

ABSTRACT

Globalization and the rapid development of digital media have caused a shift in cultural values among Generation Z, marked by a decline in the internalization of local culture such as Tembang Macapat. This phenomenon is exacerbated by psychological challenges like normative conformity and low self-awareness. This research aims to design a relevant and engaging alternative media for Generation Z to reintroduce the philosophical values of Tembang Macapat as an effort to preserve Javanese culture. The research method used is a qualitative approach with data collection techniques through observation, interviews with psychology and cultural experts, literature studies, and a questionnaire distributed to 102 Generation Z respondents for validating data. The results indicate a need for creative media capable of translating cultural heritage into a format that suits the preferences of a young audience. As a solution, a zine was designed that combines contemporary illustrations, communicative narratives, and interactive elements. This design is expected to be an effective educational medium to foster appreciation for Javanese culture and increase awareness among the younger generation.

Keywords: *generation z, javanese culture, cultural preservation, tembang macapat, zine*