but also develop in the digital era.

The urgency of this research can also be seen from the gap that will be completed where so far research on cultural conservation strategies, especially regional literature, has not been carried out by previous research. This is explained in the following image:

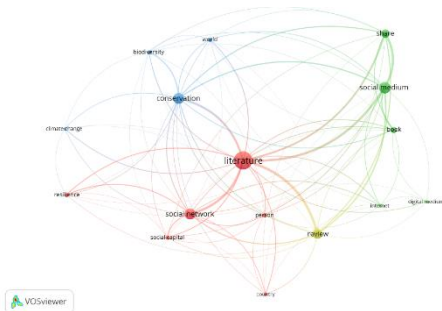


Figure 2. Identify gaps with VOSviewer

Based on the figure above, researchers have identified that there is an important gap that needs to be filled, namely the lack of connection between digital media and the internet with

regional literature conservation efforts. The results of the analysis using VOSviewer show that topics such as digital media and the internet have no connection with the concept of conservation and regional literature in the 1000 literature that has been examined. This gap shows the need for further research to explore and strengthen the relationship between the use of digital technology and the preservation and popularization of regional literature so that conservation strategies can be more effective in the digital era.

Method

This study used a qualitative approach by combining literature analysis, surveys, and in-depth interviews (Fadillah et al., 2024). Literature analysis was carried out to understand the basic concepts related to cultural conservation and the role of social media in the promotion of regional literature. The survey was conducted to collect data from audiences exposed to regional literary content through social media. Interviews were conducted with 5 literary practitioners and 5 social media account managers who focused on promoting regional literature to gain direct insight into the effectiveness of the strategies implemented and the challenges faced. Researchers collected data through literature analysis, surveys, and in-depth interviews to explore the role of social media in popularizing regional literature as part of cultural conservation strategies. The data in this study was collected by an online approach (in the network) where in the process of searching for literature, surveys, and interviews were carried out online. Furthermore, the data obtained was analyzed using Boyatzis' thematic analysis approach, which allowed the identification of key themes that emerged from the data. This approach helps researchers understand how conservation strategies through social media are implemented, the challenges faced, as well as their effectiveness and impact in maintaining and introducing regional literature to the wider community.

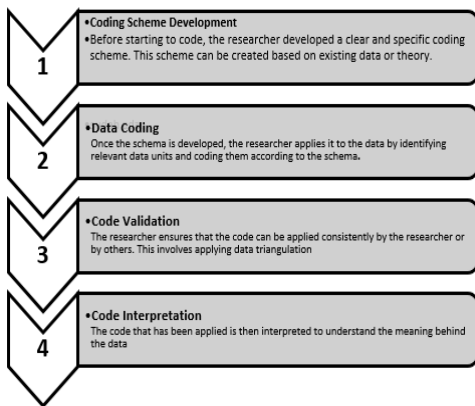


Figure 3. Stages of the Boyatzis 1998 thematic analysis (Source: Robinson, 2022)

The figure above shows the stages of analysis from Boyatzis and the approach taken by the researcher. The presentation of data in this study will also refer to the process of the above thematic analysis stages. This process allows researchers to provide in-depth insights into the subject of the study, as well as identify key patterns that emerge from the data.

Findings and Discussion

The results of this study are described based on the stages of thematic analysis that have been described in the previous section. The first stage is the development of a coding scheme. The scheme includes several main categories and sub-categories (indicators) obtained from literature analysis activities and can be used to organize and analyze data collected through in-depth interviews. The literature analysis in this study involves various sources of previous research. Based on literature analysis, the development of the scheme in this study resulted in two categories, namely (1) The Role of Social Media in Regional Literature and (2) The Effectiveness of Social Media Strategies.

The first discussion was about the Role of Social Media in Regional Literature. The results show that social media has emerged as an important platform for promoting and

disseminating literary works, offering new creative opportunities for writers and readers (Bais et al., 2022; Viires, 2020). It has democratized literature, allowing amateur and professional writers to share their work and interact with audiences (Viires, 2020). Social media platforms facilitate the dissemination of regional and foreign literature, languages, and cultures, especially during the pandemic (Aswani, 2023). Writers of literary works can use this platform for self-promotion, self-branding, and reaching a wider audience (Viires, 2020). From some of the literature above, researchers have obtained several important roles of social media in popularizing regional literature, these roles include a medium for promoting regional literature, interaction with audiences, and a place to reach and distribute regional literature to a wider audience.

Furthermore, the second discussion is related to the effectiveness of social media strategies to popularize regional literature. Bais et al (2022) say that social media allows writers to share their work, interact with readers, and tailor their content to fit the new digital environment Lestariolita (2022) also found that social media plays a crucial role in developing a product's marketing communication strategy, which often leads to increased sales. For researchers, regional literature here is a product or content that can be introduced through social media. In regional literature, a tangible result or impact is needed as a form of the popularity of the regional literature. From this explanation, it can be concluded that the effectiveness of social media strategies in popularizing regional literature can be seen from how the audience engages with the content and the impact of the existence of the content on social media. Chen (2019) said that the form of information content shared on social media, both abstract and figurative, affects public participation and acceptance. In other words, content in the form of information about regional literature when it has been disseminated on social media will have a different impact on the audience and this can affect audience

participation in the content and audience interest in regional literature.

Based on all the explanations of the literature above, the researcher has developed a coding scheme for this study. The results are as follows

Table 1 Development of coding schemes

No	Category	Indicators to search for	Literature Sources
1	The Role of Social Media in Regional Literature	<ul style="list-style-type: none">• Promotion of Regional Literature• Interaction with Audience• Reach and Distribution	Bais et al (2022), Viires (2020), and Aswani (2023)
2	Social Media Strategy Effectiveness	<ul style="list-style-type: none">• Audience Engagement• Impact Measurement	Bais et al (2022), Lestariolita (2022), and Chen (2019)

After the coding scheme is arranged as in the table above, the researcher encodes the data whose results can be seen in the following table:

Table 2 Data coding

No	Report	Data Quotes from Informants	Indicator
1	Literary Practitioner 1	<p><i>"Social media acts as a bridge that connects regional literature with the younger generation who are more familiar with technology. With platforms like Instagram and YouTube, regional literature can be introduced through more visual and interactive content, such as poetry videos or folktales packaged in a modern form. This makes regional literature easier to accept and understand by a wider audience."</i></p> <p><i>"The effectiveness of social media is very significant, especially in reaching a wider and more diverse audience. However, its effectiveness depends on how the content is presented. If regional literary content is presented in a way that is interesting and relevant to daily life, then social media can be a very effective tool for cultural conservation."</i></p>	<ul style="list-style-type: none">• Promotion of Regional Literature• Interaction with Audience• Reach and Distribution• Audience Engagement
2	Literary Practitioner 2	<p><i>"Social media serves as a fast and wide distribution platform, allowing regional literary works to be accessed by people who previously did not know or were not interested in the literature. In addition, social media also opens a space for discussion and collaboration between creators, which can encourage innovation in the presentation of regional literature"</i></p> <p><i>"Although effective in disseminating information, the biggest challenge is to maintain the authenticity and cultural essence of regional literature. In some cases, the use of social media can lead to simplification or distortion of meaning, which can ultimately reduce the cultural conservation value of the literature."</i></p>	<ul style="list-style-type: none">• Impact Measurement• Impact Measurement
3	Literary Practitioner 3	<p><i>"Social media allows regional literature to be introduced in various digital formats such as e-books, podcasts, and animated videos. This helps reach a younger and more tech-open audience while maintaining the relevance of regional literature in the digital age"</i></p> <p><i>"The use of social media can be very effective if managed properly, including in the aspect of archiving and digital preservation. Whether this social media is effective or not, we can see the involvement of the community in content"</i></p>	<ul style="list-style-type: none">• Promotion of Regional Literature• Reach and Distribution• Audience Engagement
4	Literary Practitioner 4	<p><i>"Social media acts as a cheap and easily accessible promotional tool, which can be used by literary communities and individuals to popularize regional literary works. With interactive features such as comments and likes, readers can give immediate feedback, which can help strengthen the bond between readers and regional literary works."</i></p> <p><i>"Social media serves as a cheap and accessible promotional tool, which can be used by literary communities and individuals to popularize regional literary works. With interactive features such as comments and likes, readers can instantly provide feedback, which can help strengthen the bond between readers and regional literary works"</i></p>	<ul style="list-style-type: none">• Promotion of Regional Literature• Interaction with Audience• Audience Engagement

5	Literary Practitioner 5		<p><i>"The role of social media in popularizing regional literature is very large because it can spread content virally, reaching people who may not have previously been interested in regional literature. The use of hashtags and online campaigns can also increase public visibility and engagement with regional literature."</i></p> <p><i>"Its effectiveness can be very high, especially in terms of the dissemination and introduction of regional literature to a global audience. However, the challenge that needs to be faced is how to maintain the depth and quality of regional literature amid a rapid and often shallow flow of information on social media."</i></p>	<ul style="list-style-type: none"> Promotion of Regional Literature Reach and Distribution Audience Engagement
6	Social Account Manager 1	Media	<p><i>"Social media has become an important bridge in popularizing regional literature in Indonesia. Platforms like Instagram and Facebook allow us to share literary works in visual and written form, thus reaching a wider audience"</i></p> <p><i>"Its effectiveness is very high, especially because social media facilitates access to regional literature that was previously difficult to reach by the wider community. We see an increase in interest in regional literature, especially among the younger generation. In addition, social media allows us to collaborate with other communities and hold virtual events that support cultural conservation in a sustainable manner"</i></p>	<ul style="list-style-type: none"> Promotion of Regional Literature Reach and Distribution Impact Measurement
7	Social Account Manager 2	Media	<p><i>"The role of social media in popularizing regional literature is very significant. We use platforms such as Facebook and YouTube to disseminate poetry, folklore, and other literary writings in regional languages. Social media allows us to showcase regional literature in a variety of creative formats, such as short videos or infographics, which are more accessible to today's audience."</i></p> <p><i>"In our opinion, social media is very effective as a tool for cultural conservation. We have succeeded in raising awareness and interest in regional literature in various circles, including those who were previously unfamiliar with this rich culture. The challenge is to ensure that the content remains authentic and not eroded by the rapidly changing trends in the digital world."</i></p>	<ul style="list-style-type: none"> Reach and Distribution Audience Engagement Impact Measurement
8	Social Account Manager 3	Media	<p><i>"Social media plays an important role in reconnecting people with their cultural roots through regional literature. Platforms like TikTok and Instagram Reels make it easy for us to present short stories and regional literary quotes in a short, attention-grabbing video format. Social media helps us tailor regional literary presentations to be more relevant to current trends, without compromising the essence of the culture itself."</i></p> <p><i>"The effectiveness of social media is very felt, especially in attracting the attention of the younger generation. We see that the use of social media helps maintain the relevance of regional literature in modern life. However, we also have to be careful not to lose traditional values to make content more popular."</i></p>	<ul style="list-style-type: none"> Promotion of Regional Literature Interaction with Audience Impact Measurement
9	Social Account Manager 4	Media	<p><i>"Social media is our main platform to display and promote regional literary works. Using Facebook and LinkedIn, we publish articles, book reviews, and even downloadable regional literature e-books. The role of social media is very big in making regional literature more known and appreciated by various levels of society."</i></p> <p><i>"We consider social media to be very effective in supporting cultural conservation efforts through regional literature. The increase in the number of followers and active interactions on our platform shows that more and more people are interested and want to learn more about regional literature. In addition, collaboration with local academics and writers further strengthens these efforts."</i></p>	<ul style="list-style-type: none"> Promotion of Regional Literature Impact Measurement
10	Social Account Manager 5	Media	<p><i>"We utilize social media such as Instagram to distribute stories and poems in regional languages. With this, we can reach a wider audience and provide an in-depth experience of the beauty of regional literature. Social media allows us to present literature in a variety of formats, from audio and video, all of which aim to popularize this cultural heritage"</i></p> <p><i>"Social media is very effective in cultural conservation efforts through regional literature. With this medium, we can repackaging traditional literary content in a more modern and interesting form, so that it is relevant to today's audience. The challenge is to maintain consistency and quality of content to keep in line with the values of the original culture"</i></p>	<ul style="list-style-type: none"> Promotion of Regional Literature Reach and Distribution Impact Measurement

The results of the data coding above are in line with the literature analysis conducted previously in which the use of social media can significantly play a role as a medium for

Regional Literature Promotion, Interaction with Audiences, and a medium for increasing the Reach and Distribution of Regional Literature. Regarding the effectiveness of the use of social

media as a medium to popularize regional literature, it shows very effective results. This was conveyed directly by the Social Media Account Manager. The results of this literature analysis and interview need to be validated with the results of the survey, which is also important

to be done as a form of data validation based on the stages of Boyatzis' thematic analysis. The researcher's triangulation of the data showed that the findings from the literature and interviews had a strong relevance to the survey results.

Table 3. List of social media accounts involved in survey activities

No	Account / Group Name	Social Media	Followers
1	Culture of the Archipelago	Instagram	56,1 Thousand
2	Traditional Culture of the Archipelago	Facebook	13 thousands
3	budaya_nusantara.id	Instagram	6 thousands
4	Javanese Culture, Customs, Arts and Traditions	Facebook	7,1 Thousand
5	hobinakbali_	Instagram	112 thousand

Some of the accounts or social media groups involved in this study tend to have quite a large number of followers and the interaction between the audience and the published regional literary content is quite active. This illustrates that the use of social media has been effective in popularizing regional literature.

Overall, the research data above can be interpreted that social media plays an important role as an important bridge in popularizing regional literature to the younger generation who are more familiar with technology. Platforms such as Instagram, Facebook, and YouTube allow regional literature to be introduced through visual and interactive content, such as poetry videos, folklore, and infographics packaged in modern forms. This makes regional literature easier to accept and understand by a wider audience. In addition, social media also functions as a cheap and easily accessible promotional tool, as well as opening up a space for discussion and collaboration between creators, which can encourage innovation in the presentation of regional literature.

The effectiveness of social media in popularizing regional literature is very significant, especially in reaching a wider and diverse audience. Social media allows regional literature to be introduced in a variety of digital formats, such as e-books, podcasts, and animated videos, which appeal to the younger generation. However, the biggest challenge is maintaining

the authenticity and cultural essence of regional literature, as social media can lead to simplification or distortion of meaning. In addition to these challenges, maintaining audience interest and preference for content is also still a challenge in popularizing regional literature through social media. However, if managed properly, social media can be a very effective tool for cultural conservation, with increased public interest and involvement in regional literature, as well as opportunities for collaboration with local communities and academics.

Based on the results of the above interpretation, the findings of this study are that social media has an important role in introducing and popularizing regional literature to a wider audience. Several social media platforms, such as Instagram, Facebook, and YouTube, are used to promote regional literary works in various forms, such as text, videos, and images. The most effective strategies are those that can present content creatively and relevant to emerging trends on social media. For example, the presentation of poetry in the form of short videos that attract attention, or the retelling of folklore in a more modern style that is easy for the younger generation to understand. However, the study also identified some key challenges. First, there are difficulties in maintaining audience interest in regional literary content which tends to be less popular than other content on social

media. Second, the relevance of content is a challenge because social media audiences generally have a preference for lighthearted and entertaining content, while regional literature often contains deep values and messages. Third, maintaining the authenticity and integrity of regional literary works is also a challenge, especially when the work must be adapted to a more modern and popular format.

Conclusion

Social media has great potential to popularize regional literature and can be an effective tool in cultural conservation strategies. However, to

achieve success in these efforts, a careful and adaptive strategy is needed to the dynamics of social media and audience preferences. Literary practitioners and social media managers need to work together to create content that is not only interesting but also able to maintain the authenticity and values contained in regional literature. Thus, regional literature can continue to live and develop in this digital era, making a significant contribution to the development of local culture.

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