Utilizing Social Media for Cultural Education in Indonesia

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Abstract - Culture is the way of life which is developed and owned jointly by a group of people and passed on few generations. Among many parts of culture, one point that cannot be forgotten is art. It often shows off the area where the art is originated, and indicates the cultural richness of a region. As time goes by, art is now acknowledged as an identity of the region and becomes the property of the area. Therefore, art could become one of the main attractions in the respective area, since it is a characteristic that cannot be found in other areas. Art is a quite interesting matter to be learned, because it has a story which tells the origin and the identity of the art itself. In each area, art is usually passed through the generations in which the art was born, and has its own characteristic in the perpetuation of the local art itself. However, there is involvement of an art studio in the area. Within each art studio, there is a senior who mastered the art and become a teacher for the beginners.

The current teaching method is vary, such as tutoring, taught for free, some used verbal and non verbal communication and so on. Communication is a basic human need, and has been proven that the baby in the womb is able to communicate with her mother. In fact, someone who never be taught the communication mostly cannot interact with others. Then it will evolve over the years, and until now, social media becomes one of the famous communication media in the world. Nowadays, social media is used by all people ranging from children to adults.

There are even some users who are extremely addicted and cannot be separated from social media. This fact shows social media has a big chance to promote the art from region to worldwide. Therefore, social media will be chosen as the media to further promote *Wayang Kulit*, as one of the Indonesian cultural heritage. Furthermore, this paper will discuss about the utilization of Wayang Network as social media for cultural education, especially in the field of art at Indonesia. Then, it is expected that the utilization of social media can result to the more exposure for *Wayang Kulit*, and also to promote Indonesian art heritage worldwide. Moreover, this paper will introduce social media as the most effective way to be used for any kind of art heritage.

Keywords - Art, Social Media, Culture, Perpetuation, Further Improvement.

1. INTRODUCTION

Musical art, art of dance, and drawing art, are the examples of art. Art has many various types in every kinds of art. In addition, in each region usually have unique arts that different each other, such as: Thailand has a thousand hand dance, Brazil has Samba dance, and Japan has Kabuki theatre. These arts are masterpiece which is passed down from the ancestors of the respective region and become a trademark or identical characteristic of that area. This uniqueness of art of each area is able to draw the attention of the tourists to see and learn the art in that place.

The effect of modernizations, everyone can get information easily. People can learn many cultures around the world from the television, internet, and other media. Because of those media, the interesting performance can be famous in the short time and globally [5]. The most obvious example is "Gangnam Style", a song performed by South Korean singer named Park Jae Sang (stage name: "Psy"). The video of this song which is uploaded in YouTube has been viewed 812.794.421 times. More over, 277,000 videos related to Gangnam Style are uploaded to YouTube. Psy has successfully created as a new trendsetter in the world by Social media. In the marketing field, it can be another magic word of mouth in the technology field. The social media Based on the example, it can be concluded that social media has great potential to promote the art.

Social media is an extension of the magic of mouth, where someone can communicate with several people at once without being limited by time and distance. However, the successful word of mouth should be supported by the number of members in their service. Facebook.com has proven to be a good practice for creating a new trend because of his number of member. The statistic of Facebook users in the world listed on the table I could be checked in the checkfacebook.com website.

TABLE I
STATISTIC OF FACEBOOK USERS
IN THE WORLD

Country	Members
United States	167,263,320
India	60,205,240
Brazil	60,092,800
Indonesia	50,046,620

From the statistics above, it can be seen that the number of Facebook users is very big and spread all around the world. There are other popular social media, such as Twitter, which is also can be used as very powerful publication media for promotion.

The social media can be also a very powerful tool to introduce a culture worldwide and to collect comprehensive literatures related to arts. Therefore, people from anywhere in the world can see the art from the recorded activity on video. Moreover, it can be expected to be used to attract people to visit the area where the art originated, so that the relationship between citizens from different countries can be interlaced.

2. THE CONCEPT OF SOCIAL MEDIA CULTURE TRENDING SETTER

Every age has its own golden era. For example, in 1940s, a lot of people want to have a hairstyle like Elvis Presley. Then, during the period of 1980s to 1990s, a lot of people want to dance the "moon walk" style of the King of Pop, Michael Jackson [4]. From these two examples, it can be seen the uniqueness from both of them. They can attract many people to follow their style.

In order to make a trend setter via social media to promote the culture, uniqueness is needed. It can not be separated from the function to answer the needs of people. The uniqueness is very important to support the role of the social media in order to become the trendsetter [1].

The cultural social media should contain everything related to the culture. By emphasizing the element of art, social media should definitely discuss the detail of artistry itself. The cultural social media should include videos, educating articles, and literatures about the arts. Moreover, it should inform the schedule and location of the art performances. Therefore, social media can be used to create a trend. Then, the cultural social media can become something unique that able to answer the needs of a complete literature searching about culture and also introduce the arts.

The initiation of a brand new movement should prepare a lot of things such as the response received by the user, the accepted

concept in the art community, and so on [3]. The concept should be considered thoroughly, and a trial is certainly needed in order to test whether the proposed concept is feasible to be implemented as a product or movement. Looking at the potentials and also the possible results, cultural social media is considered as the right media to improve and spread certain type of arts, especially in making these arts as a trend setter.

3. IMPLEMENTATION

The proposed concept is applied in the *Wayang Kulit* (Indonesian shadow puppet art) which is originated from Indonesia. The name of the cultural social media is wayangnetwork.com which has several needed featured in its various functions.

The specific concept applied in wayangnetwork.com is the users registered in the social media should be a *Dalang* (the mastermind of wayang kulit art). Only the registered members are allowed to post the content into the website. However, everyone is allowed to give comment and rating to the posted contents.

The main feature from this social media is that *Dalang* can upload their video performance by themselves. The benefit for visitors, there are many video performances which can be watched and allowing more consumers who love this art. In the other hands, the benefit for *Dalang* is chances to show their existence and also increase the possibility to get a contract to perform wayang kulit show. In addition, the social media also provides a feature for *Dalang* to upload *Wayang Kulit* related articles. He/she can share information to everyone via website and social media.

Another feature that is not less interesting in this social media is the involvement of a studio. This is very important, as the previous experiences proved that an art cannot live without the studio.

Sanggar or a studio is able to join as the connector between the administrator and *Dalang*. It is also able to facilitate the administrator to socialize this social media to

Dalang. Then, the feedback or the advantage gained by *Sanggar* itself is spaces in the social media to put an advertisement and sell accessories.

Apart from all the features mentioned above, social media is also packed as a good medium to learn about culture. Therefore, the visitors are not only study the leather Wayang Kulit, but they can also communicate and exchange ideas with fellow visitors by giving comments. Moreover, visitors can also communicate with the administrator and Dalang if the visitors want to know more about Wayang Kulit. The visitors are possible to watch a live *Wayang Kulit* show in the location of *Sanggar* by communicating with Dalang via website.

4. RESULTS

In order to implement the concept above, there are several challenges that need to be solved. The most visible challenges is promoting the social media to get the optimum impact. Therefore, like an experienced teachers who teach their knowledge to their juniors, social media also need the help of his predecessor to make it exist [2].

In addition to the utilization of existing social media can help us to introduce and leverage the function cultural social media. The goal is to make the social media becomes popular in order to perform its primary function well. In case of wayangnetwork.com, Facebook is chosen as the social media network, because according to data released Ebizmba Rank, facebook got the first rank [6].

Fig. 1 eBizmbarank Result

By using Facebook as media, this social

media is apparently well developed. A lot of people know about the existence of this art and also interested to learn Wayang Kulit. This is proved from the large number of people who give a 'like' on the Facebook fan page of wayang network.
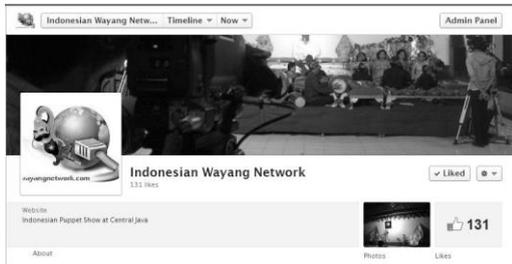

Fig.2 Fans page in facebook

By using Post Counter feature, it can be seen a lot of people attracted to the information posted in wayang network. It can be an effective media to promote this art.
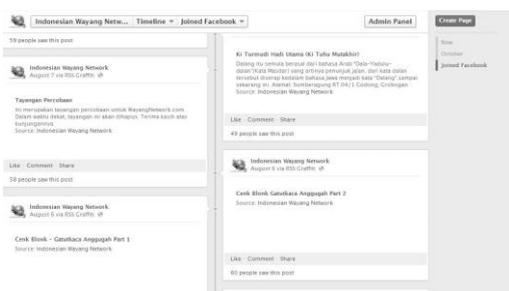

Fig.3 Number of people who viewed the posts

The results of social media optimization function can be seen in the following chart:
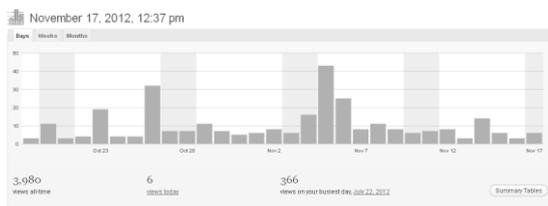
Fig.4 Traffic Graph

The largest traffic of wayangnetwork.com was from Google search engine and Facebook social media. This shows that

Google has a record of activities and information from the site WayangNetwork.com. This further allows people to discover content of art on the internet.

Fig.5 Source of traffic at wayangnetwork site

Keywords that are commonly used by Internet users are associated with Wayang Network website, event information, and the names of art icons. This indicates that wayangnetwork.com has become a major reference for information searching related to the *Wayang Kulit* and the related activities.

Fig.6 Keywords used in the search engine

The visitors are coming from several countries. It can be seen by see the record when google.nl (Netherlands), google.no (Norway), and google.com.hk (Hongkong) are used as a reference to visit wayangnetwork.com. The interested visitors are not limited only from Indonesia but also several people abroad. They are usually

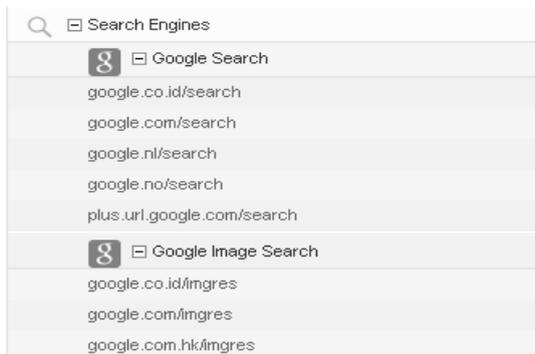interested to see the masterpiece of *Dalang* and other performers.

Fig.7 Wayangnetwork search engine data

Wayangnetwork.com is proven to become a trending cultural social media. This social media can also become a media to upload *Wayang Kulit* performance and attract the attention of visitors worldwide.

5. CONCLUSION

Social media can be a good alternative solution to promote the art of each country. It can be seen from wayangnetwork.com activities in publishing the video of *Wayang Kulit* performances from *Dalang*, promote the products related to *Wayang Kulit*, sharing the knowledge, and also inform the schedule of the next *Wayang Kulit* performances. People can learn *Wayang Kulit* and watch the story by playing the recorded movie inside the website. It will help the visitors to visualize and illustrate the art from the contents of website. This social media is able to educate the people of Indonesia in terms of culture.

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