

Wayang Kulit Purwa dalam balutan media sosial: pelestarian kebudayaan Jawa gaya millenials / Ferdi Arifin

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Abstrak

Social media is a real product of civilization. The impact of social media very influential in the effort to preserve local culture, especially the preservation of wayang kulit purwa. Recently, millenials generation has used social media in internet as an effort to preserve wayang kulit purwa. Using participation action method, this research looks at how millenials use social media top reserve wayang kulit purwa. The result shows that social media is very effective to attract people. Young people, especially, help to preserve their local culture in a current and fashionable way. This study has demonstrated that millenials have actively utilized social media to preserve local culture.