

## Gelora muda Lare Osing: Digital native dan pewarisan budaya di jagat maya / Wiwin Indiarti

Wiwin Indiarti, author

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### Abstrak

The development of sophisticated technology has caused a major change in how to communicate in the digital era. Social media has been widely used as a means of communication. The power of social media provides a new way of inheriting culture. This qualitative descriptive research is intended to look at the use of social media that has cultural content and its function in cultural inheritance to Lare Osing (young people of Banyuwangi). The research results show that cultural content-based social media managed by digital natives have successfully attracted the peoples attention, especially the youngsters. This type of social media has strategic position as the media of inheriting local culture, maintaining cultural identity, strengthening social values and local wisdom, enriching the local peoples outlook on life as well as the giver of the meaning of culture.