

MAXIMIZING DIGITAL TECHNOLOGY TO PROMOTE LOCAL CULTURE

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Abstract. Asia, which is divided into 48 sovereign countries, certainly has a diverse history and culture from each region. Meanwhile, the information and knowledge obtained is usually just about one or two of the most famous distinctive cultures. The rest, we need to come and spend more time to learn about it directly. When talking about culture in Indonesia, of course it will take a long time to learn it. Especially in the current situation, it will be more difficult to travel into or out of a country. Everything has begun to switch to being done online by taking full advantage of the role of digital media. Many ways have been done to introduce and promote local culture to foreign countries. Such as modifying, rebranding, or selling some product that includes ethnical values in it. This activity is closely related to entrepreneurship, whose opportunities and participants are currently increasing. Accompanied by technological developments, the production of games, films and animations has become even more real with Virtual and Augmented Reality technologies. This paper was conducted by observations method regarding people's interest in local culture, business, and technological developments. Also, using literature studies to explore virtual technology, history, and cultures in Indonesia. Through appropriate promotion methods, it is hoped that the local community will be more interested and enthusiastic about starting a business. Due to the increasing development of local businesses, it can improve the regional economy.

Keywords: Local Culture, Promotion, Technology, and Entrepreneurship.

I. INTRODUCTION

Indonesia, as one of the countries crossing the equator, is part of the Asian continent. This country is an archipelago of more than 13.600 islands, diverse societies, with different languages, religions, and cultures.

The South China Sea and the Java Sea, bounded by the islands of Kalimantan, Sumatra and Java, and by the Malay Peninsula, have been compared by some historians to the Mediterranean Sea in terms of the role they have played in the region's history. The peoples living on the littoral of these Indonesian seas did not form a single community any more than did their counterparts in the Mediterranean region. But they have long been linked by ties of trade, religion and language that have helped to create a network of cultures which are related one to another [1].

With so many cultural diversity, let alone citizens of other countries, even the domestic community may not be familiar with all the cultures that exist in Indonesia. It seems that public awareness of cultural preservation is still low. There are still happens cultural claimed by other countries. Seeing the developments and phenomena that have occurred in the past 3 years, it is actually much better than before. But the author feels that the discussion about culture is always interesting and important. Especially with technological developments that are happening very rapidly and increasingly sophisticated nowadays.

The efforts to introduce local culture abroad have actually been done well. Indonesia often sends talented youth representatives to show our culture in other countries. However, these activities are not sufficiently effective and efficient under certain conditions.

Since the outbreak of disease that spread throughout the world, the impact is quite affecting so many things. Human activity must stop completely for a while, there are no

exceptions, including the tourism sector. Everybody is appealed to reduce their outside activity and not to travel too often, foreign and local tourists may enter a city or other area with certain terms and conditions for a limited time as well. Tourist spots, which are usually full and crowded, are empty of visitors. As a result, the regional economy decreased and suffered quite severe losses.

Fortunately, this situation happened in a modern era. Now, all of them take advantage and more rely heavily on digital technology in carrying out their daily activities. Almost all activities take place online to minimize and reduce the number of disease transmission that is more risky when met in person.

Online promotional, selling, and market transaction activities are now very effective and efficient. Unfortunately, it will only run smoothly with a strong signal. Meanwhile, not all regions in Indonesia have the same strength and capability for it. It is appropriate for us to further improve and maximize digital media in supporting aspects of life in today's modern era.

II. BASIC THEORY

A. Augmented and Virtual Reality Technologies

Virtual Reality (VR) and Augmented Reality (AR) are key technologies of Virtual Prototyping. They are easy-to-understand user interfaces to a virtual design space and facilitate an interactive exploration of the functionality of a new product [2]. VR means a fully computer generated, three-dimensional environment, while AR enriches the user's view on the real world with virtual objects.

VR applications support cases that need the ability to accurately visualize the object properties such as the type of material, roughness, color, shape, or curvature. Current VR systems mostly use classical rasterization techniques to generate images. However, in contrast to computer games

where the content development and optimization of visual display may require several man years, VR applications must be able to display and interact with a 3D scene almost immediately and essentially without much preprocessing or manual tuning of scene and display parameters [3].

B. Visual Design

There are three main things that are very important in achieving insight from a visual design, including exploration, rearrangement, and reconstruction. Based on the line, shape, color, texture, size, space, and its value, the final designs can be seen in two, three, or four dimensional form.

In response to the explosion of complex information in many knowledge domains, information visualizations represent and make accessible the structure and intricate relationships found in large sets of data. Information visualizations are applied to both abstract data and to concrete data about the physical world. With visualizations, the important information from more than a million measurement is immediately available. Visualization allows the perception of emergent properties that were not anticipated [4].

Web designs and animations are kinds of visual design in digital form. User Interface (UI) and User Experience (UX) are the primary means for web design development.

C. Entrepreneurship

In simple terms, entrepreneurs are people who have the soul to dare to take risks to open businesses on various occasions.

Entrepreneurship is an important issue in the economy of a developing nation. The economic progress or decline of a nation is very much determined by the existence and role of this group of entrepreneurs. There is no nation in the world that is capable of becoming a developed country without being supported by a number of young people and communities who are self-employed.

Entrepreneurship did not invent anything, it's actually upgrades the yield from resources, be sensitive to the opportunities, updates for new market and customer by applying the right management. So, not every small business is entrepreneurial or represents entrepreneurship.

Entrepreneurs are a minority among new businesses, they create something new and different; they change or transmute values.

Specifically, entrepreneurial management requires policies and practices in four major areas:

1. The organization must be made receptive to innovation and willing to perceive change as an opportunity rather than a threat. It must be organized to do the hard work of the entrepreneur. Policies and practices are needed to create the entrepreneurial climate.
2. Systematic measurement or at least appraisal of a company's performance as entrepreneur and innovator is mandatory, as well as built-in learning to improve performance.
3. Entrepreneurial management requires specific practices per- taining to organizational structure, to stalling and managing, and to compensation, incentives, and rewards.
4. There are some "don'ts": things not to do in entrepreneurial management [5].

III. METHOD

Literature study conducted by searching various written sources, whether in the form of books, archives, magazines, articles and journals, or documents that are relevant to the problem being studied. So that the information obtained from this literature study is used as a reference to strengthen existing arguments. This literature study is carried out by researchers after determining the research topic and determining the formulation of the problem, before going to the field to collect the necessary data.

Make observations on some behavior, variables, and attitudes three to five years ago in order to get primary data directly. Observing, comparing. and making conclusions from the data that has been obtained to find the problem solutions.

IV. DISCUSS

A. Design Development in Indonesia

Design, as a visual form, is made to describe a message and make it easier to understand by the others. Designs can be found everywhere, because everything need it. Like fashion, design is always evolving and changing over time.

1. Indonesian Local Pattern and Color

The visual forms that are formed are very diverse and have continued to develop since ancient times. Since the era of the kingdom, the colonial period, independence, until now, the current new order, the visual forms and patterns have always developed along with the development of various traditions and cultures in each region.

Due to the large number of foreign traders who stopped by in Indonesia, not only carrying merchandise, European traders who also had a mission to increase wealth, glory, and spread their religion, had a significant role in create the traditions and cultures here. The arts and various cultures that we know today are the result of acculturation of the local culture and foreign culture that they brought. Geographical conditions also affect differences in cultural and traditional variations in each region. Each island has different distinctive colors, shapes, and patterns. Our local patterns are divided into three major groups, including:

- a. Flora
- b. Geometric
- c. Figurative

They symbolize the diversity of resources which then develop into varied and meaningful forms.

One of the most famous culture form Indonesia that have been claimed by other countries are Batik. In Indonesia, there are more than a hundred Batik's motif with differ story, differ meaning. Many foreign people's interested to learn about it like how they interested to see Borobudur Temple and learn about the story [6].

The colors also looks different in each region. But, they use natural ingredients, so the result was bright primary colors. Furthermore, gold and silver are also often used.

The island of Sumatra, is more dominant with red and gold, Java Island's uses a lot of brown and green, Kalimantan is also dominant in brown and black, Papua with yellow and black, Sulawesi's dominant colors are almost

similar to Sumatra, and Nusa Tenggara's dominant colors are blue and orange.

2. Manual and Digital Design

Almost all the cultures, arts, and historical places in Indonesia are handmade by our predecessors and have been taught from generation to generation. Indeed, there are several developments in the used tools.

The digital media development in Indonesia is sufficient to keep up with other countries. The appearance of websites, applications, and animations in our country has seen a marked improvement. The work quality is no less competitive with developed countries that have been the pioneers before.

B. Increasing Region Qualities through Entrepreneurship

Indonesia is well-known as a country with a lot of human resources in the world. Youth population is the largest today. They are the ones most expected in all things.

Entrepreneurship was so famous and important nowadays. It is one of many ways and chance to make some movement that can improve something, especially for business and economic sector.

IV. CONCLUSION

It remains how our efforts are in utilizing the diversity of materials that can be used in branding and promotion activity for the sake of advancing Indonesia. How we can see our opportunities to improve and compete in a digital era nowadays.

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