

Optimizing Social Media for Character Education Based on Local Wisdom in the Digital Era

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Abstract

Background - This research shows that social media has a lot of potential to help young people learn about local wisdom. Because they are easily accessible, interactive and relevant to lifestyles, social media platforms such as Instagram, TikTok and YouTube are favorites of teenagers.

Purpose - This research employs a qualitative methodology that uses a descriptive-exploratory approach. The descriptive-exploratory approach involves researchers collecting descriptive data, such as characteristics, behaviors, or experiences of participants, and then exploring existing relationships or patterns. Basic information about the participants or research sample typically includes selecting individuals who have experiences or characteristics related to the research topic, which can be chosen purposively or based on specific criteria, allowing for a deeper understanding of the phenomenon being studied. The analysis might explore the effectiveness of these platforms in fostering positive character traits, such as respect, honesty, and community engagement, and how they align with traditional values in the context of the digital era.

Findings - The results show that innovative and engaging content is preferred over conventional methods. Strong visual content, in-depth stories, and those that bring additional value, such as entertainment or new knowledge, attract the attention of the younger generation. Social media can serve as a learning and inspiration tool for local cultural preservation through approaches such as collaboration with content creators, adaptation of trends, and real-time interaction. This study suggests a comprehensive strategy to support the use of social media to sustain local wisdom in the digital era.

Conclusions - This study concludes that social media has a strategic role in promoting and preserving local wisdom among youth, provided the content is creative, value-driven, and aligned with current digital trends. The integration of local values into popular formats can build cultural awareness and character education in a more relatable and sustainable way for the younger generation.

Novelty/Originality/Value - The novelty of this study lies in its focus on the intersection between digital culture and traditional values, specifically examining how youth-centered content strategies on platforms like TikTok and Instagram can effectively transmit and preserve local wisdom. Unlike prior studies that treat social media merely as a communication tool, this research positions it as an active space for cultural education and character development among digital-native generations.

Keywords: Descriptive-exploratory; local wisdom; social media; young generation,

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INTRODUCTION

In the era of globalization and rapid digital technological development, social media has become an inseparable part of daily life, especially for the younger generation (Pamungkas, 2020). As the largest group of social media users, young people have broad access to information from various parts of the world (Nurlistiani & Purwati, 2022). However, on the other hand, the dominance of foreign content on social media often leads to a decline in the appreciation of local culture (Fajar Pratama et al., 2022). This could potentially erode the values of local wisdom, which are the identity and heritage of the nation (Wendra & Yasa, 2020). Local wisdom reflects values, norms, and traditions passed down through generations. It plays an important role in shaping the cultural identity of a society, maintaining social harmony, and serving as an ethical guide in community life (Wulandari et al., 2024). However, local wisdom now faces significant challenges, especially due to the lack of awareness among the younger generation about the importance of preserving local culture amid the rapid flow of modernization (Wayan Aryani, 2020).

Dusun Tabaggunung was chosen as the research location because it possesses a unique cultural heritage and local wisdom, which serve as a foundation for optimizing social media in character education. The village is known for its strong traditions and local values, which can provide relevant material for character education in the context of the digital era. Additionally, the community in Dusun Tabaggunung still maintains its customs, making it an ideal example for integrating local wisdom-based character education. By selecting this village, the research aims to explore the potential of social media as a tool for introducing and spreading these values, as well as examining how technology can play a role in preserving and teaching local culture to younger generations.

Initially, social media functioned solely as a communication platform, but it has now evolved into a highly effective tool for sharing information, building communities, and spreading certain values (Oktaviana et al., 2020). The potential of social media as a tool for socializing local wisdom is immense, especially when packaged in a creative and engaging way (Takdir & Hosnan, 2021). By utilizing social media, local cultural values can be reintroduced to the younger generation in a format that aligns with their lifestyle (Nurlistiani & Purwati, 2022).

This research aims to analyze the role of social media as a means of socializing local wisdom to the younger generation. The study focuses on how content based on local wisdom can be managed and presented effectively on social media to raise awareness and encourage youth participation in preserving local culture. Additionally, this research explores the challenges and opportunities faced in utilizing social media for this purpose.

Preliminary results show that social media has great potential to promote local wisdom through creative content such as short videos, infographics, and digital campaigns (Purnamasari et al., 2022). Furthermore, platforms like Instagram, TikTok, and YouTube can be used to showcase traditional arts, folklore, local cuisine, and the philosophical values of local cultures (Nurfaizah et al., 2021). The involvement of the younger generation as content creators is also a key to the success of this socialization (Abdillah et al., 2023). This research is expected to contribute to the development of strategies for preserving local culture with an approach that is relevant to the younger generation. Furthermore, the results of this study can serve as recommendations for the government, cultural institutions, and society in optimizing social media as a tool for preserving local wisdom (Ciptadi & Mulyaningsih, 2022).

This research was conducted in Dusun Tabaggunung, Brongkol Village, Jambu District, Semarang Regency. Through this study, practical strategies and recommendations are expected to be produced for various parties, including the government, cultural communities, and content creators, to optimize social media as a tool for preserving local wisdom that is relevant to the younger generation.

METHODS

This study employs a qualitative approach to explore in depth how social media can serve as a platform for socializing local wisdom to the younger generation. This method was chosen because it provides a comprehensive understanding of complex social phenomena, such as the relationship between social media, young people, and the preservation of local culture. The research is descriptive-exploratory in nature, aiming to understand and explain the role of social media in socializing local wisdom. The researcher observes and analyzes the use of social media as a cultural communication tool. The study begins with a Focus Group Discussion (FGD).

Primary data is collected through in-depth interviews with: The younger generation as active users of social media, Cultural practitioners involved in the promotion of local wisdom, Content creators who produce culture-based content. Secondary data is obtained through a literature review from journals, books, reports, and analysis of social media content such as Instagram, TikTok, and YouTube that is relevant to the research theme. The researcher plans to feature cultural attractions. This method is expected to provide comprehensive insights into the potential of social media as a tool for socializing local wisdom, as well as to generate strategic recommendations for the preservation of local culture in the digital era.

Data collection techniques include Semi-Structured Interviews, conducted to gather views, experiences, and challenges faced by informants regarding the role of social media in preserving local wisdom. Additionally, Social Media Content Observation is conducted, where the researcher observes various content that includes local wisdom values, such as traditional arts, folklore, local cuisine, and cultural philosophy. This content is analysed in terms of creativity, appeal, and audience interaction. Documentation includes the collection of data in the form of screenshots, videos, or relevant posts from social media.

Data analysis techniques include Thematic Analysis, where the data obtained will be analysed to identify main themes, such as content presentation strategies, the effectiveness of social media, and challenges in preserving local culture. Triangulation of Data is performed to validate the data by comparing information from various sources (interviews, observations, and documentation). The location and subjects of the study are as follows: The subjects of the research consist of young people aged 15–30, cultural practitioners, and content creators. The study was conducted in Dusun Tabaggunung, Brongkol Village, Jambu District, Semarang Regency.

RESULTS AND DISCUSSION

The results of this study indicate that social media plays a significant role in the socialization of local wisdom, particularly in the context of character education for the younger generation. Platforms such as Instagram, TikTok, and YouTube are not only popular among young people but also provide opportunities to convey educational content in an engaging, accessible, and modern way (Arahmah et al., 2021). Social media's interactivity, instant access, and visual nature make it an effective tool to introduce local wisdom to a generation that is deeply integrated into the digital world (Syafii et al., 2024).

In this study, the findings can be linked to the concept of edutainment, which combines education and entertainment to engage audiences while imparting knowledge. Edutainment, especially through visual content, is effective in maintaining the audience's attention while facilitating learning, as it appeals to both cognitive and emotional responses. The use of digital storytelling, a method where stories are told through multimedia (images, videos, audio), further enhances this engagement by making learning more relatable and interactive, which is crucial for character education in the digital era. These concepts help explain the effectiveness

of visual content in teaching local wisdom and character values on social media.

When comparing these findings to the study by (Arahmah et al., 2021) which examined the role of digital platforms in promoting cultural education, it appears that this research aligns with their conclusions. Arahmah et al. (2021) found that digital media could be a powerful tool for preserving and disseminating cultural values, though they highlighted challenges in ensuring the authenticity of the content. Similarly, this study supports the idea that social media, when used strategically with visual and engaging content, can effectively foster character education have based on local wisdom, although it also acknowledges challenges such as maintaining cultural accuracy and relevance in the digital context.

Through various creative forms such as short videos, infographics, memes, and hashtag-based campaigns, local wisdom related to traditional arts, values, folklore, and community practices is effectively communicated (Diqalbina et al., 2024). Content that showcases traditional dances, music, local culinary traditions, and philosophical values has been particularly successful in catching the attention of young users (Agung, 2023). For example, TikTok videos showcasing traditional dance challenges or YouTube tutorials about traditional cooking have become popular and widely shared among youth audiences. This type of content makes learning about local culture not only informative but also entertaining, creating an emotional connection that encourages further engagement (Hardiarini & Firdhani, 2022).

The study highlights the importance of presenting local wisdom in innovative and attractive formats. Engaging content such as storytelling videos, visually appealing infographics, and interactive posts about local culture were found to have a significant impact on the younger generation (Saenal, 2020). The combination of entertainment and educational elements allows young people to relate more easily to the cultural values being taught (Cathrin & Wikandaru, 2023).

For example, short-form videos, especially on platforms like TikTok and Instagram, effectively combine local cultural content with contemporary trends. Young users often participate in content creation by creating their own versions of cultural traditions, such as making their own takes on traditional dances or culinary recipes (Kirani & Najicha, 2022). This creates a sense of ownership and fosters a deeper connection with their cultural heritage. Additionally, campaigns using popular hashtags such as #LocalWisdom or #PrideInCulture encourage youth to share their experiences and perspectives on local culture, which further amplifies the visibility and impact of local wisdom on social media (Wendra & Yasa, 2020).

One of the key findings of the study is the crucial role of content creators in promoting local wisdom (Pitaloka et al., 2021). Young people, particularly content creators, are instrumental in translating cultural values into formats that are relatable to their peers (Vitry & Syamsir, 2024). These creators often have large followings on social media, which makes their content highly influential. The collaboration between cultural practitioners and social media influencers can be an effective strategy to ensure that local wisdom is presented in a way that resonates with the younger generation (Yusrianti, 2023).

Content creators who actively incorporate local values, such as mutual cooperation (gotong royong), respect for elders, and environmental sustainability, into their content help to reinforce the relevance of these values in modern society. Moreover, they often bridge the gap between traditional culture and contemporary lifestyles, ensuring that local wisdom remains relevant and appealing to young audiences (Supriadi et al., 2021).

Challenges in Socializing Local Wisdom Through Social Media. Despite the potential of social media, several challenges emerged in this study. One major issue is the dominance of foreign content, which often overshadows local culture and values (Mislikhah, 2020). As global content continues to dominate platforms like YouTube and TikTok, there is a risk that local

traditions and values may be overshadowed or misunderstood. This is especially true for young people who are exposed to diverse cultures and may prioritize global trends over their own cultural heritage (Rahmawati et al., 2023).

Comparison of Effectiveness Between TikTok and Instagram in Local Wisdom-Based Character Education. TikTok and Instagram are two of the most popular social media platforms, each with distinct characteristics that influence their effectiveness in delivering messages related to character education based on local wisdom. TikTok is known for its short video format, ranging from 15 to 60 seconds, making it ideal for capturing the attention of younger audiences with dynamic, fast-paced, and easily shareable content. TikTok's algorithm is highly effective at promoting content based on user interests, allowing for rapid and broad reach. Data shows that TikTok videos generally have a high engagement rate, with an average interaction rate of about 17% among users (source: TikTok Data 2023). TikTok also fosters creative and interactive content, such as challenges and trends, which can help spread character education messages in a fun and viral way.

Instagram, on the other hand, is more focused on aesthetic visuals, including photos and videos that can be more structured and professional. Instagram's strength lies in its ability to build a consistent visual identity and create a deeper narrative through formats like Stories and IGTV. While engagement on Instagram tends to be lower (around **5-6%** for high-quality visual content), Instagram is more effective in fostering long-term community engagement, with users often interacting with content on a deeper, more personal level (source: Instagram Data 2023).

One of the main challenges in using social media for character education is ensuring that the content remains authentic and relevant to local values. A strategy to address this challenge is to involve local figures, cultural experts, or community members in content creation. For instance, featuring real-life stories or experiences from older generations about local wisdom can be presented in short TikTok videos or visual stories on Instagram. This approach makes the educational message more relatable and rooted in the local context, which is crucial for audience acceptance. To overcome the challenge of creating engaging content, especially for younger audiences, it is essential to use creative visual techniques. On TikTok, leveraging visual effects, catchy music, or viral trends can enhance engagement. On Instagram, visually appealing content such as infographics, Instagram Stories, or high-quality videos can effectively convey messages. Employing visually striking and well-designed storytelling techniques can help communicate local wisdom and character education in a way that is both engaging and easily understood by audiences.

To increase interaction and expand the reach of messages, launching campaigns or challenges that involve the audience directly can be an effective strategy. For example, on TikTok, creating a challenge that encourages users to share stories about their experiences with local wisdom or character values can help the content go viral. On Instagram, hashtag campaigns or photo contests can encourage users to actively participate, which not only boosts engagement but also reinforces the messages being conveyed. To maintain long-term audience engagement, it is important to produce content that is consistent and structured. Both TikTok and Instagram can benefit from creating a series of related posts or stories on specific topics, which allows the audience to understand and internalize the messages more deeply. For example, on Instagram, using Stories to share a series of stories about local wisdom or utilizing Reels to provide practical guides on character education based on traditional values can help build a sustained narrative that keeps the audience engaged over time.

By implementing these strategies, both TikTok and Instagram can be maximized for local wisdom-based character education. Each platform has its own strengths and challenges, but

with the right approach, they can play a significant role in spreading cultural values and character education in the digital era.

Another challenge is the lack of critical understanding among some young people about how to engage with social media content in a way that promotes cultural preservation. While the younger generation is adept at consuming digital content, many are not fully aware of how they can use these platforms to preserve and promote their own culture (Nugraha Saputra & Komalasari, 2024). Additionally, technological limitations in some rural areas can restrict access to digital platforms, making it difficult for certain groups of young people to participate in the digital socialization of local wisdom.

Opportunities for Enhancing Local Wisdom Preservation Through Social Media. The study also highlights several opportunities for enhancing the socialization of local wisdom through social media (Atika et al., 2024). Social media platforms offer a unique advantage in terms of wide reach, allowing local wisdom to transcend geographic boundaries. With the support of technological tools, such as video editing apps, storytelling features, and live-streaming, content can be produced in a way that is engaging and easy to share.

Collaboration between cultural practitioners, educators, and content creators can help ensure that content is not only engaging but also accurate and educational. Interactive content, such as quizzes, challenges, and live discussions about local culture, can create a more participatory environment for young people to learn and engage with cultural practices (Nugraha Saputra & Komalasari, 2024). Real-time interactions and collaborations across platforms allow for a dynamic exchange of ideas and knowledge, which can lead to the formation of online communities centered around the preservation and promotion of local culture.

Recommendations for Strategic Approaches. Based on the findings, this study proposes several strategies for optimizing social media in the preservation of local wisdom: **Collaborative Content Creation:** Encouraging partnerships between cultural practitioners and digital content creators to ensure the authenticity of the cultural content shared while making it accessible and appealing to the younger generation (Santika & Dafit, 2023). **Educational Campaigns:** Launching educational campaigns using popular social media trends and influencers to raise awareness about the importance of preserving local wisdom.

Content Diversification: Creating a variety of content formats (e.g., videos, memes, podcasts) that combine entertainment with education to make the learning process engaging and fun for the younger audience. **Awareness Building:** Providing workshops or online courses to teach young people about the importance of preserving local culture and how they can use social media responsibly for this purpose (Fajar Pratama et al., 2022). **Inclusivity in Content:** Ensuring that local wisdom is represented in a diverse range of contexts, allowing young people from various regions to see their own cultures reflected and celebrated on digital platforms.

Social media holds immense potential as a platform for socializing local wisdom and promoting character education to the younger generation. By using creative content formats, collaborating with content creators, and leveraging the interactive nature of social media, it is possible to foster greater appreciation and understanding of local culture among young people (Nurhidayah et al., 2022). However, the challenges related to foreign content dominance and technological limitations must be addressed in order to maximize the effectiveness of these platforms in preserving and promoting local wisdom (Kirani & Najicha, 2022). Through strategic approaches, social media can play a key role in ensuring that cultural heritage continues to thrive in the digital era.

This study demonstrates that social media has great potential in teaching the younger generation about local wisdom. Due to its ease of use and interactivity, social media platforms

such as Instagram, TikTok, and YouTube have become favorites among teenagers. Resources related to local wisdom can be presented in an engaging manner through various formats such as short videos featuring traditional dances, music, or everyday life in local communities; infographics that combine information about cultural values, history, or local philosophies with visually appealing designs; and digital campaigns to increase content reach, using hashtags (#).

To present local wisdom content effectively, several approaches can be applied. These include collaborating with content creators by involving the younger generation as content creators who contribute to spreading local culture in a style and language that resonate with them; incorporating gamification into cultural promotion, such as interactive quizzes or traditional dance challenges on TikTok; leveraging trends by adapting content formats and themes to align with current social media trends; and engaging in real-time interactions by introducing culture through live streaming features.

Observations show that creative and engaging content has a greater appeal compared to conventional approaches. The younger generation is more drawn to strong visual content, emotionally-driven narratives, and content that provides added value, such as new knowledge or entertainment. Through interviews, it was revealed that social media can foster pride in local culture, introduce lesser-known cultural elements to the younger generation, and enhance their active participation in cultural preservation.

Moreover, the study identified several challenges and opportunities in spreading local wisdom through social media. Challenges include the dominance of foreign content on social media platforms, technological limitations in some areas, and a lack of understanding about the best ways to use social media effectively for cultural promotion. However, there are also significant opportunities. Social media offers easy access to various platforms, technological support for creating high-quality content, the ability to reach a global audience, and the potential for introducing local culture to the world.

CONCLUSION

Based on the results of the research, it can be concluded that social media has great potential as an effective tool for socializing local wisdom to the younger generation. With its interactive nature, ease of use, and relevance to the lifestyle of young people, platforms such as Instagram, TikTok, and YouTube have become strategic tools for introducing, preserving, and reigniting interest in local culture. In conclusion, optimizing social media for character education based on local wisdom offers significant potential in the digital era, especially on platforms like TikTok and Instagram. These platforms, with their engaging visual content and viral nature, can be powerful tools for promoting cultural values and character development, particularly among younger audiences. Policymakers can support initiatives that encourage the use of social media for educational purposes, fostering digital literacy and the preservation of local wisdom. Educators can integrate these platforms into their curriculum, guiding students in creating educational content that reflects their cultural heritage. Cultural communities can also collaborate with digital influencers to share traditional knowledge and values on a larger scale. However, the study has limitations, such as focusing primarily on TikTok and Instagram without considering other platforms and lacking long-term behavioural impact analysis. Future research should explore a wider variety of social media platforms, assess the sustained effects of social media content on character development, and conduct cross-cultural comparisons to assess the universal applicability of these strategies.

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