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The Role of Youtube in Promoting Indonesian Local Wisdom
in Industrial Revolution 4.0 Era

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Abstract

There are some Indonesian local wisdom that have not been promoted yet. Consequently, some people will not access them due to less promotion. Hence, Indonesian should keep all of the local wisdoms in appropriate ways. One of the ways is by using promotion the local wisdom through youtube. This paper explores the promotion of Indonesian local wisdom through social media particularly YouTube and the values of local wisdom. It used a qualitative method. Data were primarily collected through documentation of eight videos created and uploaded into YouTube by the students in the department of Islamic broadcasting and communication from the fifth semester at state Islamic Institute of Kudus. The result reveals that social media have been beneficial for promoting the local wisdom especially in Central Java. Indeed, social media offers flexibility and mobility for people in uploading the videos of Indonesian local wisdom into YouTube, it offers an opportunity to expand the Indonesian local wisdom through widespread social networking around the world and fostering their innovation of making amazing videos and contents. The values of local wisdom include beliefs and religion, Indonesian local culture and traditions, local food promotion and business production, Indonesian architecture and heritage, nature and environment preservation.

Keywords: Local Wisdom, Social Media, YouTube, Industrial Revolution, 4.0 Era

Introduction

Nowadays, the development of technology runs so fast and sophisticated. Everyone can get the up to date information through the use of internet quickly. It is a worldwide network that has fast speeds to help people to interact, connect and communicate with the others even from different countries. Moreover, the fourth industrial revolution stimulates the advanced technology in which internet is the smart tool to optimize the promotion of product (Liao, 2017, p. 1). It means that in this era, people are expected to face the globalization which is very competitive by optimizing their capacities by accessing internet to get the up to date information. Regarding the internet users in Indonesia, it shows that 2 million users and it has the fast growth as of June 2018 exceeded 100 million (**'Internet World Statistics', 2018**). Considering this, it proves that the majority of Indonesian people have already made use of digital information through the internet. Interestingly, they have accessed the internet for certain purposes such as to obtain the current information, promote something and so on.

In accordance with promotion, internet can be useful to promote local wisdom in a region or country in order the people around the world can know and hopefully after knowing the promotion of certain local wisdom, they want to visit it. Discussing about local wisdom, Indonesia has a number of local wisdoms that should be promoted in order foreign and local tourists can visit and enjoy the beauty of Indonesia in order to increase Indonesian devise. There is a local wisdom in Indonesia such as Raja Ampat in Papua, Mandeh Island in Padang, Kudus Minaret and Jenang Museum in Kudus, Central Java etc. By keeping the local wisdoms in Indonesia, it can create the harmony between man, nature and the built environment in an area that is also influenced by its culture (Dahlioni, 2015, p. 157).

Unfortunately, there are some Indonesian local wisdoms that have not been promoted yet. Consequently, people do not know them because less promotion and they are nearly extinct such as the existed of Joglo house in Java, Padang house in Padang Kebaya house in Jakarta and, Panjang house in Kalimantan (Source: Liputan 6, 30th August 2019). Indeed, they are rarely found in Indonesia nowadays. Ideally, Indonesia must be great country as big as USA because it has so many local wisdoms and it is a must for Indonesian to keep all of the local wisdoms in great ways. If the Indonesian do not do that, it will cause the other countries steal the ownership of them such as Batik

case which claimed by the other country. Furthermore, Indonesian must filter annoyances from the other countries which are not suitable with the characteristics of Indonesia and give negative impacts to our beloved country especially in this disruption era that are very innovative, progressive and challenging to keep surviving (Santoso, 2018, p. 2). Therefore, as Indonesian, we must have the spirit of nationalism.

One of the ways to increase the spirit of nationalism is to keep the existence of local wisdoms in Indonesia is by using promotion through social media. Social media is online sharing tool to increase the communication of people around the world. They can communicate with other people in a fast way with or without face to face. There are many kinds of forms of social media such as Internet forums, you tube, weblogs, social blogs, micro blogging, wikis, podcasts (Baruah, 2012, p. 2). Social media has positive and negative impacts. One of the positive impacts of social media is the use of you tube to promote local wisdom.

A number of studies related to the use of social media have been undertaken by previous researchers. Video can be used as a media to create a project-based learning in learning speaking (Wahyuningsih, 2018, p. 82). Wahyuningsih & Dewi (2019, p. 2) have explored the use of YouTube Project in promoting English speaking proficiency in broadcasting among students in the department of Islamic Broadcasting and Communication at State Islamic Institute of Kudus. In addition, social media can be used as a meaningful media to create digitization of hadith in millennial era (Istianah & Wahyuningsih, 2019, p. 26). In term of entrepreneurship, social media especially Facebook has been used by women online entrepreneurs to promote their business (Mukolwe & Korir, 2016, p. 248). Likewise, social media can be considered as an effective tool to boost women entrepreneurship due to its flexibility (Melissa, Hamidati, & Hamidati, 2013, p. 77).

Unlike the previous studies exploring the social media for enhancing the qualified learning in educational and entrepreneurship settings, the present study highly focuses more on the use of investigating the use of social media particularly YouTube to promote local wisdom in Indonesia in accordance with the rapid development of technology in industrial revolution 4.0 era. In this sense, YouTube could be assumed as social media having positive roles in promoting something since the viewers can see the subject of the video, the object or place, the voice of the video and the colorful display picture in order the viewers are interested in accessing it. In addition, the YouTubers

particularly the students in the department of Islamic Broadcasting and Communication at State Islamic Institute of Kudus can freely promote the Indonesian local wisdom so that it can be accessed by people around the world.

Surprisingly, the creator of YouTube can create the creative videos which are suitable with his or her own desire. Sometimes, to be creative, the creator can add with song or writing which are appropriate with the theme (Griffiths, 2017, p. 367). Hopefully, as the result of promotion, the Indonesian can keep the local wisdom in responding the industrial revolution 4.0 era. Thus, this study explores the role of social media in promoting the Indonesian Local Wisdoms especially in Central Java covering a number of cities such as Semarang, Demak, Kudus, Jepara and Pati. Moreover, this study explores the values of local wisdom viewed from the Islamic Perspective in order to gain and apply the positive values of the local wisdoms in real life.

Method

This study was conducted as qualitative in nature and data were primarily collected through documentation of nine videos created and uploaded into YouTube by the students in the department of Islamic broadcasting and communication from the fifth semester at state Islamic Institute of Kudus. The videos then were watched and analyzed its local wisdom. In this sense, this study focuses on investigating the values of local wisdom in Central Java including Semarang, Demak, Jepara, Kudus and Pati uploaded into YouTube. Specifically, the promoted places cover Kartini Museum in Jepara, Jolong Hill in pati, Jenang Museum in Kudus, Sreni Forest in Jepara, Great Mosque of Demak, Lawang Sewu in Semarang, and Kretek Museum in Kudus.

Result and Discussion

The Role of YouTube in Promoting Indonesian Local Wisdom

Social media nowadays has been beneficial for promoting Indonesian local wisdom. First, it offers flexibility and mobility for people in uploading the videos of Indonesian local wisdom into YouTube. The second benefit of using social media is it offers an opportunity to expand the Indonesian local wisdom through widespread social networking around the world. Third, social media especially YouTube are beneficial for people in fostering their innovation of making amazing videos and contents. Fourth,

social media offer others to be a YouTuber who obtain more income. Fifth, social media are informative informing the community related to meaningful contents uploaded in social media. Sixth, through social media, people can preserve culture and identity of local wisdom. This is in line with Youkongpun (2015, p. 208) describing that the 77% of media contents show that community members maintain their culture and identity to others and the nation through social media. Seventh, social media have a harmonizing role when they are used in positive ways. Eighth, social media can promote tourism especially related to Indonesian local wisdom. In this sense, a number of places in Central java are promoted through social media, YouTube.

Apart from that, promoting something through social media has various challenges. These include poor connection of the internet may influence the quality of the uploaded videos into YouTube. Further, the lack of knowledge regarding the innovation of social media may hinder people to attract others in accordance with the meaningful content.

The Values of Local Wisdom

Promoting Indonesian wonderful spots through youtube, people may obtain a number of local wisdom values. The followings are the values of local wisdom:

1) Local Wisdom Regarding Beliefs and Religion

Indonesia has several places which promote the values of local wisdom related to beliefs and religion. Considering it, some videos uploaded by the students in the department of Islamic Broadcasting and Communication at State Islamic Institute of Kudus contains the values of religion and beliefs. This includes the Great Mosque of Demak. The Great mosque of Demak is located in Kauman Village, Bintoro Village, Demak Regency, Central Java. The ornament is in the form of engraving on the door made of teak wood with a butterfly model, symmetry-cupped, facing each other. The main design is in the form of two dragon heads with open mouths and bulging eyes. Supporting motifs are in the form of two vases, two stupa-shaped crowns, and a *tumpal* design. Besides, in Great Mosque Demak, there is different form of ornament in the form of Surya Majapahit **which was turned into a dragon's eye. Every design included in the mosque has a constitutive symbolic function related to teachings of certain religion.** Aesthetically, the embodiment of *bledheg lawang* ornament shows the image of *ngrawit*, *ngremit*, and *werit*, which reflects valuable values. Viewed from the Islamic Perspective,

the great mosque of Demak symbolizes the Islamic acculturation in Java since the spread of Islamic religion cannot merely be separated from the influence of culture acculturation particularly local culture. Surprisingly, at the level of social community, culture and civilization have played the main object of this acculturation. As a result, Java Island was chosen as the main object of spreading Islamic religion by transforming the local culture into Islamic values.

In addition, the great mosque of Demak has historical values since it was built by Sunan kalijaga, Walisongo, the disseminator of Islamic religion. Therefore, it creates the strong beliefs among community that everything and their dream become true when they do praying in this mosque. Surprisingly, some visitors will obtain more blessings and peace from God. Furthermore, they do a number of rituals and spiritual activities such as prayings, gathering regarding religiosity, and singing Islamic songs.



Picture 1 The design of the Great Mosque of Demak

Source: <https://phinemo.com/sejarah-masjid-agung-demak/>

2) Local wisdom regarding Indonesian local culture and traditions

There are some local wisdoms regarding Indonesian local culture and tradition such as Kartini Museum, and Jenang Museum. Kartini Museum is located on the main square street number 1 Jepara, Central Java. The location of the museum is very strategic because in the east of the museum, there is Jepara regency government headquarters and in the south, there is a Jepara square. This museum stands on area of 5210 meters. This museum stores R.A Kartini relics. This museum is divided into several bear rooms, namely rooms containing Kartini relics in the form of tables, chairs,

photos, radios. It was found on 30th March 1975 by the regent Suwarno and inaugurated on 21st April 1975 to coincide with the birthday of the female hero who wrote the book "Habis Gelap Terbitlah Terang". There are some Kartini's hassle that become the tradition until now such as the moral values of "Habis Gelap Terbitlah Terang". From the quotation, it has deepest message such as the women have the same level with men in reaching their ideal in the future. In the past, women only work at home to do job as house wife. After the women emancipation from Kartini, the women may continue study as high as possible and work as women career. Moreover, the tradition taken from Kartini is also the women wear traditional Javanese costume which is familiar as Kebaya. In addition, they also wear sanggul (hair bun) to complete their performance. Furthermore, to respect Kartini's effort, in 21st April, Indonesian commemorate as Kartini's day.

The second local wisdom relates to the tradition is Jenang Museum. It is located in Barongan Kudus. Specifically, in Sunan Muria street Kudus. It was built by PT. Mubarak food in order to pamper consumers who shop at Mubarak outlets while simultaneously showing the early history of the establishment of Mubarak food and the history of Kudus city. The owner of the company is trying to build a magnificent museum located in a complex with Mubarak food outlet on Sunan Muria Street, Kudus. Related to the Jenang Museum (local wisdom) regarding Indonesian tradition is the owner of Jenang museum applied the Principle of Gusjigang that means the people have good behavior (berakhlak bagus), good at reciting (pintar mengaji), good at trading (pintar berdagang). The meaning of gusjigang spirit is a religious spirit that contains elements of goodness so that activities in business remain based on religious norms. This principle is a relic of Sunan Kudus or Syeh Djafar Shodiq. The principle is found in the past and applied up to the present time.

3) Local wisdom regarding local food promotion and business production

The local wisdom related to local food promotion includes Jenang museum and Bukit Jolong Pati. In Jenang Museum, there are traditional foods from Kudus becoming local food promotion such as Jenang Kudus. The philosophy of Jenang Kudus is in the past, the grandchild of Mbah Sponyono washed away in a river, luckily Syekh Jangkung and Sunan Kudus walk and seeing the accident. Then, Sunan Kudus said that the child was passes away while Syekh Jangkung said that the child was only passed away for a moment. To make sure it, then Syekh Jangkung asked the society to make

”Jenang Bubur Gamping” . After that, the food is fed by the child . Finally , the child was alive. Since the moment, the society of Kudus produce Jenang Kudus until now. In Jenang Museum, there is the history of producing of Jenang in the past. Jenang Museum is located in Barongan Kudus. Specifically, in Sunan Muria street Kudus. It was built by PT. Mubarak food in order to pamper consumers who shop at Mubarak outlets while simultaneously showing the early history of the establishment of Mubarak food and the history of Kudus city. The owner of the company is trying to build a magnificent museum located in a complex with Mubarak food outlet on Sunan Muria Street, Kudus.

In addition, local wisdom related to tradition food promotion is in Jolong Hill or Jolong agrotourism, Pati. A garden destination for families located in the village of Sitoluhur, Gembong district. It was established in 2012. The management is under PT. Perkebunan Nusantara IX. When visiting this area, a traveler finds coffee plantations that have existed in Dutch time in 1895. Now, Jolong agro tourism has 233 hectares of coffee garden, 29 hectares of dragon fruit garden, and 44 hectares of orange garden. This place is a coffee producing center in the district of Jolong. The coffee is processed directly here. In addition to coffee, there are gardens of banana, tangerine and pamelorange in order tourists can buy, choose, and pick the fruits. Moreover, the organizer of Jolong agro tourism also prepare tourism packets combined with education related to the potential part in the agro-tourism. Additionally, not far from the gate in the agro-tourism, there is an ironic and instagenic monument of the teapot and cups in order the visitors can take their own photos there. The philosophy of Jolong hill is in the past the plantation is the in heritage of Netherland which is still kept by the society in Pati as national inheritance in farming and gardening fields especially for coffee.

4) Local wisdom regarding Indonesian architecture and heritage

One of the local wisdoms promoted by the students into social media especially YouTube reflecting the Indonesian architecture and heritage is “Rumah Budaya” in Kudus, Central Java. It is located in Kauman village. It was built by Ridwan Noor (the owner of Kudus cultural house) in the beginning of twentieth century. The architecture of the building is the combination European Chinese architecture and indigenous merchant architecture. The shape of the building has a pottery roof with tangled designs of plants, having widening in front and back eaves. Its basic construction has a skeletal system with prop of *Soko Guru* and *Soko Apit*. The house was built heading south -north with the division of the room of *Jogo Satru Pawon* and *Gedongan*. The function of *Jogo*

Satru Pawon is a place for religious activities. It is divided into two parts for male and female congregation while *Gedongan* is used as a place for preachers to lead worship.



Picture 2 The picture of "Rumah Budaya"

Source: <http://www.bentarabudaya.com/profil/rumah-kudus-bentara-budaya>

Another local wisdom promoting architecture and local heritage is Lawang Sewu located in Semarang, Central Java. It was built in 1904 until 1907 along Netherlands period. It is located at the Tugu Muda circle which was formerly called Wilhelminaplein. Jl. pemuda, Sekayu, Kec. Central Semarang, Semarang. Lawang sewu means one thousand doors because there are so many doors there. In fact, there are only 928 doors. The building is divided into two main ones named A and B and two smaller ones named C and D, on Pemuda Street. Building A contains important people, the center and the building is the biggest one. In B building, there are at most indigenous people who become subordinate employees and the location is behind A building. It also has a basement floor that is kept partially flooded to serve to cool the building through evaporation.



Picture 3 The building of Lawang Sewu

Source:

<https://properti.kompas.com/read/2016/08/17/144423321/lawang.sewu.ikon.arsitektur.semarang.kombinasi.desain.tropis.dan.eropa?page=all>

Reviewing the building of Lawang Sewu, its architecture has unique attraction for the visitors. Various forms of stained glass become one of the attractions of Lawang Sewu. One of them is stained glass with 2 meters height becoming the favorite place for tourists to take pictures since it has an interesting architecture. The glass divided into four large panels represents the story of the massive exploitation of natural products of the archipelago during the Dutch colonial period. Surprisingly, Lawang Sewu has become a witness to the five-day battle of Semarang on October 14-October 19, 1945. Having the historical wealth, the government of Semarang city has announced Lawang Sewu as one of 102 ancient or historic buildings since 1992. By making use of social media particularly YouTube in promoting Indonesian local wisdom, Lawang Sewu nowadays has been popular around the world. Interestingly, viewed from the Islamic perspective, Islam has advocated people to enjoy the beauty of creation including buildings.

Another local wisdom promoting local architecture and culture is Kretek museum. It is located in 50 km east of Semarang, at least less than an hour from Semarang. The museum was built to commemorate the kretek heroes in the past because kretek became the hearth of Kudus society. It was inaugurated by the regent Soepadjo Roestam in October 3rd, 1986. Kretek museum has wide approximately 2 hectares. In front of it, there are two separate buildings with the traditional house of

Kudus and the surau of the Kudus style. Actually, the building was built in order to describe the way to produce cigarette, kinds of cigarette from manual manufacturing to use modern technology. There can also be found who are the figures who play a major role in advancing the cigarette business in Indonesia.



Picture 4 The building of Kretek Museum

Source: <https://komunitaskretek.or.id/ragam/2015/10/sejarah-museum-kretek/>

5) Local wisdom regarding the nature and environment preservation

The local wisdom which promotes the nature and environment preservation is Sreni protection forest, Jepara. It is a forest area filled with pine plants with varying heights. Old pine trees and thick leaves provide cool air for the area around this forest. This area is widely used by local communities to carry out activities such as climbing and camping. The area wide is 110 hectares that is mostly filled with pine trees managed by Perhutani, Jepara. The location from the city center is approximately 35 kilometers. In order to reach this location, visitors can use private vehicle both motorbikes and cars since the access road is neat and well-ordered. The road is the same as mountainous roads in general, turning and going up down. There are even some step descent and step turns.



Picture 5 The Tourist Forest Sreni Indah Jepara

Source: <https://www.potensijateng.com/newface/hutan-wisata-sreni-indah-jepara/>

Another local wisdom promoting the value of nature preservation is Jolong Hill or Jolong agrotourism, Pati. A garden destination for families located in the village of Sitiluhur, Gembong district. It was established in 2012. The management is under PT. PERKEBUNAN NUSANTARA IX. When visiting this area, a traveler finds coffee plantations that have existed in Dutch time in 1895. Now, Jolong agro tourism has 233 hectares of coffee garden, 29 hectares of dragon fruit garden, and 44 hectares of orange garden. This place is a coffee producing center in the district of Jolong. The coffee is processed directly here. In addition to coffee, there are gardens of banana, tangerine and pamelor oranges in order tourists can buy, choose, and pick the fruits. Moreover, the organizer of Jolong agro tourism also prepares tourism packets combined with education related to the potential part in the agro-tourism. Additionally, not far from the gate in the agro-tourism, there is an ironic and instagenic monument of the teapot and cups in order the visitors can take their own photos there.



Picture 6 The description of Jolong Hill

Source: <https://travelingyuk.com/agrowisata-jolong-pati/144449>

Conclusion

In accordance with the rapid development of technology, the role of social media especially YouTube is very essential in promoting local wisdoms in industrial revolution 4.0 era. YouTube is the video online creation and sharing site, supports both video content viewing and content creation activities. Further, social media have been beneficial for promoting the local wisdom especially in Central Java. Indeed, it offers flexibility and mobility for people in uploading the videos of Indonesian local wisdom into YouTube, it offers an opportunity to expand the Indonesian local wisdom through widespread social networking around the world and fostering their innovation of making amazing videos and contents. In addition the values of local wisdom includes beliefs and religion, Indonesian local culture and traditions, local food promotion and business production, Indonesian architecture and heritage, nature and environment preservation. Related to Values of Local wisdoms is every local wisdom has values that can be applied in real life includes Rumah Budaya in Kudus, Kartini Museum in Jepara, Jolong Hill in Pati, Jenang Museum in Kudus, Sreni Forest in Jepara, Great Mosque in Kudus, Lawang Sewu in Semarang, Kretek Museum in Kudus. The positive values of the local wisdoms in real life such as the positive value of Museum Kartini is to show the spirit of women emancipation and R.A Kartini is its pioneer.

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