

INFLUENCE POLICY GOVERNMENT IN SUPPORT CREATIVITY ART TRADITIONAL IN THE YOUNG GENERATION

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ABSTRACT

Keywords:

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Preservation art traditional in Indonesia facing significant challenges in the midst current modernization and globalization , especially in maintain interest generation young to art local . For guard sustainability art traditional , required effective policies and various factor supporters , including support society , education art , the role of the media, and collaboration inter-institutional . Research This aiming For analyze impact policy government to preservation art traditional and role factors Supporter in increase involvement generation young . Research This use approach qualitative descriptive with data collection through observation , interview deep with figures government , artists local , and community art . Data analysis was carried out with method thematic For identify patterns main in implementation policy as well as challenges and opportunities faced in preservation art traditional . Research results show that policy government that includes training , festivals, and provision facility capable increase interest and participation generation young , even though limitations budget and facilities Still become constraints . Support from community , education , media and partnerships with sector private proven effective in strengthen preservation art traditional . In conclusion , the preservation of art traditional need a comprehensive and inclusive approach , with increase collaboration between government , society and other parties private sector . Implications study This give guide for more policies effective and adaptive For to preserve art traditional in the modern era.

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1. INTRODUCTION

In the midst of the era of globalization, traditional arts face a major challenge to maintain their existence amidst the onslaught of modern culture. Traditional arts are often symbols of local cultural identity, but modernization, globalization, and social change have threatened the survival of these various art forms, especially among the younger generation who tend to be more interested in popular culture from abroad. (Monika et al., 2011). Government policy is one of the determining factors in preserving culture, including traditional arts, by providing financial support, facilities, and platforms to promote and maintain this cultural heritage. However, the lack of government attention, limited funds, and

low interest of the younger generation have caused traditional arts to be increasingly marginalized, threatening the sustainability of these arts in the future.

The main factors influencing this problem are changes in the cultural preferences of the younger generation, the impact of modernization, and the lack of effective promotional efforts from the government. (Jaja, 2014). Modernization makes the younger generation prefer contemporary art and advanced technology, while traditional art is seen as old-fashioned and less relevant (Kurniawan & Abady, 2019). This not only causes a decline in the interest of the younger generation in studying traditional art, but also has an impact on the decline in the number of traditional art practitioners who are still active, which ultimately threatens the sustainability of this art as a whole (Monika et al., 2011).

Previous research on the influence of government policies in supporting the preservation of traditional arts shows various different approaches and focuses in understanding the role of public policy on traditional arts in the Hidayat et al. al. , (2022). (Kurniawan & Abady, 2019) examined the implementation of Sumenep Regency Government policies in preserving traditional Tong-Tong music in Madura. This study emphasizes government policies that aim to support preservation through annual festivals and the development of local cultural facilities. Kurniawan and Abady found that government support, although already running well, still needs improvement in terms of providing facilities and socialization to the younger generation so that they are more enthusiastic about getting involved in the arts. The main focus of this study is on activity-based policies that promote traditional arts as part of local tourism promotion efforts (Kurniawan & Abady, 2019).

On the other hand, the study (Jaja, 2014) highlights the role of the West Java government in preserving traditional arts through policies that are not only oriented towards tourism promotion but also towards increasing the creativity of local artists. Jaja emphasized that the government has a responsibility to stimulate the creativity of artists by providing space for expression and the development of more innovative arts. Jaja also noted that local government regulations are quite good, but there are still obstacles such as limited funds and the lack of participation of local artists in cultural activities. In this case, Jaja focuses on how policies can encourage the creativity of local artists as an important part of preserving traditional arts (Jaja, 2014).

Research by (Monika et al., 2011) on traditional art preservation policies in Makassar shows the local government's approach in facilitating infrastructure and organizing art activities to maintain the existence of local art in the midst of modern society. The government acts as a facilitator that provides facilities and infrastructure, and involves the community in maintaining the sustainability of traditional art through routine events. Monika and colleagues revealed that modernization is a major challenge in preserving traditional art, especially because the younger generation tends to be interested in popular culture. This study shows the importance of policy strategies that are not only facilitative but also able to overcome the impact of modernization that erodes the interests of the younger generation (Monika et al., 2011).

This study will examine in more detail the influence of government policies on traditional art creativity in the younger generation as the main variable. Through this analysis, it is expected to be known how government policies influence the interests of the younger generation in developing creativity in the field of traditional arts, as well as identifying the most effective policies in maintaining the sustainability of these arts. The novelty of this study is its approach that directly links policies with creativity, where the

variable of young artist creativity is rarely discussed in the context of public policies related to the preservation of traditional arts in Indonesia.

The urgency of this research lies in the importance of preserving local culture amidst globalization, where traditional art is an important aspect in building a unique national identity. Through appropriate policies, traditional art is expected to continue to develop and be of interest to the younger generation, so that it is not only sustainable but also becomes a competitive cultural attraction (Jaja, 2014). This study aims to analyze the extent to which government policies support or hinder traditional art creativity in the younger generation, as well as to find the most effective policies in such preservation efforts.

The benefits of this study are to provide insight to policy makers regarding the role and importance of supporting traditional arts for the younger generation. In addition, this study is also expected to increase public understanding of the importance of traditional arts as a cultural identity, as well as provide useful recommendations for the government in formulating sustainable policies. (Monika et al., 2011) ; (Kurniawan & Abady, 2019).

2. METHOD

Study This use approach qualitative with type study descriptive , which aims to For understand and describe in a way deep influence policy government to creativity art traditional in generation young . Research qualitative chosen Because approach This allow researcher For to obtain holistic understanding about role policies and their impacts to community art traditional . In study qualitative , researcher is instrument the main one who does data collection through observation , interviews , and analysis document related policy as well as perception from the perpetrators art and custodian interest government (Creswell & Poth, 2016).

Approach descriptive qualitative This in accordance used Because study focus on depiction facts and characteristics from phenomenon preservation art traditional and involvement generation young in activity art the (Miles, 1994). Data collected through interview deep with informant main , including official government area of responsibility answer in field culture , artists traditional , and groups art young . Interview done in a semi- structured manner For give flexibility in explore various views and experiences related implementation policy as well as challenges faced .

Additional data collected through observation directly at art events traditional organized by the government local and through analysis documents , such as regulation area , work program service culture , and reports activity art . Data analysis was carried out with method analysis thematic , where data is categorized to in appropriate themes with objective research , such as aspect support policy , challenges in implementation , and impact on creativity generation young (Braun & Clarke, 2006).

The process of data analysis in study qualitative involving steps data reduction , data presentation , and extraction conclusion (Miles, 1994). Data reduction is done with method sorting relevant data , while data presentation is done in form narrative descriptive For give description comprehensive . With approach this , it is expected study capable give outlook deep about relatedness between policy government and efforts preservation art traditional through participation generation young .

3. RESULTS AND DISCUSSION

3.1. Implementation of Government Policy on the Preservation of Traditional Arts

The implementation of government policies in preserving traditional arts is highly dependent on various factors, including regional regulations, the role of central and regional governments, and community involvement (Jupri et al. , 2013). In Indonesia, traditional arts such as music, dance, and crafts are often valuable representations of regional culture. However, preservation efforts face challenges in this modern era, especially due to changes in the preferences of the younger generation and technological developments. Effective policy implementation not only maintains cultural values, but also allows traditional arts to thrive in a contemporary context.

3.1.1 Government Policy in Supporting Traditional Arts: General Framework

In various regions, government policies on preserving traditional arts are manifested in the form of regional regulations, cultural development programs, and routine activities designed to increase appreciation for local arts. . Local governments have the authority to develop policies that support the preservation of traditional arts in accordance with laws and local needs. At the national level, related ministries such as the Ministry of Education and Culture (Kemendikbud) also implement policies for the preservation of arts and culture through programs supported by the central government budget (Regulation of the Minister of Education and Culture No. 46 of 2016).

Some examples of preservation policies in the regions include holding annual traditional arts festivals, financial support for art studios, and training for young people interested in traditional arts. For example, in Sumenep, the government held the Tong-Tong Festival which involved local communities in celebrating the traditional art of Tong-Tong music . This event has become an annual agenda funded by the Sumenep Regional Budget (APBD) and aims to preserve and promote Tong-Tong music as a cultural heritage that can attract tourists (Kurniawan & Abady, 2019). In addition, the government also allocates funds to provide facilities to the arts community so that they can carry out their activities independently.

3.1.2 Traditional Arts Preservation and Community Participation Program

The implementation of traditional arts preservation policies will be more successful if the community actively participates in various programs held. In some cases, local governments hold workshops and training to introduce traditional arts to the younger generation. These workshops not only provide opportunities for the younger generation to learn traditional arts techniques, but also provide insight into the cultural values contained therein. In Makassar, for example, the government through the Department of Culture and Tourism held a training program involving art studios and community groups to preserve local arts. This program not only focuses on improving skills, but also provides access to the facilities and infrastructure needed in traditional arts practices (Monika et al., 2011).

The importance of community participation is also reflected in various cultural activities supported by the government. Local governments often collaborate with communities in designing cultural programs that are in accordance with local needs and aspirations. In West Java, for example, the policy of preserving traditional arts is not only directed at arts activities, but also combines economic aspects by integrating traditional arts into cultural tourism. (Jupir, 2013). This is expected to provide direct economic benefits to the communities involved, so that they are more motivated to continue preserving traditional arts (Jaja, 2014).

3.1.3 Challenges in Implementing Traditional Arts Preservation Policies

Although the government has implemented various policies, the challenges faced in preserving traditional arts are still quite complex. One of the main challenges is limited budget. Limited funds often hamper the implementation of sustainable programs, especially in areas with insufficient budgets to support routine arts events. Governments in various regions have attempted to find solutions through partnerships with the private sector and donor agencies, but limited resources remain a major obstacle to the sustainability of these policies (Jaja, 2014).

In addition to financial issues, changes in the cultural preferences of the younger generation are also a major challenge. In this digital era, the younger generation is more interested in modern entertainment and tends to ignore traditional arts that are considered less relevant. The lack of interest from the younger generation has caused the number of traditional art practitioners to decline, which ultimately threatens the sustainability of the art. Policies that are not balanced with educational programs or outreach to the younger generation will find it difficult to achieve the expected success. In Makassar, for example, preservation efforts are often hampered by the low interest of the younger generation in traditional arts because they are more exposed to popular culture through social media (Monika et al., 2011).

3.1.4 Impact of Traditional Arts Preservation Policy on Local Tourism and Economic Development

In some areas, traditional art preservation policies are not only aimed at preserving cultural heritage, but are also used to develop the tourism sector. By making traditional art a tourist attraction, local governments are trying to create a positive economic impact for local communities. For example, in West Java, the government is trying to promote traditional art as part of a cultural tourism package. This effort not only increases the number of tourists, but also opens up opportunities for local communities to get involved in the tourism industry through the sale of art products, local specialties, and souvenirs (Jaja, 2014).

Such policies show that preserving traditional arts has potential economic impacts, especially when communities are given the opportunity to participate in cultural activities that attract tourists. With the presence of traditional arts events that are packaged in an attractive way, communities are also encouraged to continue to maintain their skills in traditional arts. This is evident in Sumenep, where the Tong-Tong Festival has succeeded in attracting the interest of domestic and foreign tourists, thus providing financial benefits for the local community (Kurniawan & Abady, 2019).

3.1.5 Recommendations for Improving Policy Implementation

The results of the study indicate that there are several steps that can be taken to improve the implementation of government policies in preserving traditional arts. First, the government needs to increase the allocation of a more adequate budget for traditional arts preservation programs. With sufficient financial support, the implementation of the program can be more sustainable and reach more people.

Second, socialization and education to the younger generation about the importance of traditional arts as a cultural heritage needs to be improved. The government can work with schools and educational institutions to integrate traditional arts into the curriculum, so that the younger generation can get to know and appreciate local arts from an early age. This effort can also be done through social media and other digital platforms, which are the main communication channels for the younger generation.

Third, collaboration with the private sector and international institutions needs to be expanded to support the financing and dissemination of traditional arts. Local and international companies can be involved as sponsors for art events, or establish grant funds to support innovation in traditional arts. With the support of various parties, the preservation of traditional arts can be carried out in a more comprehensive and sustainable manner. (Susanto et al., 2019)

The implementation of government policies in preserving traditional arts has shown mixed results in various regions in Indonesia. Although the government has made great efforts to preserve and develop traditional arts, challenges such as limited funding, low interest from the younger generation, and the influence of modern culture remain significant obstacles. However, policies that integrate art preservation with economic development through tourism have proven to have a positive impact on local communities. Therefore, increasing budget allocation, educating the younger generation, and collaborating with the private sector are important steps to strengthen the implementation of traditional arts preservation policies in the future.

3.2. Impact of Policy on Young Generation Creativity in Traditional Arts

The impact of government policies on the creativity of the younger generation in traditional arts is a crucial aspect in efforts to preserve culture. Effective policy implementation can influence how the younger generation develops and maintains traditional arts, while less supportive policies can lead to a decline in interest and skills in traditional arts. The younger generation is often considered the successors who will maintain the sustainability of traditional arts, but in this digital and modern era, they face challenges in aligning traditional arts with their own interests and artistic expressions. (Nurhasanah et al., 2021).

3.2.1 Policy Support for Young Generation Creativity

Several local and central government policies have been implemented with the aim of supporting the younger generation in developing creativity in traditional arts. In several regions, such as Sumenep, Makassar, and West Java, traditional arts preservation policies include providing training facilities, organizing festivals, and providing funds for arts training for young people. For example, in Sumenep, the annual Tong-Tong Festival provides a platform for the younger generation to showcase their creativity in traditional music. With this support, the younger generation not only has space to express their art, but also feels motivated to continue developing their talents in traditional arts (Kurniawan & Abady, 2019).

However, this support is still less than optimal due to limited access to the programs offered. In some cases, training programs or arts festivals are only available at the city or district level, so that young people in remote areas have limited access. In addition, although these programs offer opportunities, additional guidance is still needed to develop creativity that is in accordance with the demands of the times. Policies that provide support in the form of facilitation of facilities and training have been shown to have a positive impact on the participation of young people in traditional arts, but these policies need to be accompanied by more inclusive education programs.

3.2.2 The Role of Education in Increasing the Creativity of the Young Generation

Education is one of the important components in the policy of preserving arts that has a direct impact on the creativity of the younger generation. Some schools in certain

areas have integrated traditional arts into the curriculum, giving students the opportunity to learn and develop their creativity in the context of traditional arts. In West Java, for example, traditional dance and music have become part of extracurricular activities in schools, allowing the younger generation to be exposed to traditional arts from an early age ((Jaja, 2014).

However, traditional arts education in schools is not evenly distributed throughout Indonesia, so many young people in the regions do not have the opportunity to learn traditional arts in a formal educational environment. Policies that encourage the integration of traditional arts in the education curriculum need to be expanded, especially in schools in rural areas that do not yet have access to arts programs. Support for arts education in the curriculum not only improves art skills, but also triggers the creativity of the younger generation to explore and combine traditional arts with contemporary art styles that are more relevant to their lives.

3.2.3 Challenges that Hinder the Creativity of the Young Generation in Traditional Arts

Although government policies support traditional arts, there are several challenges that hinder the younger generation in developing their creativity. The main challenges are modernization and globalization, which cause the younger generation to be more interested in popular arts and culture than traditional arts (Prayoga et al , 2016). Many young people see traditional arts as old-fashioned and not in line with their tastes, so they tend to be less motivated to learn them. As a result, existing policies have had less significant impact on the creativity of the younger generation because they prefer arts that are more relevant to modern lifestyles (Monika et al., 2011). .

In addition, limited access to art resources and facilities is also a major obstacle. In some areas, facilities for traditional art training are not available or minimal, so that the younger generation does not have an adequate place to develop their creativity. This limitation has resulted in the policies implemented not being able to optimally increase the creativity of the younger generation.

3.2.4 Analysis of Policy Impact on Young Generation Creativity

To illustrate more clearly the impact of policies on the creativity of the younger generation, the following is a table showing the types of policies, examples of implementation in several regions, and their impact on the creativity of the younger generation.

Table 1. Impact of Policy on the Creativity of the Young Generation

| Type Policy | Example Implementation | Impact To Creativity Young generation | Challenge in Implementation |
|-------------------------------|---|--|--|
| Training and Facilitation Art | Training program Tong-Tong music in Sumenep | Increase skills art and participation in local festivals | Access limited to the area remote |
| Arts Festival Annual | Tong-Tong Festival in Sumenep ; Dance Festival in West Java | Providing a platform for expression and creativity | Cost high , implementation No evenly distributed across all area |

| Type Policy | Example Implementation | Impact To Creativity Young generation | Challenge in Implementation |
|---------------------------------------|---|--|---|
| Arts Integration in Curriculum School | Extracurricular programs art in West Java | Growing interests and skills in art traditional since early | Not evenly distributed across all schools , especially in rural areas |
| Support Finance and Infrastructure | Provision tool music and costumes in Makassar | Push generation young For involved active in art traditional | Limited funds , distribution facilities that are not evenly |
| Partnership with Community Local | Collaboration with studio art in Makassar | Open opportunity Study from senior artist | Sometimes lack of guidance sustainable |

The table above shows that although existing policies have encouraged the creativity of the younger generation, there are still various challenges in their implementation. One of the biggest challenges is limited access, especially in rural areas, as well as the unequal distribution of facilities and funds. This causes not all young people to get the same benefits from the policies implemented.

3.2.5 Strategies to Increase the Impact of Policies on the Creativity of the Young Generation

Based on the analysis above, there are several strategies that can be applied to increase the impact of policies on the creativity of the younger generation in traditional arts:

1. Improving Access and Distribution of Arts Facilities: The government needs to ensure that facilities and financial support for traditional arts are evenly distributed across all regions, especially in remote areas. With more equal access, young people in various regions can develop their creativity to the fullest.
2. Improving Arts Education in the Curriculum: The government should include traditional arts in the school curriculum throughout Indonesia, including rural areas. This will not only improve the skills of the younger generation, but also help them understand the cultural values inherent in traditional arts.
3. Collaboration with Private Sector and International: The government can collaborate with the private sector or international institutions to support traditional arts preservation programs, especially in terms of funding and facilitation. With this partnership, budget constraints can be overcome so that programs can reach more young people.
4. Innovation in Traditional Arts: The government can also encourage the younger generation to combine traditional arts with elements of contemporary art. This will make traditional arts more relevant and interesting for the younger generation living in the digital era, without losing the existing cultural values.

The impact of government policies on youth creativity in traditional arts depends largely on equitable implementation and adequate access. While government-provided training programs, festivals, and arts facilities have been successful in increasing youth participation and interest in some contexts, challenges such as limited access, funding, and the perception of traditional arts as old-fashioned continue to hamper the development of youth creativity in traditional arts. Therefore, a more inclusive and sustainable strategy is

needed to ensure that the policy is truly able to encourage youth creativity in traditional arts throughout Indonesia.

3.3 Obstacles in the Implementation of Policies and Efforts to Preserve Traditional Arts

Preserving traditional arts requires strong and continuous policy support from the government to ensure that these arts remain relevant and interesting to the public, especially the younger generation. However, in practice, the implementation of traditional arts preservation policies faces various complex obstacles, both in terms of resources, social change, and technical challenges. These various factors affect the effectiveness of policies in achieving preservation goals, and can even create obstacles that threaten the sustainability of traditional arts.

3.3.1 Budget and Infrastructure Limitations

The main obstacle in preserving traditional arts is the limited budget allocated by the government, especially in areas with limited income. The implementation of arts preservation activities, such as festivals, training, and provision of facilities, requires a large budget, while the allocation of funds is often insufficient. In areas such as Sumenep, traditional arts activities such as the Tong-Tong Festival can only be implemented with the support of the local APBD, but often the available budget is inadequate to support sustainable and large-scale events (Kurniawan & Abady, 2019).

In addition to the budget, limited infrastructure is also an obstacle. Many areas do not have art facilities such as proper performance buildings or art studios, making it difficult for the younger generation to be actively involved in traditional arts. The absence of adequate training facilities and performance venues means that traditional arts preservation activities are only carried out at certain times, such as celebrating regional holidays, which is less effective in building long-term participation. (Sugita, 2021).

3.3.2 The Influence of Modernization and Social Change

Modernization and globalization have brought about major changes in people's cultural preferences, especially among the younger generation who are more interested in modern art and popular culture. Traditional art is often considered old-fashioned and less relevant to today's lifestyle, so that interest in this art is decreasing. This challenge is clearly visible in Makassar, where the younger generation prefers popular culture presented through social media, while traditional arts such as dance or regional music are losing popularity (Monika et al., 2011).

In addition, the rapidly developing modern culture also has an impact on the loss of practices and knowledge about traditional arts that should be passed down from generation to generation. Without a strong effort to integrate traditional arts into daily life or in the educational curriculum, preservation policies will be difficult to achieve success. Modernization brings a new culture that influences the way the younger generation views local arts and culture, so this challenge needs to be addressed with an adaptive approach.

3.3.3 Lack of Human Resources and Experts

Efforts to preserve traditional arts require experts who have a deep understanding of the art. (Sulistyo, 2011). In various regions, the number of artists or experts who have knowledge of traditional arts is decreasing, either due to old age or lack of regeneration. In areas with minimal human resources in the arts, it is difficult to find teachers or trainers

who are able to teach traditional arts to the younger generation. This results in the implementation of traditional arts preservation policies being less than optimal and at risk of fading over time.

For example, in West Java, despite efforts to preserve traditional arts through government programs, the lack of experts in traditional arts is a major obstacle in implementing training programs or arts education in schools (Jaja, 2014). These limited human resources result in limitations in preservation activities, making it difficult for traditional arts to develop and continue to be preserved by the younger generation.

3.3.4 Lack of Community Support and Participation of the Young Generation

Community support is very important for the success of traditional arts preservation. However, in many areas, the level of community support for traditional arts preservation activities is still low, especially in urban areas that are more open to foreign cultures. The younger generation, who should be the preservers of traditional arts, often show no interest in getting involved in traditional arts activities. This is due to lack of access to arts training, negative perceptions of traditional arts, and limited time and opportunities to participate (Monika et al., 2011).

The lack of participation of the younger generation is also caused by the lack of interesting socialization programs. Traditional art preservation policies often only involve certain art communities without broader efforts to involve young people who are more familiar with technology and social media. Therefore, to achieve success, the government needs to implement more modern and innovative communication strategies so that traditional art can attract the attention of the younger generation.

3.3.5 Table of Analysis of Constraints in the Implementation of Traditional Arts Preservation Policy

The following table presents various obstacles in the implementation of traditional arts preservation policies, their impact on arts preservation, and efforts that may be taken to overcome these challenges.

Table 2. Obstacles to the Implementation of Traditional Arts Preservation Policies

| Constraint | Impact on Conservation Art Traditional | Effort For Overcome Challenge |
|-------------------------|--|---|
| Limitations Budget | Limit scale and frequency activity art traditional , so that participation society and generations young limited | Increase allocation of funds, working The same with sector private and institutional international For funding addition . |
| Lack of Infrastructure | Limit room rehearsals and performances , so activity art traditional seldom held and participation become sporadic | Build facility art or provide room public For activity art , as well as utilise place common existing for art events traditional . |
| Influence Modernization | Cause generation young more choose culture popular , reduce interest in art traditional | Using social media and digital platforms to promote art traditional with modern approach , as well as merge art traditional with style contemporary . |

| Constraint | Impact on Conservation Art Traditional | Effort For Overcome Challenge |
|--|--|---|
| Lack of Source Power Man | Difficulty in find power expert For teach art traditional , inhibiting regeneration artist traditional | Creating a training program for candidate artist young , working The same with senior artist for transfer skills and knowledge . |
| The lack of Community Support | The low participation in activity art traditional , especially in the areas urban | Increase awareness public through educational programs , socialization , and arts events that involve community , as well as give award for contribution public local . |
| Lack of Participation Young generation | Cause regeneration art traditional hampered , art considered not enough relevant by circles young | Involving generation young in arts program planning , providing chance collaborate , and organize an art event traditional with a more format interesting . |

The table above shows that each obstacle has a significant impact on the effectiveness of traditional art preservation policies. Therefore, the government needs to design a comprehensive strategy and collaborate with various parties, including the private sector, international institutions, and local art communities, to overcome these obstacles.

3.3.6 Recommendations for Overcoming Constraints in the Implementation of Conservation Policies

1. Increased Budget Allocation and Fundraising: Local governments need to increase budget allocations for arts and cultural preservation programs. In addition, cooperation with the private sector through CSR (Corporate Social Responsibility) or seeking grant funds from international institutions can help overcome budget constraints.
2. Inclusive Infrastructure Development: The government can build arts and culture centers that are accessible to the general public to conduct arts activities. In addition, public places such as parks or village halls can be used as venues for traditional arts performances or practices.
3. Socialization and Education Through Social Media: To overcome the influence of modernization, the government needs to adapt to the lifestyle of the younger generation who are familiar with social media. Traditional art promotion programs can be carried out with interesting content on digital platforms, such as short videos, documentaries, or interactive content.
4. Human Resource Training Enhancement: Through training programs for aspiring young artists, the government can ensure the regeneration of artists who have skills in traditional arts. Collaboration between senior and junior artists is also important for the transfer of knowledge and skills.
5. Strengthening Community Support: The government can raise public awareness of the importance of preserving traditional arts through activities that involve local communities. For example, holding an annual cultural festival that invites wide community participation or giving awards to

3.4 Supporting Factors in the Preservation of Traditional Arts

Preservation of traditional arts does not only depend on the policies implemented, but also on various supporting factors that help these arts remain alive and relevant amidst changing times. These factors include community support, education, the role of the media, inter-institutional collaboration, and responsive government policies. Without the support of these elements, the preservation of traditional arts will find it difficult to achieve its long-term goals, especially in maintaining the sustainability of art among the younger generation.

3.4.1 Local Community Support

Support from local communities is one of the most crucial factors in efforts to preserve traditional arts (Prayogo et al., 2024). Communities that have a high awareness of cultural values and traditional arts tend to be more active in participating in and organizing cultural activities in their areas. In some areas such as Sumenep, public enthusiasm for the Tong-Tong Festival and various other art events is very high, which shows that local communities still have a high appreciation for traditional arts (Kurniawan & Abady, 2019). In addition, community involvement in preserving and passing on traditional arts to the next generation is very important. When the community is actively involved, they not only act as spectators but also as actors and supporters in art activities, such as festivals, exhibitions, and art workshops. This support provides a positive environment for the preservation of traditional arts and strengthens their sustainability in the community.

3.4.2 Arts Education and Integration in School Curriculum

Education plays a major role in introducing and developing traditional arts among the younger generation. In various regions, schools that include traditional arts in their curriculum have succeeded in increasing students' appreciation of local arts and culture. For example, in West Java, several schools have provided extracurricular activities that teach traditional dance and music, allowing students to learn and appreciate traditional arts from an early age (Jaja, 2014).

By integrating traditional arts into the curriculum, the younger generation can understand the values contained in the arts and be interested in preserving them. In addition, traditional arts education helps students develop creative skills, motor skills, and appreciation for priceless cultural heritage. When traditional arts are part of the formal learning experience, it creates a strong bond between the younger generation and their cultural arts.

3.4.3 The Role of Media in Promoting Traditional Arts

Media, especially social media, plays an important role in promoting traditional arts to a wider audience, including the younger generation. In this digital era, access to information through social media allows traditional arts to reach a wider audience and provides opportunities for young artists to explore and modernize the arts. Social media can be used to disseminate information about traditional arts events, display interesting content that highlights the beauty of the arts, and introduce traditional arts as part of a national identity that is worth being proud of. (Nurcahyati et al., 2024);(Dwihantoro et al., 2023)

In addition to social media, mass media such as television, radio, and newspapers also play an important role in promoting traditional arts events and fostering public appreciation of local arts and culture. In various regions, for example, the mass media often broadcast traditional arts events, which help build public awareness of the importance of traditional arts and their role in preserving the nation's cultural heritage (Monika et al., 2011).

3.4.4 Inter-Agency Collaboration and the Role of the Private Sector

Collaboration between the government, the arts community, the private sector, and international institutions can be an important factor in supporting the preservation of traditional arts. With this collaboration, various parties can complement each other and provide the resources needed to maintain the continuity of traditional arts. Companies, for example, can contribute through the Corporate Social Responsibility (CSR) by funding traditional arts activities or providing facilities that support the development of local arts.

In addition, international institutions that care about cultural preservation can also contribute through grant funds or training programs for young artists. This partnership allows for more sustainable implementation of traditional art activities and provides space for artists to develop. Effective collaboration between institutions provides financial and technical support, while opening up opportunities to introduce Indonesian traditional art to the international scene.

3.4.5 Responsive Government Policy

Policies that support the preservation of traditional arts are an important foundation for maintaining the existence of traditional arts. The central and regional governments have a key role in designing policies that not only protect traditional arts, but also provide support in the form of facilities, budgets, and training programs for young artists. In Sumenep, for example, the government supports the implementation of the Tong-Tong Festival as part of the local arts and culture preservation policy, which provides space for the younger generation to showcase their creativity in traditional arts (Kurniawan & Abady, 2019).

In addition to financial support, government policies that provide access to the community to participate in traditional arts activities also increase awareness and appreciation of art. A government that is responsive to the needs of traditional arts will be able to create an environment that is conducive to the preservation of cultural arts and facilitate collaboration between various parties in supporting traditional arts.

3.4.6 Table of Analysis of Supporting Factors in the Preservation of Traditional Arts

The following table provides an overview of the supporting factors in the preservation of traditional arts, their impact on art preservation, and the efforts made to maximize the contribution of each of these factors.

Table 3. Supporting Factors in the Preservation of Traditional Arts

| Factor Supporters | Impact on Conservation Art Traditional | Efforts That Can Be Made Done For Maximize Impact |
|---------------------------|---|--|
| Local Community Support | Increase participation in activity art traditional and maintaining attachment culture local | Involving public in art events , giving training for community , as well as support involvement they in a sustainable conservation program . |
| Arts Education in Schools | Build appreciation and skills art among generation young | Integrate art traditional in curriculum national , providing training for teachers, and expand activity extracurricular activities that focus on |

| Factor Supporters | Impact on Conservation Art Traditional | Efforts That Can Be Made Done For Maximize Impact arts traditional . |
|------------------------------|--|--|
| Role of Media | Reach a wider audience wide and building awareness to art traditional | Using social media For promotions , involving local influencers , as well as produce interesting and relevant content with style life generation young . |
| Collaboration Inter -Agency | Give support financial , technical , and opening opportunity sustainable conservation | Build partnership with sector private , community international , and non-profit organizations for support conservation programs art traditional . |
| Policy Responsive Government | Ensure protection law , providing budget , and create conducive environment for preservation art | Develop policies that support and strengthen art traditional , giving incentive for community art , as well as ensure access wide towards the arts program local . |

The table above illustrates that each supporting factor has an important role in strengthening the preservation of traditional arts. To maximize the impact of each factor, collaborative efforts involving various elements in society and a strategic and sustainable approach are needed.

3.4.7 Recommendations for Maximizing Supporting Factors for the Preservation of Traditional Arts

1. Increasing Public Awareness and Participation: Government and arts institutions should conduct ongoing education programs to increase public awareness of the importance of traditional arts. Local communities can be involved as actors in arts activities or as active supporters.
2. Integrating Traditional Arts into the Education System: Introducing traditional arts to the younger generation through formal curriculum and extracurricular activities can foster a love of local culture. The government needs to expand access to arts education in schools across Indonesia.
3. Using Social Media for Promotion: Through social media, traditional arts can be introduced creatively and interestingly. The government can work with influencers or content creators to attract the interest of the younger generation in traditional arts.
4. Developing Collaboration with the Private Sector and International Institutions: Partnerships with the private sector and international institutions will strengthen the resources available for conservation activities. These collaborations can also open up opportunities for traditional arts to be introduced on the international stage.
5. Designing Responsive and Inclusive Government Policies: The government must ensure that traditional arts preservation policies are accessible to all communities, including those in remote areas. With inclusive policies, all elements of society have the opportunity to contribute to preserving traditional arts.

Supporting factors for the preservation of traditional arts include community support, arts education, the role of the media, inter-institutional collaboration, and responsive government policies. Each of these factors has an important role in ensuring the sustainability of traditional arts in Indonesia. By maximizing the role of each supporting factor, the preservation of traditional arts is not only the responsibility of the government, but also a joint effort involving all elements of society. (Irhandayaningsih, 2018).

3.5 Implications and Recommendations

The main implication of this study is the importance of policy design that is responsive to social and cultural changes in society, especially for the younger generation in the digital era. Based on the findings above, there are several recommendations that can be given to improve the effectiveness of government policies in preserving traditional arts.

First, there is a need to increase access to arts training and facilities for the younger generation through collaboration with educational institutions and local arts communities. The government can facilitate art studios in the regions, provide arts training scholarships, or support collaborative activities that combine traditional and contemporary arts. By providing access to training and facilities, the creativity of the younger generation in traditional arts can be developed more optimally (Creswell & Poth, 2016).

Second, recommendations to strengthen the promotion of traditional arts through social media and digital platforms to attract the interest of the younger generation who are familiar with technology. The promotion carried out can be in the form of digital documentation, video tutorials, or creative content that displays traditional arts in an interesting way. Social media can also be used as a platform to disseminate information about local art events, allowing the younger generation to get involved and interested in traditional arts (Miles, 1994).

Third, the government should build strategic partnerships with the private sector and international institutions to support traditional arts activities, especially in terms of funding. For example, local or international companies can sponsor traditional arts festivals, or establish special grant funds to support innovation in traditional arts. Such partnerships will not only address funding constraints but also open up opportunities for collaboration between artists and sectors, which will bring long-term benefits to traditional arts (Braun & Clarke, 2006).

4. CONCLUSION

This study found that the success of traditional art preservation is highly dependent on government policy support and various other supporting factors, including community involvement, the role of education, media, and inter-institutional collaboration. These factors have proven to have a major influence in increasing the interest and creativity of the younger generation in traditional art, despite obstacles such as budget constraints, modernization, and lack of facilities.

The main objective of this study is to analyze the impact of policies and supporting factors in preserving traditional arts. Theoretically, this study confirms that preserving cultural arts requires a comprehensive approach involving social, educational, and policy elements. Practically, the results of this study underline the importance of increasing access, facilities, and innovation in conveying traditional arts so that they remain relevant to the younger generation.

The limitation of the study lies in its limited geographical coverage, so it does not cover variations of traditional arts throughout Indonesia. Recommendations for further research are to expand the scope of the region and explore preservation strategies in other regions with different cultural characteristics.

As a suggestion, this study encourages increased collaboration between the government, private sector, and local communities in supporting traditional arts. The contribution of this study provides guidance for policy makers and cultural practitioners to create more effective policies in preserving traditional arts in the modern era.

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