



Preserving Tradition in the Digital Age: A Multimodal Discourse Analysis of Tukkus Headband of the Kuripan Village Indigenous Community, Lampung on Social Media

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Abstract. This study investigates the multimodal discourse surrounding the preservation of traditional Tukkus headbands on social media platforms. The research gap stems from a lack of understanding about how digital media might be used to preserve intangible cultural resources beyond documentation. This study seeks to fill this vacuum by undertaking a multimodal discourse analysis of online debate about the Tukkus headband, a traditional item used by indigenous people in the Kuripan Village, Lampung, Indonesia. This theoretical approach is based on multimodal discourse analysis, which investigates the interaction of visual, written, and auditory forms of communication in generating meaning and identity. This research methodology entails a thorough examination of social media content, such as posts, comments, and user interactions, to better understand how Tukkus headbands are represented, discussed, and negotiated in online spaces. These findings reveal the complex ways in which tradition and modernity merge, as indigenous communities actively utilize social media platforms to share, celebrate and amplify the cultural meaning of the Tukkus headband, challenging the notion that digital technology will lead to the erosion of tradition. The conclusion discusses the implications of this research for understanding the role of digital media in the preservation of cultural traditions, and the need for further exploration of the intersection between technology and the preservation of intangible heritage.

Keywords: Tukkus Headband, Tradition, Digital Age, Multimodal Discourse Analysis, Social Media.

1 Introduction

Cultural preservation is one of the main challenges in today's digital age, where technology and modernity are often perceived as threats to tradition. One aspect that often becomes a concern is how intangible cultural practices, such as the use of traditional items, can be maintained amidst the rapid flow of change. In this context, social media is emerging as a potential tool for preserving and promoting traditional

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culture, although there is still a gap in understanding its effectiveness in cultural preservation that goes deeper than more documentation.

South Lampung, a regency in Lampung Province, Indonesia, offers a wide variety of tourist attractions. With exotic beaches such as Tanjung Setia, which is a paradise for surfers, and Way Kambas National Park, which is famous for its Sumatran elephants, this area spoils the eyes with stunning natural beauty. Not only that, Lampung's rich culture, reflected in its customs and culinary specialties, is also a special attraction for tourists who want to get closer to the lives of local people.

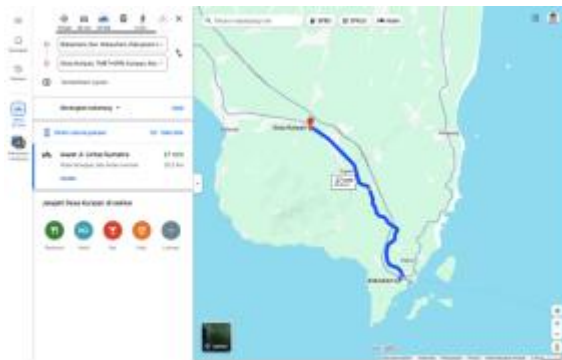


Figure 1 The travel time from Bakauheni Port to Kuripan Village is approximately 27 minutes.

According to the information in Figure 1, the travel route from Bakauheni to Kuripan Village is visible. In this context, the distance between the two locations is approximately 27 minutes. The map shows 20.5km route via Jl. Lintas Sumatera, which is the fastest route with normal traffic. It passes through areas such as Bakau before reaching Kuripan village. This route provides quick and easy access from Bakauheni port, the entrance to Sumatra Island from Java Island, to Kuripan Village, a cultural tourism destination in South Lampung Regency.

Among the many tourist destinations that can be found, South Lampung Regency has a hidden beauty: Kuripan Village. The village is an example of the rich tourism offerings of the Lampung region, providing a unique and enthralling experience

for travelers. Nestled amidst a charming rural landscape, Kuripan Village presents an authentic view of the traditional life of the Lampung people.

Visitors can enjoy a variety of interesting activities, such as witnessing first-hand the process of making or generations. In addition, the village also offers mesmerizing local art and cultural performances, giving travelers the opportunity to experience a rich and vibrant culture. Not to forget, the warm and welcoming hospitality of the locals leaves a lasting impression, making every visit special.

Kuripan Village is also a part of Lampung's long history. There are various historical sites that are still well preserved, as well as stories passed down from generation to generation. The village not only adds to the variety of tourism options in Lampung, but also plays an important role in preserving and promoting Lampung's cultural heritage. This is not only important for the local community, but also provides an opportunity for the younger generation and the international community to recognize and appreciate Lampung's rich and diverse cultural heritage.

According to Swanson & Timothy [1]. souvenirs are an important element of the travel experience. They not only serve as mementos of the places visited, but also as a means to share experiences and stories with others upon returning home. These objects have an important value as they are often symbolic of the experiences felt by a person during their trip.

Paraskevaïdis and Andriotis [2] reveal the value contained and the main reasons for buying souvenirs are as follows: (1) As a reminder of the site or history during travel and to reduce utilitarian, (2) As an exchange value of memories of someone's gift, (3) As prestige and social status also influence the purchase of souvenirs, (4) Spiritual - value, it is usually based on religion and practice in primitive tribes or inland and continues to exist inherent in modern society. Therefore, the authenticity of souvenir products in a tourist area must be preserved.

One of the famous crafts in South Lampung Regency is Tukkus. Apart from being Lampung's cultural identity, Tukkus also has economic value. Many local craftsmen produce Tukkus with various variations to meet market demand, both for traditional purposes and as souvenirs. However, along with the times, Tukkus production also faces challenges, such as changes in the interest of the younger

generation and competition with modern products. Nevertheless, efforts to preserve Tukkus continue so that Lampung's cultural heritage is not lost to time.

The importance of preservation is for generations to understand the meaning of this intangible cultural heritage. Through social media, live demonstrations and personal interaction, information about the philosophy and process of making the products is shared widely. This educational strategy not only increases the perceived value of the product, but also plays a role in the preservation and promotion of Lampung culture more broadly, creating consumers who not only buy the product, but also become ambassadors for this cultural heritage.

Digital marketing is an extension of conventional marketing strategies. Both have the same goal, which is to connect products or services with the right consumers. However, digital marketing offers more flexible and efficient advantages. By utilizing various digital platforms, marketers can reach a wider audience, measure campaign performance in real-time, and interact directly with consumers to get feedback.

This research focuses on the preservation of the Tukkus headband, a traditional item of great significance to the indigenous people of Kuripan Village, Lampung, Indonesia. The Tukkus headband not only has aesthetic value, but is also a symbol of cultural identity and community strength. However, in the context of rapid globalization and modernization, there are concerns that this tradition may be marginalized or forgotten.

2 Literature Review

2.1 Concept of Multimodal Discourse Analysis Approach

Multimodal is a term that refers to the way people communicate simultaneously using different modes. The simultaneous use of multiple semiotic models in the design of a semiotic product or event, and the combination of these modes in some way to enhance, complement or create a particular setting. Multimodal also refers to a technical term that aims to indicate that people use different semiotics in their meaning-making process. Multimodal is when a text is described in two modes: verbal and figurative. Language analysis tools and measures, such as Systematic Functional Linguistics (SFL)

and Functional Grammar, have tools for the analysis of understanding images. According to Van Leeuwen [3], describing diachronically means examining how resources come into being and undergo changes when people need or want new ways of using existing resources to find new resources. Such semiotic changes reflect and shape changes in society [4]. Like social media, it undergoes changes from time to time. These changes are not only in how it looks, but also in how audiences use it.

Multimodal discourse analysis can be used as a tool (methodological instrument) that aims to study the configuration of discourse in a text [5]. Regarding discourse, Kress and van Leeuwen understand discourse as socially produced knowledge about reality, which is contained in the text. The text in multimodal discourse analysis uses different modes to construct discourse in order to convey what the author of the text wants to convey.

In multimodal analysis, composition is related to representational and interactive meaning with images, is done through three systems, namely: Information value, Salience, Framing, which is in multimodal discourse analysis, which examines the way visual, textual, and aural communication interacts in constructing meaning and identity [6].

3 **Research Methods**

This research employs a multimodal discourse analysis approach within a qualitative framework. The multimodal method was chosen for its ability to encompass all aspects of communication, including language, images, and sound. As Kress [4] posits, multimodal discourse analysis assumes that various modes or ways of conveying messages, such as text, images, sounds, movements, and space, have the potential to convey meaning, albeit in different ways. These modes are shaped by social and cultural contexts, thus influencing the meaning embedded within them. Data collection for this research involved a combination of literature review, observation, and interviews, which were subsequently transcribed from recordings into written form.

4 Results and Discussion

4.1 Tukkus

Tukkus is a traditional crown from Lampung that has a high aesthetic and philosophical value. Usually made of cloth with various motifs and striking colors such as dark red and golden yellow, the variety of motifs and colors displayed represents the cultural diversity of Lampung. Tukkus are an integral part of various traditional ceremonies in Lampung. Its unique shape with two wings on the left and right sides has a deep symbolic meaning, such as "sitting equally low, standing equally high".



Figure 2 Tukkus

Source: by author

Tukkus not only serves as a headdress, but also symbolizes the social status and dignity of the wearer, especially in the context of customs. The hero who wore a Tukkus was Raden Intan II. One of the famous ones is Tukkus Khaja Muda, a traditional crown from Lampung that has a deep philosophical meaning. Its unique design with two wings represents the two major community groups in Lampung, namely Sai Batin and Pepadun. These two groups coexist harmoniously and have been united in the frame of Lampung Culture. The tapis that adorns the front of the Tukkus symbolizes the beauty, richness and splendor of Lampung culture.



Figure 3 Tukkus

Source: by Author

The position of the wings on the Tukkus Khaja Muda, one standing and one flat, has a very deep meaning. This illustrates the principle of equality between the two groups of people, namely "Standing Equally High, Sitting Equally Low". This principle emphasizes that despite having different backgrounds, both groups of people have the same position in the eyes of the law and customs.

The Tukkus Khaja Muda is not just a head accessory, but also a symbol of hope and the spirit of unity of the Lampung people. By wearing this Tukkus, the people of Lampung hope that the two groups of people can unite and achieve progress together. In addition, the Tukkus also symbolizes the revival of Lampung culture and represents the beauty and richness of the archipelago's culture in the international arena.

4.2 Khaja Muda

Maintaining the authenticity of these souvenirs cannot be separated from the active role of retailers who are in direct contact with tourist consumers and suppliers. The people of Penengahan are very familiar with the Tukkus, the traditional crown of Lampung Sai Batin. Khaja Muda, a craftsman from Kuripan Village, Penengahan

District, Lampung, is a figure who connects cultural heritage with today's generation. His dedication in preserving the Tukkus, the traditional crown of Lampung Sai Batin, deserves appreciation. He not only creates Tukkus, but also revives the traditional values contained in them. In his studio, Khaja creates various models of Tukkus with varying prices, with products ranging from Rp 55,000 to Rp 300,000, depending on the materials used.



Figure 4 Khaja Muda

Source: Facebook profile's khaja Muda

Khaja explained that there are two types of traditional crowns for men, the Kikat and Tukkus. The Kikat has a higher status and can only be used by traditional leaders on special occasions. Meanwhile, the Tukkus is more freely used by anyone, anytime, and anywhere, because the Tukkus is more closely related to the art and culture of the Lampung Sai Batin community.

More than just a place of production, Khaja Muda's studio has become an educational space for anyone who wants to know more about Tukkus and the process of making them. Here, visitors are introduced to the types of Tukkus, the philosophical meaning behind each color and shape, and the complicated stages that must be gone through to create a beautiful crown. Khaja Muda has managed to prove that tradition does not have to be old-fashioned. With a modern touch, he has managed to elevate the popularity of Tukkus and prove that handicrafts can compete in the global market.

Tukkus can continue to be preserved and developed in accordance with the times without losing its traditional value.

Khaja's efforts have not only raised the popularity of Tukkus, but also strengthened the cultural identity of Lampung Sai Batin in the eyes of the wider community. Cultural sustainability like this is crucial so that the younger generation can continue to appreciate and preserve their ancestral heritage. In addition, products such as Tukkus can be a tourist attraction that supports the local economy through the sale of authentic and quality souvenirs.

4.3 Multimodal Discourse Analysis in Khaja Muda's Facebook Post

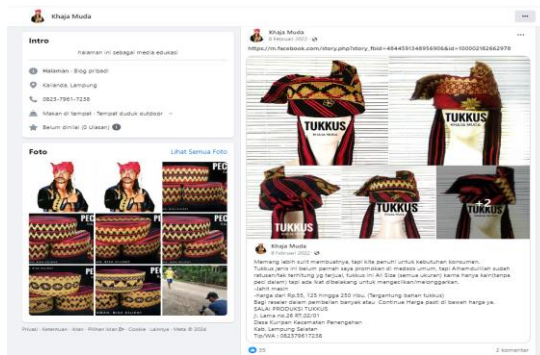


Figure 5 Khaja muda's post about Tukkus

Source: Facebook profile's khaja Muda

Van Leeuwen and Kress's [3] multimodal discourse analysis includes analyzing text and images to understand how meaning is formed through the use of different modes of communication. In the case of Tukkus content on Facebook, the author will analyze the caption text and accompanying images with a focus on the use of language, the organization of information, and its effect on readers.

4.4 Text Analysis

Language and Style

- **Word Choice:** The language used in the caption is quite simple and direct. Sentences like "It's more difficult to make, but we fulfill the needs of consumers" show the manufacturer's commitment to customer satisfaction.
- **Tone:** This caption uses a friendly and informative tone, highlighting the effort and dedication of the Tukkus maker. The use of phrases like "Alhamdulillah" reflects relief and gratitude, adding a religious personal touch.
- **Product Description:** A detailed description of the product (e.g., all sizes, sewing machine, price depending on the material) provides clear information to consumers, making it easy for them to understand the details and advantages of the Tukkus.

Information Structure:

- **Caption:** begins with an acknowledgment of the difficulty of manufacturing, but emphasizes the commitment to meeting consumer needs, which grabs the reader's attention by highlighting quality and effort.
- **Product Details:** The center of the caption provides very important product details, including the uniqueness of the Tukkus (all sizes, no inner cap, back tie), production method (machine sewing), and price variations. This helps consumers make a more informed decision.
- **Closing:** The caption closes with contact information and address, making it easy for potential buyers to contact and locate the manufacturer.

4.5 Visual Analysis

Product Pictures

- **Image Quality:** Clear, high-quality photos of the product will add credibility and appeal. Showcasing various Tukkus models will help consumers envision the product.
- **Composition:** Images showing fabric details will support claims in the text about the product's advantages.

Layout and Design

- Text Placement: Caption text placed underneath the product image will help the reader convey text information with visuals directly.
- Colors and Fonts: The use of colors and fonts that are consistent with the brand identity will strengthen brand recognition and give a professional impression.

4.6 Audial Analysis

Silence is used to emphasize the visuals or text being displayed, or to provide a moment of reflection for the audience. The absence of sound can provide a strong contrast to visual elements or text, thus reinforcing the message being conveyed.

4.7 Interaction Analysis

- Comments: Available comments are either positive or supportive.
- Content Quality: The content posted is informative and relevant. However, there is no CTA "Call to Action" such as "Join our workshop" or "Shop now,". There are no tags or mentions of other users in comments or posts. The content displayed by Khaja Muda may be interesting but not enough to motivate users to take actions such as commenting or sharing.

The Tukkus content on Facebook, through Van Leeuwen and Kress' [4] multimodal analysis, shows an effort to provide comprehensive and interesting information to consumers. The language used, although simple, is effective in conveying the producer's commitment to quality and consumer needs. A clear and detailed information structure helps consumers understand the product well, and supporting visuals will further strengthen the message to attract consumers' attention. These two things work together to build trust and interest in the Tukkus products offered.

4.8 Preserving Tradition in the Digital Age

Cultural identity plays an important role in society by shaping individuals' self-esteem, values, and interactions within diverse communities. It reflects historical, philosophical, and socio-psychological stability, which affects the formation of self-awareness and socio-cultural uniqueness [7]. In today's increasingly globalized world, cultural identity evolves through interaction, media globalization, and social change, especially impacting the perception and expression of popular culture of the younger generation [8].

By integrating elements of cultural identity into material culture and design, communities can strengthen their sense of emotional connection to their own culture and create awareness that culture plays a role in improving their well-being. This can contribute to the sustainability and authenticity of the local environment. Overall, cultural identity serves as a foundation for social cohesion, resilience and preservation of local heritage in the evolving global landscape of the digital age [9].

Social media has become one of the most important elements in the lives of modern society, especially for Generation Z. It often replaces face-to-face interaction in communication, becoming the main means of social interaction and influencing daily life. The emergence of the slogan "Sandang, Pangan, Wifi" emphasizes how important social media presence is to modern society, as if internet access is now considered equivalent to basic needs such as clothing and food.

Initially, social media was meant to be a two-way interactive communication medium, allowing users to interact and share information directly. However, over time, these platforms have evolved into more than just communication tools. Social media is now opening up new opportunities in the creative industry, allowing individuals and businesses to create and share innovative content. Not only does this create new jobs, but it also enables various forms of creative expression that may have previously lacked a platform. As a result, social media is becoming an integral part of pop culture and the economy, exerting a huge influence on trends and lifestyles.

Khaja Muda's marketing strategy is deliberately not too active in utilizing online shopping digital platforms. Instead, Khaja Muda focuses on empowering local communities by involving them as resellers of Tukkus products. By giving the

community the opportunity to become resellers, Khaja Muda not only expands the sales reach of tukkus products, but also helps boost the local economy. This approach allows local people to earn additional income and strengthen social relations in their community.

In addition, Khaja Muda has a unique way of promoting tukkus through his interest in music. Khaja enjoys composing songs and is often invited to perform live. In each of these live occasions, he not only showcases his musical talent, but also utilizes the moment to promote Tukkus. In this way, Khaja Muda is able to attract a wider audience and create an emotional attachment between the Tukkus product and his audience. This strategy shows how Khaja Muda combines art and business to achieve effective and meaningful marketing goals.

Analysis of community responses to the Tukkus showed a positive level of engagement with the visual cultural content presented. The general public gave very appreciative responses to the efforts of artisans such as Khaja Muda and the community's support in promoting Lampung's cultural heritage through social media. These interactions create a more active space for dialog and engagement between artisans, communities and the wider public. This positive response reflects the importance of Tukkus as a cultural symbol that remains relevant in the digital era.

IN iNews.ID

Ini Filosofi Tukkus, Penutup Kepala Khas Lampung yang Dipakai Ganjar

Capres Capres Ganjar Pranowo memakai penutup kepala khas Lampung bernama tukkus saat menghadiri kampanye akbar Hajatan Rakyat Lampung,...

22 Jan 2024



Figure 6 Media Digital Reported Tukkus

Through social media, people showed their appreciation for Tukkus by liking, commenting and sharing related content. Khaja Muda's creative promotions, including his appearances in live events where he sings songs of his own creation while introducing Tukkus, have been quite successful in attracting attention and support from a wider audience. This engagement strengthens the link between tradition and modern society, ensuring that Tukkus continue to be valued and preserved.

The community also responded positively to the empowerment done by Khaja Muda by involving them as Tukkus resellers. This not only expands the sales reach but

also empowers the local economy. Through this empowerment, Tukkus become more accessible to different walks of life, strengthening cultural and economic ties that benefit all parties involved. The positive response from the community shows that this approach is effective in maintaining the sustainability of cultural heritage.

The community's positive response to the Tukkus also reflects an appreciation for efforts to preserve ancestral traditions. The Tukkus, as an important traditional crown, continues to fulfill its function as a symbol of social status and cultural pride. This positive response shows that the community appreciates the preservation efforts made, both through traditional production and innovations that retain the essence of the culture. This creates a strong sense of pride and identity among the people of Lampung.

In addition, the community also values the preservation of the relics of the past that still remain, even though some of them have undergone repairs or are only replicas. These relics, including Tukkus, serve as a reminder of the glory of the ancestors and a cultural heritage that should be preserved and respected. This positive response shows that the community values conservation efforts that keep cultural heritage alive and relevant in the present.

Promotion of Tukkus through social media also creates a more active dialogue space between customary institutions and the community. Attractive and informative visual content allows the community to better understand and appreciate the cultural values contained in Tukkus. This interaction not only enriches the community's cultural knowledge but also strengthens social bonds and togetherness in the effort to preserve cultural heritage.



Figure 7 Tukkus as a Cultural Symbol

Thus, Tukkus not only survive as a cultural symbol but also serve as a bridge connecting the past with the present. Analysis of community responses shows that active engagement and appreciation of cultural heritage such as Tukkus can inspire the younger generation to continue to value and preserve the heritage of their ancestors. The efforts of artisans and cultural activists like Khaja Muda, who combine art and cultural promotion, succeed in creating strong emotional and social bonds between Tukkus and the community, ensuring that this cultural heritage remains alive and thriving in the future.

5 Conclusions and Suggestions

5.1 Conclusion

Social media plays a significant role in the dynamics of cultural preservation and change in this digital era. One of the key benefits of social media is its ability to serve as a platform for online communities focused on local cultural preservation. Through social media, these groups can share stories, traditions, languages and arts that may be little-known or endangered. For example, many indigenous communities use

platforms such as Facebook, YouTube or Instagram to document and disseminate local cultural heritage, traditional rituals, folk songs and other cultural practices to a global audience. This not only helps in preserving the cultural heritage but also introduces the rich culture to the younger generation who may have less exposure to it in their daily lives.

However, on the other hand, social media is also a channel for the spread of a strong foreign culture, which can contribute to the erosion of local cultural elements. This phenomenon is often referred to as cultural imperialism, where the culture of a more economically or technologically dominant country or group dominates other cultural spaces. This influence is often seen in fashion, music, language and lifestyle trends popularized by global celebrities or influencers on social media platforms. While this can open the door for positive cultural exchanges, there is also a risk that elements of distinctive local cultures can be forgotten or considered old-fashioned, as they are replaced by elements of more popular or perceived foreign cultures.

Therefore, it is important for social media users to have digital literacy and critical awareness in consuming and sharing content. Digital literacy involves the ability to understand and evaluate information received through social media, as well as the ability to use digital technology responsibly. Critical consciousness, on the other hand, involves a deeper understanding of how social media can shape our view of the world and culture. By understanding how social media works and its impact on culture, users can be more thoughtful in balancing between the adoption of beneficial elements of global culture and the preservation of valuable elements of local culture. This is an important collective effort to ensure that cultural diversity is preserved and valued in this increasingly connected world.

5.2 Advice

To preserve the Tukkus Headband tradition in the digital age, it is recommended that engaging and informative educational content about the meaning and history behind the headband is consistently produced and disseminated through social media platforms. According to a TEDx talk titled "How Culture and Technology Create One Another" by Ramesh Srinivasan, social media and short videos connect people together

regardless of different races, cultures and beliefs. He said that by creating such content, people can come together to support the content produced by that technology to try to produce some form of what is referred to in social science as collective action from below. Ramesh Srinivasan also stated that technology not only creates and shapes culture, but culture also creates and shapes technology. The truth in empowering cultural voices through technology is that it allows those different voices to exist in parallel, speaking and informing each other. It is crucial to think about how to use social media and short video platforms to achieve cultural diversity in this world where digital technology is rapidly developing [10].

Social media content creators should also ensure that the content is true and focus on the influence it can have on the audience. The main reason for this is because once information is posted on the internet, regardless of whether it is true or not, it will have many supporters or viewers. As content creators, it is their responsibility to ensure that the audience that does not have enough ability to acquire information is on the right track.

Each social media platform has different audiences and types of content that are suitable for uploading, here are some suggestions regarding platform selection, target audience and content to be presented:

- Facebook, for example, has a target audience of boomers and Gen X. Content shared on these platforms should include attractive photos with good resolution and informative text, which can introduce and further explain the Tukkus Headband tradition. In addition, the content could include historical stories or interesting anecdotes, allowing the audience to better understand and appreciate the meaning behind the tradition.
- Instagram, with its main target audience of generation Z and millennials, is suitable for posting engaging visual content, both in the form of photos and short videos. Instagram Stories and Reels can be used to showcase the process of making Tukkus, their use in everyday life, and the various styles that can be applied. The use of relevant hashtags such as #tukkuslampung will also help reach a wider audience and increase engagement.
- TikTok, can be utilized as a live streaming medium to build emotional closeness with the target audience. Through live sessions, content creators can

interact directly with the audience, answering questions and sharing knowledge about the Tukkus tradition. TikTok content can also be creative short videos, showing how to wear Tukkus or introducing different variations, with the use of catchy music and effects to grab users' attention.

- YouTube, which covers a wide range of age groups, can be used to show more in depth documentary videos about the process of making Tukkus, from the selection of materials to the manufacturing techniques and history. These videos could include interviews with cultural experts, local artisans, and people who still preserve the tradition. In addition, tutorials on wearing Tukkus and daily vlogs showing their use in everyday life can be uploaded to provide inspiration and knowledge to a global audience.

Through digital media, Tukkus cultural heritage can overcome geographical barriers, as it can reach a global audience. With a customized approach for each platform, information about the Tukkus Headband can be widely disseminated and well received by a variety of audiences, both local and international.

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