

ABSTRACT

Culture is one of the important assets in social life. Local culture in every region of Indonesia must be maintained because without local culture, Indonesia will not have a clear identity. The use of social media is one way to preserve Indonesian culture. The creation of Indonesian cultural content has begun to be glimpsed and produced by several content creators. This can attract the attention of the younger generation to enjoy the content while preserving it. This study used qualitative research design with a realistic constructivism paradigm that has various meanings for everyone. The research data used the stages of observation, interviews and documentation by taking nine students as the main informants and one expert informant who had capabilities in the field of culture. The results of this study shows that the sensations obtained by the informants are through the senses (sight and hearing) so that the informants can see the views of Indonesian culture, the habits of the Sundanese people, the thumbnails on Indonesian cultural content, and the uses of interesting CGI. Moreover, the informants listen to traditional Indonesian instruments and songs which are also combined with modern EDM (electronic dance music) music and the use of Sundanese language from the Indonesian cultural content so it gives rise to a feeling of pleasure, amusement, amazement at Indonesian culture which is packaged modern on Youtube. The informants' attention are striking things in Indonesian cultural content, namely using of Sundanese language, telling the habits of the Sundanese people wrapped in comedy, dancing and songs packaged by modern elements. In the interpretation section, the informants emphasize that Indonesian cultural content on Youtube provides new insights and can maintain current Indonesian culture because the informants asses that the younger generation perceives Indonesian culture as something ancient and monotonous.

Keyword : Indonesian Culture, Digital Content, Perseption, User Generated Content