

THE ROLE OF GENERATION Z IN VLOB-C PRESERVATION EFFORTS AND PROMOTION OF LOCAL GENIUS KAMASAN VILLAGE

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1. Introduction

1.1 Background

Indonesia is a country rich in local culture and art. Bali Island is one of the contributors to the local culture and arts, for example Kamasan tourism village. This village is located in Kec. Klungkung, Kab. Klungkung, Bali Province.

There are various kinds of local genius or local culture in Kamasan Village. Like Kamasan wayang paintings, bullet crafts, silver crafts and so on.

But the wealth began to experience degradation due to the lack of preservation by the younger generation today. One of the factors causing this problem is the influence of globalization in the form of gadgets and the internet. Some young people tend to choose their gadgets rather than local geniuses around them, so there is little interest in the younger generation to preserve and promote the local genius or culture owned by their own regions.

However, this situation can actually be used to revive the existence of culture and art that has begun to experience degradation, especially in the current Kamasan Village through VLOB-C innovation that can promote and preserve culture or local genius by utilizing technology generation and Z generation creativity.

1.2 Objectives and Formulation of Problems and Benefits

The purpose and formulation of the problem of this study are:

1. To find out the purpose of VLOB-C
2. To know the development of the local genius of Kamasan Village and the influence of the flood of technology on the young generation and local genius of Kamasan Village.

3. To find out the contribution of VLOB-C as a medium for preservation and promotion.

The benefit of this research is that with the existence of VLOB-C, people can get to know the local genius globally and can directly promote it so that increase tourist visits and improve economic levels in the relevant regions. While indirectly can increase the interest of the community, especially generation Z in preserving their local genius, one of them is because of the large number of tourists arriving and a promising economy.

2. Research Methods

2.1 Types of Qualitative Descriptive Research

The type of research that the writer uses is qualitative descriptive in the study examines the results of interviews and survey results in the form of questionnaires to the research sample to obtain data that will support the results of the study.

2.2 Time and Location of Research

The research took place in Kamasan Village and SMP Negeri 2 Semarapura.

2.3 Data Collection Methods

The method used is interview method and questionnaire. The questionnaire was given to 40 students of 8th grade of SMP Negeri 2 Semarapura. The interviews were conducted with 3 resource persons, who were professors and artists from Kamasan Village. The following is the resource person's biographical data.

The following table details the activities.

Time of Research	Research Sites	Activity Details
Saturday, September 15 2018	SMPN2 Semarapura	Search for ideas and material
Thursday, September 20 2018	SMPN 2 Semarapura	Preparation of questionnaires, and preparation of interview questions.
Sunday, September 23	SMP N 2 Semarapura and Desa Kamasan	Distribution and filling out questionnaires, as well as interviewing respondents and resource persons.
Tuesday, September 25	SMP N 2 Semarapura and the house of the writer	Preparation and manuscripts of scientific works

NAME	PROFESSIONAL
Kadek Nata	the wayang Kamasan painter.
Mangku Ketut Subrata	Silver and gold Craftsman
Komang Sucipta	Klongsong Peluru craftsman

2.4 Data Analysis Techniques

The data analysis technique used in this study is qualitative descriptive in analyzing the quality of VLOB-C, the results of the questionnaire and the results of interviews.

3. Research Results

3.1 Analysis of the Questionnaire Method

The following is a related questionnaire table.

Answer	Questions	Total
Do you know about the culture of the area around you?	<input type="radio"/> Get to know	40
	<input type="radio"/> Don't know	0
Do you have a gadget in the form of an android mobile?	<input type="radio"/> Get to know	35
	<input type="radio"/> Don't know	5
In your opinion, in modern times do we need to just know and preserve the culture that we have. One of them is Kamasan village heritage?	<input type="radio"/> Need	40
	<input type="radio"/> No need	0
Do you know blogs and vlogs?	<input type="radio"/> Get to know	38
	<input type="radio"/> Don't know	2
Do you think technology influences the waning interest and knowledge of cultural heritage in adolescents?	<input type="radio"/> Yes	30
	<input type="radio"/> No	10
After the presentation, are you interested in making vlogs and blogs that are packaged more interestingly and creatively through VLOB - C?	<input type="radio"/> Interested	25
	<input type="radio"/> No interest	15
Do you think this interferes with your study time and your free time as a student?	<input type="radio"/> Do not interfere	25
	<input type="radio"/> Disrupting	15
Do you think VLOB - C has many advantages especially for revitalizing the concept of conservation and marketing of wayang kulit legacies, and helping young people develop technology creatively for the advancement of the younger generation?	<input type="radio"/> Of course	40
	<input type="radio"/> Not	0

3.2 Analysis of the Interview Method

No	Question	Answer
1	According to you, what is the condition of Kamasan culture in the middle of the age of digital technology today?	Downhill, the reason: <ul style="list-style-type: none"> - The development of the current era of all technology. Teenagers focus more on their mobile phones so that they are less sensitive to culture and their care and affection fades. Therefore it is necessary to have something that can make this all returned to fit the concept again.
2	Are you able to use an android mobile? Do you know about vlogs and blogs? If you know are you interested in using it?	Of course it is possible, because today we are required to be able to use it, then for blogs it is familiar but for this vlog just heard from the author's explanation, it seems interesting. It seems that for the time being it is no longer the time, let the young generation or teenagers - teenagers now create with technology. But we are always willing to provide the necessary information and of course we are very supportive.
3	How should the younger generation behave to develop their interest in being more interested in culture and revitalizing its preservation to be more attractive?	<ul style="list-style-type: none"> - Knowing and knowing the culture in their area - By utilizing technology, so that our shared culture can penetrate abroad and be known throughout the world.
4	Does the existence of VLOB-C provide benefits?	Of course, the reason: <ul style="list-style-type: none"> - Maximizing the use of technology - Reducing negative thoughts about gadgets or cellphones when used by teenagers - Encourage teenagers to be creative - Helping teens to connect with each other - Helping adolescents learn about culture and traditions in a more attractive and packaged manner - Helps to preserve a heritage culture that begins to fade as times develop

4. Conclusions

4.1 VLOB-C

VLOB-C stands for Vlog and Creative Blog which contains about making vlogs and blogs about the local genius of a region. Vlog is a video that has a specific theme that is packaged in the concept of journalistic documentation and posted on a website. Blog is an abbreviation of web log is a form of web application in the form of writings (which are posted as posts) on a web page.

4.2 Development of Local Genius Kamasan Village and Progress in Technology

Based on the results of interviews, Kamasan's local genius conditions are inversely proportional to current technological advances. The lack of interest of the younger generation to participate in preserving and promoting the local genius is also a factor that supports the decline in the condition of local genius Kamasan.

4.3 Contribution of VLOB-C as a Preservation Media and Promotion

From the data that has been obtained, the results of interviews and questionnaires show that the resource persons are quite interested in the contribution of VLOB-C. Through this media, it can prevent excessive negative impacts by packaging cultural heritage to

become something that can provide many benefits.

5. Bibliography

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Note:

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Vlog (youtube channel)

https://www.youtube.com/channel/UC3L20p-BKXoua5-Gti9FK0g?view_as=subscriber

Blog

<https://prmtaluvkamasan.blogspot.com/2019/06/lukisan-wayang-kamasan-gaise.html>