
Actualising the Value of Mataram Cultural Tourism as Local Wisdom To Build Generation Z Identity

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Abstract.

The archipelago's culture is a heritage that must be maintained and preserved. Culture includes all behaviors and customs that have been going on for generations and are rooted and inherited by the community. As a great nation, Indonesia has a rich culture owned by every tribe, and it is spread from Sabang to Merauke. The development of technology and the rapid flow of globalization are challenges for a nation in its cultural preservation efforts. Unstoppable access to information and communication makes cultural shifts in a nation easy. The young generation is the most vulnerable generation to experience cultural shifts. As Generation Z, supported by the development of information and communication technology, the function of communication tools and information media is not only used as a supporting tool but has become necessary. Information media, such as social media, is also growing, making the younger generation an active user and access to information can move quickly. This fact, the Indonesian nation will also be affected by globalization, and local wisdom is increasingly weakening among the current generation Z regarding social life. Therefore, efforts are needed to increase the knowledge and interest of the younger generation in their nation's culture. This article discusses activities related to cultural tourism and focuses on the form of narratives that can be used in culture-based tourism activities. The narrative aims to attract Generation Z to promote tourism. Generation Z is a generation that developed or grew up amid exposure to the internet, social media, and technology. By tracing newspapers, especially in social media, both from the colonial and contemporary periods, and conducting interviews with several sources, it was found that tourism activities by the community were related to the culture that had existed during the colonial period. Meanwhile, the narrative that can attract Generation Z is an alternative narrative that is interesting, not monotonous, and has an attachment to locality. This research uses descriptive qualitative data analysis techniques through interviews with informants, observation, and documentation.

Keywords: Cultural Tourism, Local Wisdom, Value of Mataram, Generation Z,

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1. Introduction

In the era of rapid globalization, the cultural identity of a nation is an aspect that is increasingly threatened by modernization. The development and characteristics of each generation have different characteristics, along with the development of existing technology between generations also have their characteristics. Generation Z is a generation that was born and grew up under the influence of rapidly developing technology around 1996-2009 (Rastati, 2018). Generation Z, often referred to as the digital native generation, grew up in an era where technology has become an integral part of their daily lives. The presence of technology has shaped Generation Z's outlook and life goals to be more diverse. However, if this development continues, it could potentially degrade values in society.

Mataram's cultural tourism has deep and rich values, being an embodiment of local wisdom passed down through generations. The importance of actualizing these values lies in their ability to provide a strong foundation for Generation Z in understanding and preserving their cultural roots. Thus, local wisdom is not only a historical heritage but also a guide to life that provides moral direction, ethics, and positive values.

The relevance of local wisdom in Mataram cultural tourism for Generation Z can be seen from its contribution to shaping character, personality, and attitude to life. Generation Z's identity does not only rely on technological advances but also on a wealth of cultural values that can provide a solid moral foundation. The local wisdom contained in Mataram cultural tourism helps Generation Z to understand the nature of life, foster a sense of pride in cultural heritage, and apply these values in everyday life.

As a concrete example, generation Z can identify themselves with Mataram's cultural tourism values through participation in various local cultural activities, such as art festivals, traditional ceremonies, or historical tours. By doing so, they can experience the cultural richness inherent in Mataram's history, hone their love for their heritage, and make these values an integral part of their identity.

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The importance of this research lies in the need to preserve and actualize the values of Mataram cultural tourism as a tangible effort to build the identity of Generation Z. Through a deep understanding of local wisdom, it is hoped that Generation Z can explore their potential while adhering to the noble values that have been inherited by Mataram culture. Thus, this research has a high relevance in guiding Generation Z in facing the challenges of an ever-evolving era, while maintaining the sustainability and authenticity of their local culture.

Gen-Z has the advantage of being able to multitask, aka being able to do various activities at one time. For example, using a computer, playing social media, and listening to music at the same time. This is because Gen-Z has encountered technology since birth so they can apply technology to the fullest. Gen-Z has several characteristics that show that they are children of the era. The most visible characteristics of Gen-Z include familiarity with technology, Communication in cyberspace, More tolerant, Indulgence in privacy, Independent, Ambitious, Financial prioritization, and Parents of Generation X. The advantages of Gen-Z as the next generation of the nation, Gen-Zini has several advantages, such as Broad knowledge due to easy access to information, Open to existing developments, Have a high motivation, able to do various activities at one time or multitasking, Tend to be more tolerant because they are open to everything and not complacent (Prastiwi, 2022).

However, with the rapid development of the times, many changes occur in daily life, which have an impact on the continuity of culture. Many aspects of culture are fading into oblivion due to people's lack of knowledge about their cultural heritage. Even if they do know, they are often reluctant to preserve it. Therefore, as Generation Z, we have a responsibility to preserve our culture by utilizing technology to promote our culture.

Thus, the people of Indonesia and even abroad can learn and recognize the differences and uniqueness of cultures in Indonesia. The preservation of this culture is very important and must be instilled in the community and future generations of developed nations.



Kawasan Cagar Budaya Karaton Surakarta

2. Research Method

This research was conducted in Surakarta City, Central Java, which is directly adjacent to Karanganyar Regency. Surakarta City was chosen as the research location because it is rich in Mataram cultural heritage that is still maintained and relevant to be researched in the context of the actualization of cultural tourism values. The research was conducted from 20 November 2023 to 15 December 2023. This timeframe was chosen to allow for adequate data collection and thorough analysis.

In this research, various materials and tools/instruments were used to collect the necessary data. The materials used included a backdrop for taking photos or video recordings, a camera for visual documentation, and interview guidelines to guide the interaction process with respondents. The use of these tools and materials aims to support data collection in a structured and thorough manner.

The research design used is qualitative research with an observational and interactive approach. The researcher will directly observe the situation and conditions related to the actualization of Mataram cultural tourism values in Surakarta City. In addition, the researcher will also conduct interviews with various related parties, such as community leaders, local artists, and other stakeholders. This approach is expected to provide a deep understanding of how these cultural values are lived and applied by Generation Z in building their identity.

By using this approach, this research is expected to provide a comprehensive understanding of the actualization of Mataram cultural tourism values as local wisdom in shaping the identity of Generation Z in Surakarta City.

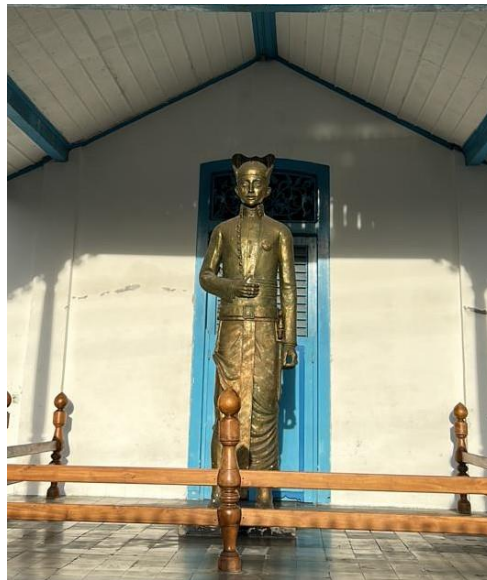
The collected data will be analyzed systematically and in-depth to identify patterns, findings, and interpretations relevant to the research objectives. The following are the steps that will be taken in the data analysis process (1) Interview Transcription: The recorded interviews will be carefully transcribed to convert the spoken data into text that can be analyzed. Each transcription will be double-checked to ensure accuracy and completeness; (2) 2. Data Coding: The transcription data will be coded based on themes or categories that emerged during the analysis. This coding allows the researcher to organize and group the data according to the research questions and emerging findings; (3) Thematic Analysis: The coded data will be analyzed thematically to identify common patterns, trends, and

relationships between themes that emerge in the data. This thematic analysis assists in an in-depth understanding of the experiences, perceptions, and practices related to the actualization of Mataram's cultural tourism values; (4) Validation and Interpretation: Findings generated from data analysis will be validated by referring back to the raw data and interview results. Careful interpretation will be done to provide an in-depth understanding of how Generation Z interprets and applies Mataram cultural values in their daily lives.

Through this data analysis process, it is hoped that the research can produce a comprehensive and in-depth understanding of the role of Mataram cultural values in shaping the identity of Generation Z in Surakarta City.

3. Results and Discussion

3.1. Results



Pakubuwono X

2023

No	Name of Activity	Month											
		1	2	3	4	5	6	7	8	9	10	11	12
1	Field Observation												✓
2	Interview												✓

Research Financing

No	Type of Expenditure	Cost	Description
1	Return Flight JKT-SOC	Rp. 1.200.000	
2	Accommodation	Rp. 6.000.000	Hotel
3	Transportation	Rp. 7.500.000	Rent <i>local transport</i> during Community Service (PKM)
Total		Rp 14.700.000	

3.2. Discussion

Value

According to Notonegoro in his book *Maringan* (2012: 25) values are divided, namely: (1) Material value is everything useful for humans to be able to carry out activities or activities; (2) Vital value is everything useful for humans to be able to carry out activities or activities; and (3) Spiritual value is everything useful for the spirit.

Spiritual values can also be divided into four types according to Notonegoro in his book *Maringan*, namely: (1) The value of truth that comes from reason (ratio, mind, human creation); (2) Beauty value or aesthetic value that comes from human feelings; (3) The value of goodness or moral value that comes from the human will; and (4) Religious value which is the highest and absolute spiritual value.

This religious value comes from human beliefs or beliefs. The values contained in Pancasila have different levels and weights, but the values do not contradict each other. However, the values complement each other, this is because as a substance, the Pancasila is a round and whole unity or organic unity. Thus, the values contained in Pancasila are a round and complete unity as well. The values are closely interconnected and the values of the Indonesian people will provide a pattern for the behaviour and actions of the Indonesian people.

Culture

Culture is a whole system of ideas, actions, and human works in the context of community life that is made human by learning (Koentjaraningrat, 1990: 180). One element of culture is the religious system, which contains religion and beliefs.

Local Wisdom

Local wisdom in Indonesian philosophy means the philosophy that lives in the hearts of the people, the wise way of life, the right way of life, expressed through traditional rituals. Local wisdom in this perspective is the product of centuries of spiritual refinement in relationships between people of the same culture (Pangalila et al., 2019). In addition, some experts offer their thoughts on the meaning of local wisdom, local wisdom is a broad phenomenon because it is unique and diverse and so there are almost no spatial boundaries. Local wisdom emphasizes the place and locality of wisdom so that there should be no wisdom that is passed down from generation to generation (Eko & Putranto, 2019).

Generation Z

Generation Z is the generation born in 1996-2009. Generation Z grew up when modern technology began to be updated, developed and implemented (Rastati, 2018).

4. Conclusion

This research aims to dig deeper into the cultural values inherent in Mataram. By understanding these values, generation Z can appreciate and internalize the existing local wisdom.

The actualization of Mataram cultural values is the main focus of this research. The aim is to revive these values in the daily lives of Generation Z. This involves the practice, understanding, and application of cultural values in a tangible way.

Actualizing the values of Mataram cultural tourism will help Generation Z understand and appreciate the local wisdom inherent in Mataram culture. It is not just about

recognizing traditions and customs, but also about understanding the values contained within them.

This research aims to help Generation Z build a strong identity rooted in local wisdom. By understanding and actualizing the cultural values of Mataram, generation Z can have a solid foundation to recognize themselves and appreciate their cultural heritage.

By actualizing the cultural values of Mataram, this research has the potential to have a positive impact on the local tourism sector. Generation Z can become ambassadors who promote and preserve cultural heritage, thereby increasing the attractiveness of tourist destinations.

This research also aims to strengthen and defend endangered traditional values. By strengthening Generation Z's awareness of these values, we can prevent the loss of valuable cultural heritage.

Generation Z is a group that grew up in the digital age and globalization. However, they also want to have strong roots and identity. By understanding and actualizing the cultural values of Mataram, generation Z can build an identity rooted in local wisdom.

Cultural tourism is one of the important sectors for the economy of a region. By actualizing the cultural values of Mataram, this research can make a positive contribution to the development of local tourism. Generation Z can be an agent of change in promoting and preserving cultural heritage.

In the modern era, many traditional values are endangered. This research can help strengthen and maintain these values so that they are not lost from the consciousness of Generation Z.

The actualization of Mataram's cultural values also contributes to sustainable development. By strengthening local identity, generation Z can be more concerned about the environment and cultural sustainability.

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