

## **INSTAGRAM AS A BALINESE CULTURAL CONSERVATION SOLUTION FOR MILLENNIALS**

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### **ABSTRACT**

Visual communication design is medium for delivering the information needed by the society. In the present era, moreover with the existence of global disruption, information with visual communication is no longer done by offline, but already through digital media, such as social media. With the number of users dominated by millennials, social media such as Instagram become an effective communication media as visual marketing in promoting or campaigning a product. Social media content which is user-generated content presents various types of information that is interesting to millennials. Starting from content related to hobbies, entertainment, to culture and tradition. In Bali, much social media account on Instagram contain culture and traditions to invite the younger generation to be more literate in all cultural products and activities. Information presented visually provides engagements such as the high number of views, likes, and comments. This can be caused by the concise of information, easy communication but still has an educational side. The positive impact that was finally felt by the millennials was the information relating to Balinese Culture was presented in real-time that make them easier to understand the cultural heritage that published through Instagram. So indirectly, the account becomes a cultural conservation agent enjoyed by the millennial generation to maintain the existence of the Balinese culture.

Keywords: Instagram, conservation, Balinese culture, millennial generation

### **INTRODUCTION**

Visual communication design is a medium for delivering the information needed by the community. Not only as a conveyer of information, but visual communication design is also needed as an effective promotional media. In the current era, even more so with the global disruption, information with visual communication is no longer only done offline but has been through digital media, such as social media. With the internet, the use of social media is increasing every year. The number of internet users in Indonesia in 2019 was 171.17 million (Pratomo, Yudha. 2019) and active social media users were 150 million (Hootsuite. 2019). The users of social media are dominated by the millennial generation, both generation Y and Z, namely the generation born in the range 1980-2000 (Generation Y) and 2001-2010 (Generation Z), who use social media as a medium of information, communication and even media in taking a decision.

In Indonesia, Instagram, which appeared in 2010, has become one of the social media platforms used by millennials for decision-making, where many companies or communities promote or campaign for their products and services. Also on Instagram, there are many accounts with content related to hobbies, entertainment, to culture and tradition. This progress in developing technology is not directly proportional to the increasing desire of millennials in learning the culture and traditions of their ancestors. For example in Bali, when approaching Nyepi, the frequency of the arrival of young people in preparing for Ogoh-ogoh has begun to decrease. Millennials who are very close to social media need to find solutions to re-preserve Balinese culture. Many social media accounts on Instagram discuss Balinese culture and traditions to encourage young people to be more literate in all products and cultural activities. Therefore, research is needed to find out how far Instagram can be used as a media solution for the conservation of Balinese culture in the current millennial generation. The data analysis method used is a quantitative qualitative method based on the results of an online questionnaire obtained to understand the behavior of millennial generation in the use of

Instagram and the effectiveness of Instagram as a medium for the conservation of Balinese culture.

## DISCUSSION

### Bali's Millennial Generation and Culture

Bali as an island that is very rich in natural beauty, culture and thick traditions certainly need to be preserved from generation to generation. This ingrained culture should be a legacy and a treasure for the advancement of tourism and the Indonesian economy. In this digital era, it turns out that the younger generation of Bali lacks the intention to preserve culture in their daily lives. Though the young generation is the backbone to preserve customs and culture that is passed on to the next generation. Based on an online questionnaire via Instagram, as many as 67% of millennials say they rarely preserve Balinese culture in their daily lives. One reason is the change in the behavior of millennial generation in accessing technology, which is accompanied by more information about foreign cultures than Balinese culture itself.

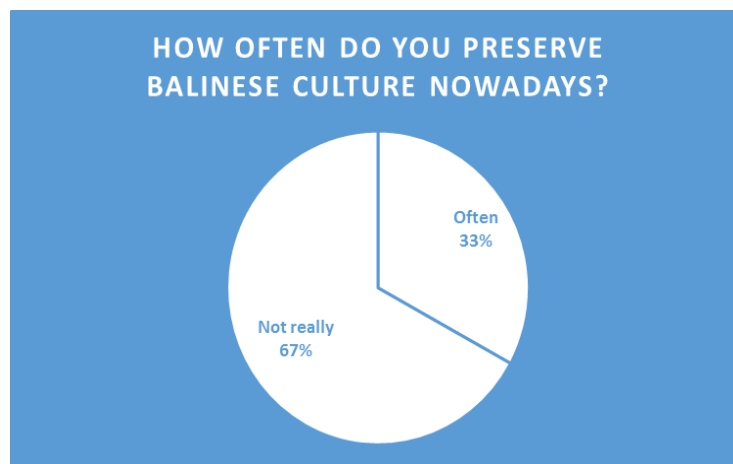


Figure 1 Millennials reaction about Preserve Balinese Culture  
Source: Online Questionnaire. 2019

### Millennials and Instagram characters

The millennial generation both Y and Z are generation that are close to the digital world. Compared to Generation X who are more skeptical, independent and in a way of communicating that they don't like personal chat (Putra, 2016: 129), generation Y and Z have more optimistic behavior and all of their communication through online media. This generation prefers to use social media in their daily lives to obtain cultural, political, social, and decision-making information. The choice of decisions for the millennial generation is based on User Generated Content (UGC) where they trust the content created by individuals based on testimonials or reviews from friends, influencers or celebrities that they follow on Instagram. As a generation that connected to each other, the internet becomes an important intake in communication and getting information. Millennials learn more and absorb information visually because according to them this way of communication is felt to be more interesting and up to date. With Instagram as a medium of communication, millennials have begun to think of Instagram as a contemporary medium because of its visual content (photos and videos/stories) with an aesthetic appearance. Instagram is also popular as a place to search for information and recommendations on vacation or traveling destinations (Mix MarComm. 2018: 55). With the ease of information and communication obtained daily through Instagram, millennial generation can certainly be easier to get information about Balinese culture and traditions.

At present accounts on Instagram that determine the niche in Bali Cultural Preservation in the form of information about culture, traditions, customs and even natural tourism in Bali that can be visited have started to appear. As many as 53% of millennials follow Instagram accounts related to tradition and as many as 47% of millennials follow Instagram accounts

related to nature. The information presented makes it easy for Balinese millennial generation to relearn how the culture and traditions that exist in Bali with contemporary language and presented in real-time.

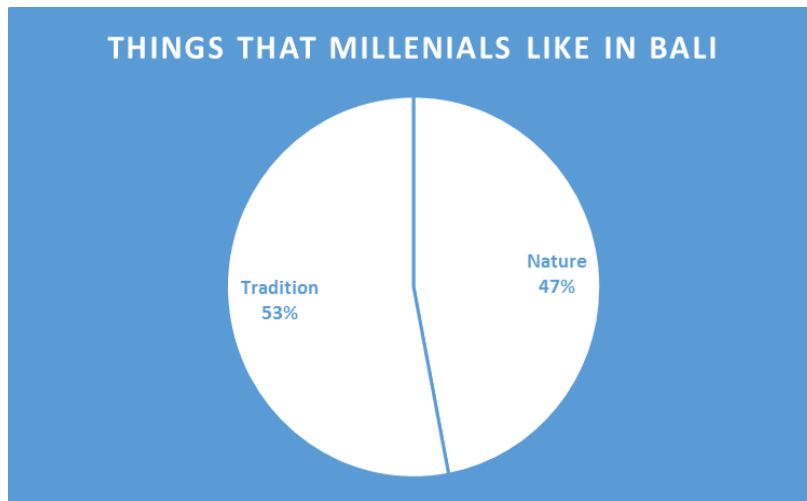


Figure2 Things That Millenials Like in Bali  
Sources: Online Questionnaire. 2019

Based on the questionnaire, 90% of millennials agree that Instagram can be a solution in the conservation of Balinese culture in digital form. This millennial generation's interest in Instagram accounts can be seen from the engagement in the form of high views, likes, and comments from each of the content uploaded from each Instagram account with the preservation of the Balinese Culture niche. This can be caused by the summary of the information presented, easy communication with account holders and fellow citizens, but still has an educational side that can be easily learned and understood. Indirectly, the account becomes a cultural conservation agent that is enjoyed by millennials to maintain the existence of Balinese culture.

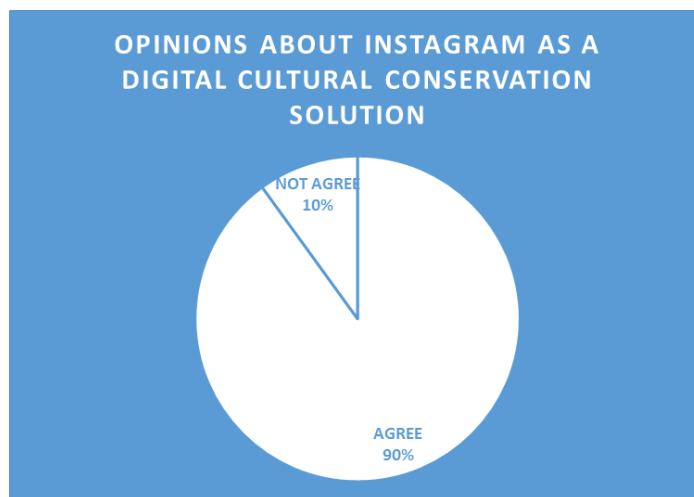


Figure3 Opinion about Instagram as Digital Cultural Conservation Solution  
Source: Online Questionnaire. 2019

## A Case Study of an Instagram Account Showing Balinese Culture and Traditions

There are various accounts with niches that have the potential to be a means of conservation of Balinese culture and traditions. The Instagram accounts that have content related to Balinese culture and traditions are as follows:

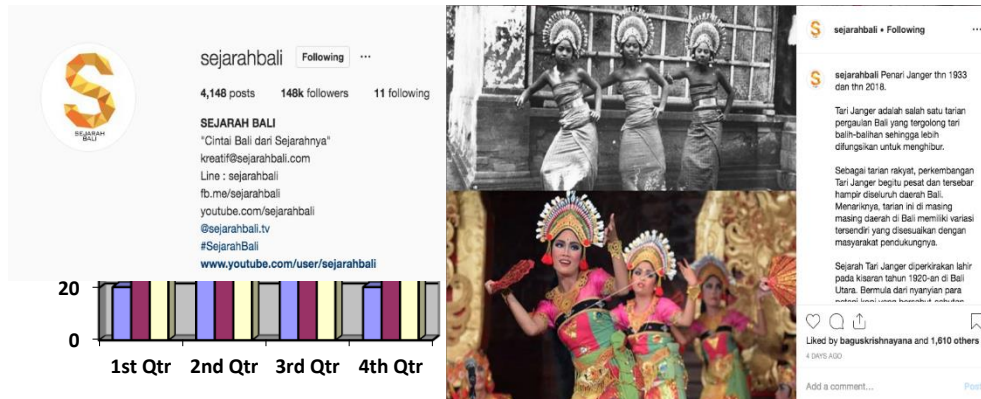


Figure4sejarahbali Instagram account  
Source: Instagram.com. 2019

Sejarahbali account shows the history of life development on the island of Bali, start from community activities, traditions, culture to tourism. In every post presented by history, every older person who has experienced that life will feel nostalgic, and every teenager will respond to each post with wonder and wonder at the beauty of the past. In addition, the presentation of the history of Bali's development from various sides presented through social media Instagram, provides education to each of his followers so that related insights about past cultures and traditions can be well communicated to the millennial generation as active users. This account provides a historical understanding with language that is easy to understand so that millennials can understand every post that is presented. In this account also often displays historic sites, which in daily life are rarely visited by millennials.

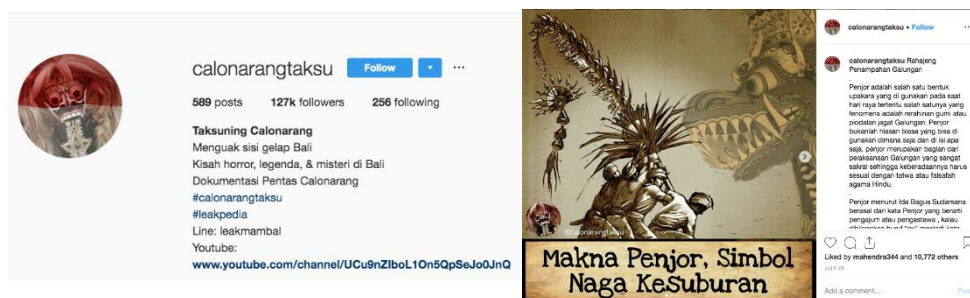


Figure5calonarangtaksu Instagram account  
Source: Instagram.com. 2019

The calonarangtaksu account contains a variety of related posts about horror stories, legends and mysteries in Bali. Information that is rarely found in mainstream media, can be presented on social media Instagram filled with curious millennials. For example, the content presented by the calonarangtaksu is the meaning of Penjor, as a symbol of fertility dragons. Material that will feel heavy and generally delivered in classrooms at school, can be presented with a lighter and entertaining exposure. That is because of the presentation of illustrations in an attractive photo post, as well as the caption with informative copywriting that is brief but concise. The principle of education in a more modern way would certainly be an interesting learning medium for today's millennial generation to learn culture more quickly and easily.

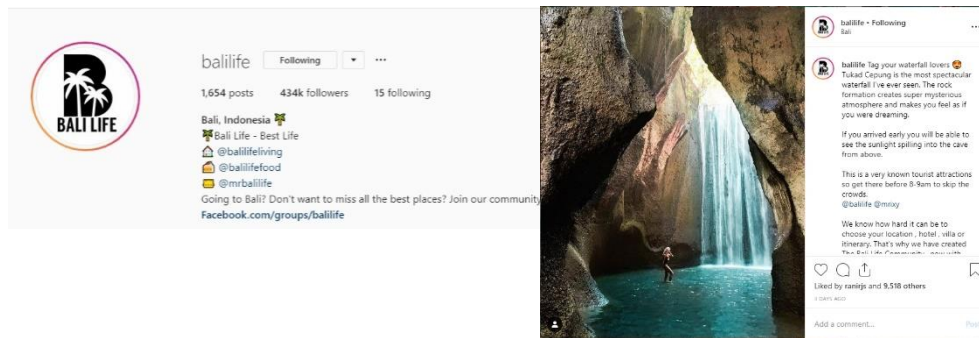


Figure6baliLife Instagram account  
Source: Instagram.com. 2019

Tourism activities have become a part of life in Bali. This is used by accounts in the holiday and tourism niche, as a space for sharing information with millennials in introducing tourist destinations. BaliLife account offers free tourist information to netizens, intending to show the natural beauty of Bali. Millennials are aggressively seeking experience, gaining new insights about tourist destinations in Bali, as well as knowing the cultural and traditional peculiarities of each tourist site found in every content provided by the account. With interesting and Instagramable visualization, it certainly becomes a special attraction that can make the millennial generation eager to visit these tourist attractions. They will be doing photo activities that they want to show off through their Instagram accounts, which will later be able to give more influence to the followers of their accounts.

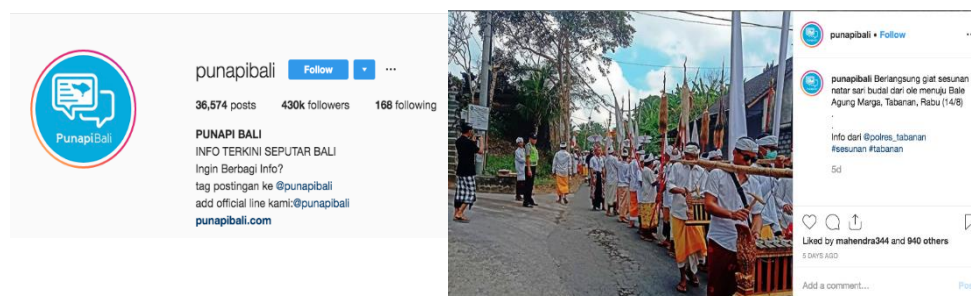


Figure8punapibali Instagram account  
Source: Instagram.com. 2019

All activities related to Bali are reviewed in actual and factual terms by punapibali account. The Instagram account makes it easy for millennials to know about cultural activities, as well as ongoing traditions in Bali on time. The punapibali account also often provides information about upcoming cultural activities and traditions. So millennials who hope to be present to get to know, be able to know, and learn a culture, can easily get information. An account that is user-generated content, able to accommodate a variety of information available in various regions of Bali with a repost content system. For example, in the illustration, there is a Sesuhunan Natar Sari Budal (returning) activity from Ole to Bale Agung Marga, Tabanan, which is reposted through a polres\_tabanan account. The informative content can be easily accepted by millennials, so they can choose to enjoy it through photos, know the procession through video, or be present to watch it live.

## CONCLUSION & RECOMMENDATIONS

Bali as a tourist destination that has characteristics in culture and tradition, makes Bali as everyone's favorite destination. Dissemination of information about the uniqueness of the island of Bali, now easily spread in cyberspace. One of them is through an image-based social media platform, Instagram. The social media platform which is a promotional tool in the form of visual communication is now used as a means of entertainment and communicative information sharing. The number of social media users, especially Instagram, is dominated by millennials, who are still unfamiliar with Balinese traditions and culture. In the research carried out by taking Balinese millennial generation on Instagram as a sample, got 67% of responses stating that they rarely preserve Balinese culture. Seeing this condition, the lack of interest in millennial generation in preserving Balinese culture and tradition is used as a niche for content providers from various Instagram accounts to gather mass, through presenting information related to culture and tradition as the main topic, in its dissemination on Instagram. Dissemination of information with a visual communication design approach can attract the interest of millennials as seen from the high amount of engagement in each content shared by Instagram accounts that focus on cultural and traditional topics. So directly, it can be seen that Instagram provides benefits by being a means of cultural conservation aimed at the millennial generation.

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