



Transformation of the Preservation of the Rejang Sutri Dance in Batuan Village: A Literature Analysis Through YouTube Media

Kadek Dwikaputri Sila Mihrayanti^{1*}, Ni Luh Yulyana Dewi²

Universitas Pendidikan Nasional, Indonesia

yulyanadewi@undiknas.ac.id

ABSTRACT

The transformation of media from oral traditions and live performances to digital documentation has created a new space for cultural preservation in the modern era. This shift demonstrates how digital technology can bridge local traditions with the needs of an increasingly connected global society. This literature review analyzes the transformation of traditional dance preservation through digital media, with a focus on the use of YouTube in preserving the Rejang Sutri Dance in Batuan Village, Bali. This study aims to synthesize empirical findings and theoretical frameworks from national and international research conducted between 2018 and 2025. Using a qualitative literature review method Using Jenkins' (2006) Media Convergence theory, which encompasses indicators of media convergence, participatory culture, and collective intelligence, this study explores various approaches, including digital documentation, documentary film, social media engagement, and digital narratives, as tools for cultural preservation. Key findings indicate that YouTube plays a significant role in documenting, promoting, and educating the public about the Rejang Sutri Dance. Digital media enables this sacred dance to reach younger generations and global audiences, and opens up spaces for creative collaboration without diminishing traditional values. However, challenges identified include varying content quality, unequal access to technology, and the risk of reducing sacred meanings due to cultural commodification. The implications of this study emphasize the need for inclusive, adaptive, and collaborative information technology-based preservation strategies, as well as the importance of youth engagement as drivers of cultural participation. Future research should explore sustainable models for digital cultural preservation and evaluate the long-term socio-cultural impacts of these evolving practices. This study contributes to the growing body of knowledge on the intersection of culture, technology, and education, providing insights for academics, cultural institutions, and community leaders involved in the preservation of intangible cultural heritage.

Keywords: Transformation, Media Convergence, Digital Media, Cultural Preservation

INTRODUCTION

Preserving traditional dance is crucial for maintaining the sustainability of local culture, especially in the current era of globalization and digitalization. How do humans preserve, maintain, defend, and disseminate knowledge that constantly changes with the times, as demonstrated by the transformation of communication media over time? Culture is the ability to develop and be acquired by individuals or groups and passed down from generation to generation. (Leonita et al., 2022). In ancient times, cultural preservation involved the direct transmission of values, stories, and practices from generation to generation through oral communication (word of mouth). However, due to the current rapid flow of globalization and digitalization, this pattern faces serious challenges. Modern communication media, especially digital media, have evolved into a primary tool for accessing information, entertainment, and even cultural learning. (Raihan Sabili et al., 2023). The Rejang Sutri Dance in Batuan Village, Gianyar, Bali, as a sacred traditional cultural heritage, faces challenges in the form of social and cultural changes accompanied by the development of information technology. The problem that is the focus of this research is how the transformation of traditional dance

preservation can be carried out through the use of digital media, especially the YouTube platform, as an effective preservation tool that can reach the younger generation and a wider audience.

Digital media has become a dominant tool in determining people's information consumption patterns in today's era of globalization and digitalization. Platforms like YouTube, Instagram, and TikTok have evolved into new platforms for disseminating traditional cultural and artistic expressions, as well as spaces enabling collaboration and the reconstruction of cultural identities. With this shift, the phenomenon of media convergence has emerged, where oral, audio-visual, and digital forms of communication work together to complement each other in efforts to preserve culture.

In line with this, various cultural communities have begun utilizing digital media as a preservation strategy to maintain their traditions. One of the most effective social media platforms is YouTube, as it can reach a wider audience, including both older and younger generations who are familiar with technology. New studies show that YouTube can be an effective tool for documenting, promoting, and preserving traditional arts. For example, the Yogyakarta Palace uses YouTube to disseminate the Joged Mataram dance, which has been shown to increase public appreciation for local cultural heritage.(Suprihono, 2022).

The Batuan Village community sees the use of YouTube as a strategic step to preserve and maintain the sustainability of the Rejang Sutri Dance. This dance is not just a form of entertainment, but also part of traditional ceremonies and holds deep religious significance. While this sacred dance was previously only passed down through direct practice in traditional ceremonies, it is now also beginning to be documented and published through digital media. The factors influencing the choice of YouTube are, first, because this platform has a very broad global user base, allowing the Rejang Sutri Dance to be known internationally. Second, because YouTube is able to provide a complete audio-visual experience, thus maintaining the aesthetic value of the dance. Third, because the younger generation, increasingly close to digital media, can more easily connect with local cultural content through this platform.

Several recent studies have also discussed the use of digital media in arts and cultural preservation. For example, research by Hita et al.(2018)showed that a documentary film about the Rejang Sutri Dance using digital media was able to effectively document and preserve culture, receiving a positive response from the public. Furthermore, a study by Januhari et al.(2018)introduces an information technology model that plays a role in the digitalization of classical Balinese dance to preserve the art that is starting to be forgotten. Other studies such as byMaryam et al. (2024)proving that YouTube can popularize traditional dance arts with a wide reach, thus supporting cultural preservation through social media.

However, there remains a gap in understanding how digital media integration, particularly YouTube, can be optimized for the preservation of the Rejang Sutri Dance, specifically in Batuan Village. A limitation of previous studies is the lack of focus on literature analyzing the transformation and effectiveness of YouTube use in the specific context of Balinese culture. This creates a research gap regarding how digital media can bridge tradition and innovation in preserving this sacred dance, as well as the role of the younger generation and local communities in this process.

Based on this gap, this study aims to analyze the transformation of traditional dance preservation through digital media, focusing on the use of YouTube for the Rejang Sutri Dance in Batuan Village. The novelty of this research lies in the systematic analysis of the specific use of the YouTube platform for traditional Balinese dance and how it transforms conventional preservation techniques into digital ones that are more adaptive to current developments.

METHODS

This study uses a literature review approach with the aim of analyzing various relevant studies that discuss the transformation of media from traditional media to digital media, especially YouTube in the preservation of traditional dance, with a focus on the Rejang Sutri Dance in Batuan Village. This study emphasizes how digital media plays a role today, as well as what Batuan Village does when digital media has become an existing and dominant tool in people's lives. This approach was chosen because it allows the collection and synthesis of information from various valid and current sources to understand the phenomenon of the transformation of traditional dance preservation through digital technology.

The research subjects are a collection of national and international articles and journals that discuss the theme of the transformation of communication media in the preservation of art or tradition, media used for dance preservation, digitalization of dance preservation, as well as specific case studies of the Rejang Sutri Dance and other traditional Balinese dances. The literature selection criteria include publications published in the last decade and containing a clear research methodology that is relevant to the topic. To conduct the literature search, researchers used academic databases such as Google Scholar that were accessed to search for articles, journals, books, and other documents relevant to the research topic. (Hermansyah et al., 2024)

The data collection technique was carried out through a systematic search in various journal databases and digital libraries using related keywords such as "traditional dance preservation through digital media," "the use of YouTube in traditional dance," and "digitalization of Balinese dance." After the literature was selected and data collected, the author conducted an in-depth analysis of the contents of these documents. The analysis covered the identity of patterns, themes, and meanings in the texts, and also explored the perspectives expressed by the researchers of the documents. (Hartika et al., 2025).

Data analysis was conducted qualitatively by organizing research findings into descriptive tables containing information on the title, author, year of publication, research method, results, and relevance to the study's focus. This approach allows for the identification of patterns, research gaps, and trends in the use of digital media for dance preservation, while also supporting the determination of the novelty and contribution of the review results to the field of study.

This methodology allows for effective replication of the research by following a systematic literature search procedure, measurable selection criteria, and clear descriptive content analysis techniques. This research does not use primary data, thus, it does not involve direct subjects or field data collection instruments. Instead, it is based entirely on the analysis of published academic documents.

RESULTS

The results of the mapping and literature analysis indicate that the transformation of communication media from traditional to digital, particularly YouTube, has had a significant impact on the preservation of the Rejang Sutri Dance in Batuan Village. Digital media now plays a primary role in cultural preservation, and Batuan Village has adopted adaptive strategies to ensure the Rejang Sutri Dance remains alive in the digital age. The following are the findings from the literature analysis:

1. Media Transformation from Traditional Media to Digital Media

Literature shows a significant shift in the preservation of traditional dances, including the Rejang Sutri Dance in Batuan Village. Previously, dance preservation was carried out traditionally through oral communication and direct practice in traditional ceremonies, but now it has been transformed through digital media. This change aligns with global trends where traditional arts are documented and disseminated through digital media to address the challenges of globalization. Research by Hita et al. (2018) emphasized that digital film documentation has proven effective in supporting the preservation of the Rejang Sutri Dance, with very positive public acceptance. This indicates that cultural preservation is beginning to transform from a direct inheritance system to a documented and widely accessible digital system.

This transformation is further strengthened by the digitalization model developed by Januhari et al.(2018), namely the use of mobile applications and websites to preserve endangered classical Balinese dances. This study aligns with research by Bestari et al.(2025)which emphasizes that Balinese cultural performances have changed to adapt to the digital world, changing cultural consumption patterns from communal-sacred to global-digital.

2. The Current Role of Digital Media in the Context of Traditional Arts

Today, digital media plays a central role in maintaining the sustainability of traditional arts. To promote and revitalize traditional arts, YouTube, Instagram, and TikTok have become collaborative spaces for young people, educators, and the arts community. A study by Wayu(2022)Research by Hartati shows that YouTube supports dance learning in schools by increasing student motivation and creativity.(2024)demonstrated that YouTube can popularize traditional dance through widespread distribution and audience interaction. Meanwhile, research by Hartika et al.(2025)He added that Bali's young generation actively utilizes social media, including YouTube, Instagram, and TikTok, to develop digital creativity while preserving local culture.

This finding is reinforced by the study of Fitriawati et al.(2024)which states that social media is effective for preserving traditional Balinese dance because it is easily accessible to the younger generation. Research by Citrawati et al.(2025)states that digital technologies such as digital storytelling, AR, and VR can be a catalyst for dance preservation, enriching experiences and strengthening interdisciplinary education.

3. Batuan Village's Steps When Social Media Already Exists and Dominates Society

In the context of Batuan Village, the Rejang Sutri Dance preservation strategy is now implemented not only in traditional ceremonies but also through digital media. The use of digital media, particularly YouTube, is seen as an adaptive strategy for preserving the Rejang Sutri Dance. Several strategic steps identified through the literature are:

- Digital documentary production: in the form of a documentary film on the Rejang Sutri Dance which can function as a cultural archive as well as a means of public education.(Hita et al., 2018)
- Adopting a digital communication strategy: as demonstrated by art studios in Bali, social media can be used to strengthen the promotion and preservation of traditional dance.(Fitriawati, 2024)
- Collaboration between the younger generation and local artists: in creating YouTube, Instagram, and TikTok content, emphasizing the role of the younger generation as creative agents who use social media to promote cultural arts, including sacred dance.(Hartika et al., 2025)

With these strategic steps, Batuan Village not only maintains the existence of the Rejang Sutri Dance in the local realm, but also expands the reach of this dance to the national and even global realm, while ensuring that its sacredness remains understood in a modern context.

Table 1 below summarizes the findings of the analyzed literature:

No	Title and Author Name	Method	Key Findings	Relevance
1	Documentary Film Rejang Sutri Dance "Dance to Ward Off Disaster" Tradition of Batuan	Research and development with a cyclic strategy model; observation, interviews, literature studies,	The documentary was successfully produced with excellent effectiveness and validity ratings (around 93%) and a positive public response (92%). The	Very relevant as a case study of traditional dance preservation using digital media, especially YouTube and documentary films in the context of Batuan Village.

	Village(Nur Hita et al., 2018)	questionnaires, documentation	film documents the history, meaning, and function of the Rejang Sutri dance as a means of preserving local culture through digital media.	
2	Utilization of YouTube Media in Arts and Culture Learning during the New Normal Period of Covid-19 at State Elementary School (MIN) 1, Bengkulu City(Wayu, 2022)	Field research with a qualitative approach, observation, interviews, documentation	Videos from YouTube motivate teachers and students, improve creativity and arts and culture learning outcomes.	Directly demonstrates the effectiveness of YouTube as a medium for transforming learning as well as a means of preserving artistic traditions, which can be adapted to the Rejang Sutri context.
3	Information Technology Based Model for Balinese Classical Dance Preservation(Januhari et al., 2018)	IT model development through literature, analysis, identification, implementation	Produce a model for utilizing information technology (website and mobile application) to digitize and preserve almost forgotten classical Balinese dance.	It's highly relevant as a model for digitally preserving traditional Balinese dance through information technology. It can serve as a foundation for examining YouTube's role as a form of digital media transformation.
4	Utilizing Social Media as a Medium for Preserving Traditional Balinese Dance in the Modern Era(Fitriawati, 2024)	Quantitative research through questionnaires	Social media has proven to be effective as a medium for preserving Balinese dance that can be enjoyed by the younger generation.	Relevant as an empirical study that strengthens the role of social media (including YouTube) as a strategic medium in the process of transforming Balinese dance preservation in the digital era.
5	Strategies for the Protection and Maintenance of Traditional Dance in the Digital Era: A Systematic Literature Review(Herman syah et al., 2024)	Systematic literature review	Digital technology strengthens dance preservation through promotion, documentation, teaching; there are challenges to implementation	Provides a theoretical framework and current scientific evidence on digital technology and the preservation of traditional dance.
6	YouTube's Media Power in Shaping Dance	Qualitative analysis of viral phenomena on	YouTube has successfully popularized traditional	Empirically demonstrates how YouTube is able to

	Trends: A Case Study of Samrah Wandan Culture Dance(Maryam et al., 2024)	YouTube, observation and content study	dances widely with high audience interaction, supporting the preservation and trends of digital culture.	transform traditional dance arts into digital cultural trends.
7	Digital Creativity and Balinese Local Culture: A Young Generation Strategy in the Digital Era(Hartika et al., 2025)	Qualitative literature study	Bali's young generation actively promotes arts and culture through social media (Instagram, TikTok, YouTube). Digital creativity is vital to preserving Balinese culture.	Relevant to the context of preserving Balinese dance through digital utilization and the role of the younger generation
8	A Possibility for Innovation in the form of Balinese Dance Creations(Surya ni et al., 2024)	Qualitative study of innovation in creating new dances in Bali	Explaining innovation in Balinese dance as part of the preservation and development of traditional dance arts.	It is relevant to see the innovation of Balinese dance art in the context of cultural preservation through new creations.
9	Revitalizing Traditional Dance in the Digital Era: Synergy of Cultural Values, Technological Innovation, and the Arts(Citrawati, AAIA et al., 2025)	Literature review	Demonstrating that digital technology can be a catalyst for the preservation of traditional dance through social media, digital storytelling, AR, VR; the importance of interdisciplinary education.	It is relevant to understand how the transformation of digital media (YouTube, digital storytelling, AR/VR) opens up new space for the preservation of the Rejang Sutri Dance.
10	Staging Bali: The Transformation of Cultural Performance Through Digital Spaces(Made et al., 2025)	Qualitative netnography of various online Balinese cultural performances	Examining the digitalization of Balinese cultural performances with adaptations from traditional to spectacular digital, influencing perceptions and cultural preservation.	Shows how Balinese cultural performances are transforming into the digital space, which can be compared to the use of YouTube in preserving the Rejang Sutri Dance.
11	Digitizing the Malang Mask Art Studio on Social Media(Wulan, 2024)	ADDIE (Analyze, Design, Develop, Implement, Evaluate)	Digitalization can expand the reach of traditional arts on digital platforms. This digitalization is an important step in maintaining the	Relevant to the context of digitalization & VR as a preservation innovation

			relevance of mask art with modern technology without losing its core cultural values, and plays a role in inspiring cultural preservation efforts. sustainable local.	
12	Cultural Transformation: The Impact of Technological Development and Social Media (Anista, 2023)	Library research	Digital technology and social media act as agents of cultural transformation, facilitating the preservation of local culture while accelerating cultural homogenization global.	Providing an understanding of media convergence & participatory culture
13	Collaboration of Traditional Arts and Technology: Creativity in Learning the Beriuk Tinjal Dance Through the TikTok Application (Balqis & Slamet Haryono, 2024)	Case study method and qualitative approach	Integration TikTok in dance learning not only enriches students' learning experiences but also provides space for them to innovate and reintegrate traditional dance movements in a more modern and engaging context.	It is very relevant because even though the media focus is different (TikTok and YouTube), both platforms represent a form of media convergence that shifts dance preservation from physical to digital spaces.
14	Digital Transformation And Sustainability Of Cultural Communities (JATI, 2024)	An ethnographic action research approach. Researchers actively engage directly with cultural communities in Klaten, conducting observations and collaborating with the community.	Digitizing arts and culture through online media like YouTube can expand the reach and support the sustainability of traditional arts, including dances like Rejang Sutri. This digitalization facilitates the preservation, distribution, and promotion of dances widely and effectively in the digital age.	Provides an essential framework for the digitalization of cultural communities through YouTube and other online media as a transformational and sustainable strategy.
15	Saving "Joged Mataram" Via Youtube: Preservation And Dissemination Of Local Culture	Qualitative ethnographic method with detailed analysis of Joged Mataram uploads on YouTube	YouTube has become a cultural strategy for the Yogyakarta Palace to preserve and disseminate the Joged Mataram dance. The shift from the exclusive	Being a direct comparison because it shows the practice of preserving traditional dance through YouTube, it is relevant to strengthen YouTube's

	In The Digital Age(Suprihono, 2022)		palace stage to screen-dance on YouTube has successfully expanded its audience, including the younger generation and the global community.	position as the main media in this research.
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Based on the adjusted literature table, it is clear that the use of digital media, particularly YouTube, is a crucial aspect in the transformation of traditional dance preservation. Several studies confirm that YouTube serves not only as a means of documentation but also as an interactive medium capable of expanding audience reach, connecting the younger generation, and shaping new cultural trends.(Maryam et al., 2024) (Suprihono, 2022)These studies show that digital media provides a broader space for participation, allowing traditional dances like Rejang Sutri to remain relevant amidst technological developments and changing cultural consumption styles.

In addition, studies such as those conducted by Januhari et al.(2018)and Citrawati et al.(2025)demonstrates that the transformation of dance preservation requires systematic digital technology support, ranging from digital storytelling, app-based documentation, to adaptation in online performance spaces. This reinforces the urgency that the preservation of the Rejang Sutri Dance in Batuan Village can draw inspiration from similar practices, by making YouTube the primary channel for disseminating its cultural values, history, and ritual essence. Thus, YouTube is seen not only as an entertainment platform, but also as a digital cultural space capable of maintaining the sustainability of local traditions through media convergence mechanisms.

DISCUSSION

The findings in this analysis support the claim that digital media, particularly YouTube, can be a transformative tool in preserving traditional dance. Previous research has shown that the use of digital media can document and disseminate cultural values in a more engaging and accessible way for the wider public, including the younger generation, who are key to cultural sustainability. Digital media, in this context, encompasses various information technology-based platforms such as social media, mobile applications, websites, and streaming channels, enabling broader cultural documentation, distribution, and interaction. Digital media, more than just a means of entertainment, functions as a participatory space that broadens audience reach, opens opportunities for the younger generation to actively participate, and bridges the preservation of local traditions to remain relevant amidst globalization.

The preservation of local culture, particularly traditional dance, in the current era of globalization and digitalization is faced with major challenges. Changes in people's lifestyles, the declining interest of the younger generation in tradition, and the dominance of modern media require cultural preservation to find new ways to remain relevant. In this context, the preservation of the Rejang Sutri Dance in Batuan Village can be analyzed through the media convergence theory proposed by Henry Jenkins (2006). This theory emphasizes that media development is not only related to technological shifts, but also changes in consumption patterns, community participation, and collaboration in culture, where three important indicators of this theory are media convergence, participatory culture, and collective intelligence.(Maghriza et al., 2024)These three indicators are the main foundation for understanding how YouTube and digital media play a role in preserving the Rejang Sutri Dance.

1. Media Transformation from Traditional to Digital (Media Convergence)

Previously, the preservation of the Rejang Sutri Dance was carried out traditionally through direct oral communication and direct participation in traditional ceremonies. This dance is sacred and an integral part of the spiritual identity of the Batuan Village Community. However, traditional media in preserving the Rejang Sutri Dance has limitations, namely the lack of permanent documentation, making it vulnerable to loss of

tradition if the next generation is less knowledgeable and less involved. Transformation began to occur when digital media was introduced as a means of preservation. This is in line with the concept of media convergence, namely the integration of old and new media that produces new forms in the process of conveying culture. Media convergence is the combination of various information and communication technology services, along with increasing digitalization, making people able to access various types of media content.(Maghriza et al., 2024)

Research by Hita et al.(2018)showed that the documentary film "Rejang Sutri Dance" was effective in documenting the dance, achieving 93% effectiveness and receiving 92% positive public reception. This data confirms that digital media is better able to maintain cultural sustainability than traditional methods. Furthermore, Januhari et al.(2018)developed an app- and website-based model for digitizing classical Balinese dance. This model demonstrates how digital systems not only record but also create a permanent archive accessible across generations and geographies. A similar context is evident in Suprihono's research.(2022)related to Joged Mataram, which shows that the Yogyakarta Palace uses YouTube as a cultural strategy. This transformation not only moves dance performances into digital media but also creates screen-dance, namely, representations of dance in audiovisual formats adapted for global audiences. However, Bestari(2025)emphasizes that the digitalization of Balinese cultural performances has the potential to transform the experience of appreciation, from sacred and direct to mere visual consumption. This creates a dilemma between preservation and commodification. This critique is crucial as a reminder that media convergence must maintain the authentic value of traditional dance. Therefore, media convergence in the preservation of the Rejang Sutri Dance can be understood as a major shift that changes how culture is transmitted, yet still poses ethical challenges related to its representation and sacredness.

2. The Current Role of Digital Media in the Context of Traditional Arts (Participatory Culture)

In addition to media transformation, the role of digital media today can also be analyzed through the concept of participatory culture. In Jenkins' media convergence theory, participatory culture occurs when people are no longer passive consumers but also contribute to the production and distribution of cultural content. This phenomenon is clearly visible in the use of YouTube and social media for the preservation of traditional dance, which in this context focuses on the Rejang Sutri Dance from Batuan Village. The results also show that digitalization serves not only as static documentation but also as an interactive learning medium capable of increasing motivation and creativity in dance. This is relevant to the study of Wayu(2022), which found that YouTube videos were effective as a learning tool for arts and culture during the pandemic. This proves that digital media functions as a participatory educational space. As confirmed in the study,Maghriza et al. (2024)Participatory culture is characterized by the interactivity built between media and users, where the public becomes not only a recipient of information but also a producer of content. YouTube's strength in popularizing traditional dance lies in audience interaction.(Maryam et al., 2024)Comments, likes, and video shares encourage YouTube's algorithm to display that content more widely, making it visible to a global audience.

Participation also comes from the community on a voluntary basis. Balinese people use social media to document traditional dances as a form of preservation initiative.(Fitriawati, 2024)This shows that conservation is no longer top-down but rather bottom-up, born from community initiatives. Hartika et al.(2025)revealed that the younger generation plays a crucial role in this participatory culture, as they actively use platforms like Instagram, TikTok, and YouTube to creatively promote Balinese dance culture. In fact, according to Suryani et al.(2024)This participation is not limited to reproduction but also generates innovation, where the creation of new dances based on tradition becomes part of

preservation. Thus, participatory culture makes digital media a democratic space that allows anyone to participate in the preservation of the Rejang Sutri Dance.

3. Batuan Village's Steps When Social Media Already Exists and Dominates Society (Collective Intelligence)

The preservation of the Rejang Sutri Dance must also be understood through the concept of collective intelligence. According to Jenkins, collective intelligence is formed when communities utilize digital media to collaborate, share information, and create joint solutions. This is also confirmed in research by Maghriza et al. (2024), that the implementation of media convergence involves all existing fields according to their respective tasks and capacities, is carried out collaboratively and cannot be separated from one another. In the context of Batuan Village, collective intelligence means that the preservation of the Rejang Sutri Dance is not only the responsibility of the local community, but also involves cultural experts, artists, and the existing local community. Research by Suprihono(2022) provides a concrete example of how the Yogyakarta Palace used YouTube as a cultural strategy for Joged Mataram. A similar model could be implemented in Batuan Village, involving key actors in managing Rejang Sutri Dance content on digital platforms.

Citrawati et al.(2025) adds a new perspective by emphasizing the role of AR, VR, and digital storytelling technologies as forms of collective intelligence. This technology allows the global community to experience traditional dance interactively, even without being present in person. Balqis et al.(2024) This demonstrates that TikTok can be used for innovative traditional dance learning, allowing the popular platform for young people to become part of a preservation strategy. However, this collective intelligence must maintain authenticity and sacredness to prevent dance from being reduced to mere commercial content.

However, while digital media offers many advantages, research also identifies challenges such as access constraints, content quality, and the need for an integrated preservation strategy that combines technology and local wisdom. This aligns with a literature review on the challenges of digitalization in preserving traditional dance. Overall, this literature review reinforces the theory that preserving traditional dance in the digital era requires not only conventional approaches but also innovation through digital media such as YouTube, which can connect tradition with contemporary technological and sociocultural developments.

The preservation of the Rejang Sutri Dance through digital media fully aligns with Jenkins' Media Convergence Theory framework. The transformation of media from traditional to digital demonstrates how oral traditions and rituals are shifting to broader digital documentation. Participatory culture is evident through the involvement of the younger generation, the community, and global audiences who contribute to content production and distribution. Meanwhile, collective intelligence demonstrates that preservation requires multi-actor collaboration utilizing new technologies and a well-planned digital communication strategy. YouTube, in this case, is not simply an entertainment space, but rather a bridge between sacred traditions and modern innovation, ensuring the preservation of the Rejang Sutri Dance amidst the currents of globalization.

CONCLUSION

Based on a literature analysis of the use of digital media, particularly YouTube, in preserving the Rejang Sutri Dance in Batuan Village and other traditional Balinese dances, it can be concluded that digital media plays a crucial role as a means of transforming cultural preservation. YouTube and social media platforms function not only as documentation and promotional media but also as learning and creativity tools that motivate the younger generation to participate in preserving and developing traditional dance arts. The reviewed studies show that digitalization of dance preservation can expand the reach of culture and create new spaces for innovation without eliminating traditional values.

However, this study also identified limitations in implementing digital media utilization, such as challenges related to content quality, unequal access to technology, and the need for collaborative strategies involving cultural actors, technology, and the community. In other words, digitalization will only be effective if managed through a systematic, collaborative approach, and remains grounded in authentic cultural values.

In line with the Media Convergence Theory by Henry Jenkins, the results of this study indicate that the preservation of the Rejang Sutri Dance reflects three important aspects, first, media convergence that moves traditions from ritual spaces to digital spaces, second, participatory culture that shows the active involvement of the younger generation, local communities, and global audiences in the production and consumption of content, and third, collective intelligence that emphasizes the importance of multi-actor collaboration in maintaining cultural sustainability in the digital era. Therefore, further research needs to highlight the technical sustainability aspects and the social impacts of digitalization, so that technology-based cultural preservation strategies can be more inclusive, adaptive, and sustainable.

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