Communication and Cultural Transformation: The Use of *Indo' Botting* Services in the Era of Technology Media in Bugis Traditional Weddings

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Abstract. In the current era of modernization, forms of social phenomena often encountered are young people who mostly do not understand the local language, art, and customs anymore, especially the traditional Bugis wedding procession that still exists. This study explores the impact and implications of using Indo" Botting services in Bugis traditional marriages. By better understanding these changes, we can see how technology influences cultural transformation in specific contexts and how Bugis culture remains relevant in the new media era. This research is qualitative research which attempts to provide an overview of the situation that occurred. This research aims to determine the communication and cultural transformation of using Indo" botting services in traditional Bugis weddings in the new media era. The research method uses ethnographic communication methods supported by media technology theory. The study shows that using *Indo' Botting* services has enriched the digital experience in traditional Bugis weddings. The bride, groom, and family can instantly share wedding moments via social media, creating richer digital memories. This research reveals the significant impact of using Indo" Botting Services in traditional Bugis weddings regarding experience, ceremony dynamics, and social and cultural aspects. Further research may inform more about the Bugis culture and the use of Indo " Botting services in Bugis customary development.

Keywords: Communication, Cultural Transformation, Bugis Traditional Wedding.

1   Introduction

Bugis's traditional wedding tradition is one of Indonesia's most valuable cultural heritages. Traditional Buginese marriage not only reflects strong family values but also plays an important role in the social and cultural identity of the Buginese people. For centuries, Buginese weddings have been a significant event in the life of the Buginese people and are filled with a series of rituals, customs, and dances that are rich in meaning [1].

However, with the development of communication technologies and new media in recent years, there have been significant changes in how Bugis traditional weddings are

prepared, celebrated, and shared with the wider community [2]. One of the striking innovations is the use of *Indo' Botting*, which offers a technological solution to connect brides and grooms and their families with guests who may not be able to be physically present. This brought about significant changes in communication and participation in Bugis' traditional weddings.

This cultural transformation encompasses a wide range of aspects, including shifts in how rituals are performed, interactions between younger generations accustomed to technology, and the storage and sharing of wedding memories in digital form. In addition, the role of Jasa *Indo' Botting* also opens a critical discussion about how modern technology can be united with preserving a rich culture. Cultural transformation is the process of housing, evolution, or shift in values, norms, beliefs, practices, and other cultural elements within a society or human group. Cultural transformation can occur due to various factors such as technological developments, interaction with other cultures, social changes, politics, economics, and others. Every community and nation certainly has a different culture. Each of these cultures has a different character [3]. So, one culture cannot be superior to another because each has a different characteristic pattern.

In the current era of modernization, forms of social phenomena often encountered are young people who mostly do not understand the local language, art, and Customs anymore, especially the traditional Bugis wedding procession that still exists. This is evidenced by the booming music, movies, and content that smells of Korea and the West [4]. A phrase from Charles Darwin says that it is not the strongest who are able to survive but the most adaptive. The culture of Indonesia is amazing, but keep in mind that it's not the big that eats the small. It's the fast that eats the slow. Culture from outside so quickly entered and spread massively in various media information. Compare this with our culture, which is socialized only through extracurricular activities and local events. Indeed, local culture will not be in demand with old ways like this. This is because it is not intensely propagated; it may also be the content that needs to be corrected. Cultural transformation is urgently needed. As Alexander Chase said, to stay young, one must change. A slight change of form in a culture is better than letting it rust away.

This study will explore the impact and implications of using *Indo' Botting* services in Bugis traditional marriages. By better understanding these changes, we can see how technology influences cultural transformation in specific contexts and how Bugis culture remains relevant in the new media era.

2   Research Methods

This research is qualitative research which attempts to provide an overview of the situation that occurred. This research aims to determine the communication and cultural transformation of using *Indo' Botting* services in traditional Bugis weddings in the new media era. This approach was chosen because the researcher considered that a qualitative approach was the most appropriate approach to realize the objectives of this research [5]. The type of research used was carried out under the basic ideas of

communication ethnography, which states that different communication channels will result in differences in a community group's speech structure and culture. This qualitative research relies heavily on in-depth observations of human behavior and the environment. The qualitative research orientation seeks to reveal the social reality related to communication and the cultural transformation of using *Indo' Botting* services in the new media era in Bugis traditional weddings as completely as possible.

The research method uses ethnographic communication methods supported by media technology theory [6]. In its explanation, the ethnographic tradition views communication behavior as behavior that originates from the interaction of three skills each individual possesses as a social creature. The three skills come from linguistic, interaction, and cultural skills.

The researcher took this research design to describe and reveal what was studied, namely communicative situations, communicative events, and communicative actions that occurred in the communication process and cultural transformation of using *Indo' Botting* services in the new media era in Bugis traditional weddings.

The researcher's role in this qualitative research is as a planner, data collector, analyzer, and research initiator. Qualitative research emphasizes that the researcher himself or with the help of others is the main data collection tool.

The data sources used are primary and secondary data, where the primary data is conducting direct interviews with informants and in-depth interviews with *Indo' Botting* service providers via Instagram and WhatsApp. Secondary data, such as books, journals, and articles related to the research topic, supports the completeness of primary data obtained from research results in South Sulawesi. This research uses Miles and Huberman data analysis techniques: data collection, data reduction, data presentation, and conclusion.

3 Results and Discussion

3.1 The Influence of Media Technology on the Bugis Traditional Wedding

The research results show that using *Indo' Botting* services has enriched the digital experience in traditional Bugis weddings. The bride, groom, and family can instantly share wedding moments via social media, creating richer digital memories.

Guests who cannot physically attend a traditional Bugis wedding can participate virtually in a series of events run by *Indo' Botting*. This also increases guest/family participation and involvement in the event.

Media technology allows the bride, groom, and their families to keep digital traces of various series of traditional Bugis wedding processions. Photos, videos, and digitally recorded messages can be accessed anytime to remember special moments.

This research reveals how using *Indo' Botting* services influences the perception of the value of traditional Bugis wedding traditions. Some informants see it as maintaining and modernizing traditions, while others see it as violating traditional values.

The research results reflect the psychological impact of using *Indo' Botting* services in traditional Bugis weddings. The bride and groom or guests experience a level of

happiness because the event is smooth and neat in the traditional Bugis wedding procession.

This research explores the perceptions of guests who participate virtually regarding using *Indo' Botting* Services. They felt their experience was lacking after only participating in a series of Bugis traditional wedding processions.

Media technology greatly influences the correct Bugis traditional wedding procedures/processions. Simultaneously with the emergence of new technology/new media, business units have also emerged that are said to be more creative and innovative in organizing wedding events, especially traditional weddings. This business unit is very influential with the existence of *Indo' Botting* service providers whose requirements are that their traditions and ethnicity are still authentic because their services are deemed no longer needed at any time.

3.2   Changes in ceremony dynamics and implementation

The research results identified changes in how Bugis traditional wedding ceremonies were carried out and organized with the presence of media technology, where *Indo' Botting* influenced the flow of the event, interactions between the bride and groom and guests, or the layout of the ceremony.

Using *Indo' Botting* services can influence the implementation of traditional Bugis wedding ceremonies by making them more efficient. Digital messages and online invitations can facilitate coordination and communication between the bride and groom, family, and guests. On the other hand, if you follow custom, distributing invitations is usually called a *Mattala* invitation, inviting relatives to attend a wedding party in the form of a letter and then distributing it to relatives. This activity aims to hope that they will be willing to bless the bride and groom as a form of appreciation to the guests, relatives, and family they visit. This has resulted in *Indo' Botting* currently inevitably following the rules of cultural transformation, which help facilitate the running of the pre-wedding procession, except for those who still maintain siri' (shame) will not distribute invitations virtually and still carry out *Mattala* invitation activities as a form of appreciation to guests who will be invited.

Digital media such as projection screens or video shows used in traditional Bugis wedding ceremonies greatly influence the presentation and documentation of the ceremony because guests who cannot reach the event being held can enjoy all the processions.

Changes in the flow of events, in this research, can reflect changes in the flow of traditional Bugis wedding events as a result of the use of media technology, where the traditional ritual usually carried out by *Indo' Botting* has now become a formality only for documentation purposes and to save time.

The use of *Indo' Botting* services in traditional Bugis wedding processions only complements this tradition, depending on the region. If in the Barru, Pare-Pare, Bone, Sidrap, Soppeng, and subsequent areas, they still entrust all their processions to *Indo' Botting* because it is believed will bring blessings to the prospective bride and groom compared to urban areas, especially Makassar, which has become *Indo' Botting* as a traditional complement to the traditional Bugis wedding procession.

3.3   Social and Cultural Impact of Technology Use

This research reveals that using *Indo' Botting* services has increased the involvement of guests who cannot be physically present at traditional Bugis weddings. They can participate via digital platforms, send congratulations, and share moments with the bride and groom.

Changes in the wedding preparation process mean that media technology has changed how Bugis traditional wedding preparations, such as distributing invitations, organizing events, and communicating with guests, can be more efficient.

The quality of digital memories shows that media technology provides a higher quality of digital memories in Bugis weddings. Then, there are changes in social dynamics, including how you interact during the marriage. Text messages, video calls, or online comments can influence the dynamics of social interactions.

The influence on tradition and symbolism reveals that the impact of media technology on tradition and symbolism in traditional Bugis weddings has experienced a shift in the meaning of cultural symbols in traditional Bugis wedding traditions carried out by *Indo' Botting,* which is increasingly shortening the procession for time efficiency.

It influences cultural identity, where media technology affects how the Bugis people see cultural identity. That technology helps maintain the cultural heritage that *Indo' Botting* has been running based on the heritage that has existed for a long time through social media or websites.

3.4   Acceptance and Rejection of Media Technology

This research shows that the majority of the Bugis community responds to media technology, especially Indo botting services, with increasing acceptance. They see this technology as a tool that enriches their custom wedding experience and facilitates guest engagement. The results of this research also reflect how the Bugis Community uses media technology creatively in their traditional weddings. The use of *Indo' Botting* services has created changes in the implementation of the ceremony or the interaction between the bride and groom, family, and guests.

This research identifies changes in Bugis Community communication norms due to the use of media technology. Digital messages, video shows, and online communication can influence the way members of the Bugis Community communicate.

The challenges from this research include resistance to the use of media technology in traditional Bugis weddings, where members of the Bugis Community are concerned about the negative impacts or changes in traditional values.

This research explores intergenerational interaction patterns and how media technology influences interaction patterns between the younger and older generations in traditional Bugis marriages. Younger generations, who are more familiar with technology, are more open to using media technology. *Indo' Botting* service users find celebrating traditional Bugis weddings more comfortable and interesting by involving the media. Meanwhile, the resistance and challenges of the older generation are less familiar with media technology or have resistance to change. They prefer a more conventional

traditional marriage, and this resistance arises due to a lack of understanding of technology or concerns related to the loss of traditional values.

Media technology influences traditional Bugis wedding traditions and Bugis cultural symbolism. Video shows and screen projections led to changes in the way traditional Bugis wedding ceremonies were carried out. Additional visual elements or changes in the ceremony sequence may accommodate this technology. Media technology enables using rich visual elements, such as beautiful photo and video displays. This can enrich the traditional Bugis wedding experience by more interestingly presenting important aspects of the tradition.

3.5   Impact on Cultural Identity

This research can explore the use of media technology in traditional Bugis weddings influencing their cultural identity. Using media technology in traditional Bugis weddings can help maintain and celebrate their cultural identity. This can be a way to maintain and respect Bugis' cultural heritage through conveying strong cultural values and symbols.

With the use of media technology, the Bugis community can become more aware of the importance of their culture. This technology may trigger an interest in caring for and understanding their culture more deeply. Media technology in Bugis traditional weddings can also reflect the Bugis community's ability to adapt to the increasingly advanced digital world. This can strengthen their sense of pride in their ability to combine tradition with innovation.

In some cases, using media technology is a way to involve the younger generation in cultural preservation. They may see this technology as an interesting tool to celebrate their family traditions. Although media technology can maintain culture, there is also the potential for changes in the image of Bugis culture. This technology can create a new and more modern picture of Bugis culture.

The use of media technology, especially creative and innovative, can give the impression that Bugis culture is modern and in line with current developments. With media technology, Bugis traditional weddings can be shared with a broader audience, including those not part of the Bugis community. This can create the impression that Bugis culture is open and can be accessed by all. Media technology, such as video broadcasts and professional photography, can change how Bugis culture is represented visually. The resulting images can provide a more dynamic and interesting appearance.

3.6   Comparison with Traditional Bugis Marriage

How does a traditional Bugis wedding involving media technology compare to a traditional Bugis wedding regarding cultural values, processes, and experiences? In terms of cultural values, there is a traditional Bugis wedding that emphasizes maintaining cultural values, traditions, and symbolism inherited from generation to generation, with values such as kinship, politeness, and respect for ancestors being the essence of marriage. There is also a traditional Bugis wedding with media technology that respects cultural values but with the addition of modern elements. Media technology is a tool to

celebrate and perpetuate these traditions, communicating values in a more contemporary form.

The traditional Bugis wedding process involves a series of highly ritualistic and formal stages. Strict traditional ceremonies follow traditional steps, such as the bridal procession, giving of gifts, and traditional ceremonies typical of the Bugis tribe. Meanwhile, in traditional Bugis weddings with media technology, the traditional wedding process can still be followed, but media technology enhances the experience. Traditional ceremonies are broadcast online or recorded to be accessed by guests who are not physically present.

The traditional Bugis wedding experience provides a deep cultural experience that feels authentic. Guests who are physically present can feel the wedding's sacredness, beauty, and symbolism. Meanwhile, the cultural experience in traditional Bugis weddings with media technology is different. Guests who attend virtually feel more involved through technology, but the role of technology somewhat diminishes the physical experience of the wedding.

In intergenerational interactions, traditional Bugis marriages maintain close relationships between the younger and older generations in the community. The older generation plays an important role in guiding ceremonies and maintaining traditions. Meanwhile, marriage with media technology presents challenges in maintaining interaction between the younger and older generations. Younger generations are more comfortable with technology, while older ones have resistance to it.

Bugis traditional weddings involving media technology create different dynamics than traditional Bugis weddings. It is more open to a wider audience and allows for creative use of technology in celebrating traditions. However, it is still important to consider how this technology influences cultural values, sacredness, and interactions between generations in the Bugis cultural context.

3.7   Impact on the Bugis Family and Community: More Widely

The use of media technology in traditional Bugis weddings is an example of how technology can influence social and cultural relationships in society. Understanding these impacts, working together to balance tradition and innovation, and maintaining harmonious relationships within the Bugis family and community are important. Families are more involved in wedding preparations, planning modern broadcasts, and collaborating in media technology processes.

It makes sharing wedding moments with family who live far away easy through videos and photos shared online. Then, create an interactive experience for families and guests participating in photo and video viewing sessions. Changing the way Bugis families and communities view traditions with more modern eyes. Impact on other Cultural Events, namely influencing how other cultural events in Bugis society are run, shows how technology can be used in various cultural contexts.

4   Conclusion

This research reveals the significant impact of using *Indo' Botting* Services in traditional Bugis weddings regarding experience, ceremony dynamics, and social and cultural aspects. Media technologies have enriched digital experiences, enabled the engagement of guests who are not physically present and changed communication norms. However, this change also challenges accepting this technology and impacts Bugis' cultural traditions and identity.

Further research may reveal more about the Bugis culture and the use of Indo ' Botting services in Bugis customary development. A focus on relationships with others or cross-cultural research can provide greater insight. Buginese communities can develop cultural guidelines to integrate media technologies into traditional weddings in a way that blends tradition and innovation, preserving important cultural values. Education and awareness efforts on the importance of preserving traditions in the context of media technology can help Bugis communities in the face of cultural change. Collaboration with digital media platforms to create experiences that better integrate Bugis cultural values in media technology is the next step for this research.

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