

## THE USE OF SOCIAL MEDIA FOR RAISING AWARENESS OF CULTURAL HERITAGE AND PROMOTING INDUSTRIAL HERITAGE IN INDONESIA

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**Abstract:** When the physical present is not available as an option, going digital is another way to keep cultural heritage awareness going. One of the most popular and easy to use digital platform to this day is social media. Social media is fundamentally designed as a participative medium. Users expected to participate, without physical present, through sharing and contributing contents and contextual information such as photos or personal diary entries. Social media users can also participate in cocurating of memories collection and networking building with other users, in fact there are opportunities to raise the exposure for the cultural heritage awareness. Among the defined types of cultural heritage, industrial heritage is one of the least known forms of heritage, so there is a need to promote this form of heritage. Awarded in 2019 as UNESCO World Heritage Sites, the city of Sawahlunto is located 90 kilometers from Padang West Sumatra. Due to the location constrain, the city of Sawahlunto is hardly to be the sole tourist destination despite its potential, thus the need to promote the city of Sawahlunto and industrial heritage will be a major task and the need to utilize the most current alternative media , which is social media, is crucial. This paper analyse the result of a study on how the content of Instagram, as one of the social media applications that use the visual platform, can be used for raising awareness of cultural heritage, moreover the aim of this study is to understand the relationship between Instagram contents and Cowans's diplomacy technique namely: monologue, dialogue, and collaboration as a mode for engaging social media users as the audience to raise awareness of cultural heritage and promoting the least known of industrial heritage.

**Keywords:** Social media, Cultural Heritage, Industrial Heritage, Instagram, Artificial Intelligenc

### INTRODUCTION

Cultural heritage is very important for humans as identity, self-esteem, and dignity, which applies to all levels of society. Cultural heritage consists of various forms including buildings, sites, dances, food, clothing, events, values, lifestyles, and handicrafts. Given the importance of these cultural properties, many problems will arise when the cultural heritage is damaged, destroyed, or lost from the context. The reason above clearly stated why we must engage and raise the awareness of cultural heritage. Among the defined types of cultural heritage, industrial heritage is one of the least known forms of heritage, so there is a need to promote this form of heritage. The industrial heritage value is not on economic, technical, social or aesthetic values but on history with space, history with society, history and technique; and in a social space<sup>1</sup>. Industrial heritage is part of cultural heritage, this relates to industrial buildings, artifacts and their history, tangible and intangible, which we inherited from the past, are benefitting to the community at present time and will have to maintain and preserve for future generations.

When the physical present is not available as an option, going digital is another way to keep cultural heritage awareness going. One of the most popular and easy to use digital platform to this day is social media. Nowadays, social media is a part of our everyday life and it is also an expression of our basic social responsibility. With advancements in science and technology social media increasingly accessible and easy to use. Social media is designed as a participatory media, in addition, it is expected that users can participate through various social activities such as sharing and contributing contextual information, such as photos, connecting with friends and family, and also looking for other information as reference material. For that reason, there is an opportunity for the social media users as the audience to be introduced and given awareness of the cultural heritage. Furthermore, we need to build a relationship with the social media user to better use these opportunities by using a public diplomacy technique. At certain times and conditions each layer of public diplomacy, namely monologue, dialogue, and collaboration play a very important role. The poetry, clarity, emotional strength, and memory of a beautifully crafted speech or proclamation are a fact that no one can match. Nothing helps to build mutual understanding for both sides with dialogue, thus with meaningful collaboration, mutual trust and full respect are created. Collaboration, defined here as to work together in a venture or project, is a very important and effective approach in some cases, involving foreign public (Cowan, 2008). Easy to use, to access, interesting and up to date contexts are the element consideration to engage the social media users, by enhancing the content with most up to date digital platform creatively. The social media use in this paper is, in the form of a visual platform, namely Instagram. Instagram is very popular to this date and has a direct impact, also handy and easily accessible only by smartphone.

Awarded in 2019 as UNESCO World Heritage Sites, the city of Sawahlunto with some 61.000 inhabitants is located 90 kilometers from Padang, the central

<sup>1</sup> Casanalles (1994) translated to English from Catalan.

hub of West Sumatra, and about 2.5 hours' drive from other popular destination<sup>2</sup>. Due to the location constrain, the city of Sawahlunto is hardly to be the sole tourist destination despite its potential, thus the need to promote the city of Sawahlunto and industrial heritage will be a major task and the need to utilize the most current media, which is social media, is crucial.

This paper organized as follows, section 2 is the literature review of the cultural heritage follows by the industrial heritage in specific, social media and to close is 'The Three Layers of Public Diplomacy' (Cowan, 2008). Section 3 is the study methodology follow by the result in section 4 and close in section 5 with discussion and conclusion

## Literature Review

### 2.1. Cultural heritage

Based on UNESCO (1989), cultural heritage is defined as a collection of materials that have aesthetic and symbolic values that are passed down from the past through culture to all humanity. As an inheritance belonging to all humans, cultural heritage provides uniqueness that is easily recognized and is a compilation of human experiences. Cultural heritage is something that is passed down from the past however the concept of 'culture' has many meanings, but can be interpreted as the social organization, customs and traditions, religion, language, art and literature, forms of government and economic systems of these different cultures, which are traditionally passed down from generation to generation (Jokilehto, 2006). Cultural heritage is identified as tangible and intangible. Ahmad (2006) mentioned that the limits on inheritance had expanded including the environment and intangible values, which had been agreed by the international community. In this paper, raising awareness and promote cultural heritage relate to our pursuit of preserving the cultural heritage in which is very important not only to keep the community's identity and also for economic, social, sustainability advantages and other values.

### 2.2. Industrial Heritage

Industrial heritage has not been widely recognized because of its value not in terms of artistry, but in its value as a witness to an industrial process that changed society (Edward and Llurdes, 1996:341). Industrial heritage represents a continuing process of change and represents the continuing physical and symbolic effects of human actions on nature (Edward and Llurdes, 1996:358). Thus, it addresses a less glorious, less glamorous version of the past, often belonging to workers rather than the upper class. The definition of industrial heritage, following TICCIH (2003) The Nizhny Tagil Charter for the industrial Heritage, The International Committee for the Conservation of the Industrial Heritage :

<sup>2</sup> <https://whc.unesco.org/en/list/1610>

*"Industrial heritage consists of the remains of industrial culture which are of historical, technological, social, architectural or scientific value. These remains consist of buildings and machinery, workshops, mills and factories, mines and sites for processing and refining, warehouses and stores, places where energy is generated, transmitted and used, transport and all its infrastructure, as well as places used for social activities related to industry such as housing, religious worship or education."*

Awarded in 2019, Sawahlunto, an old mining heritage town in West Sumatra Indonesia, listed as UNESCO World Heritage considering its important history of the coal mining industry. Although mining activities did not last long, the historical traces of the industrial revolution in Europe can be recognized in Sawahlunto, especially through the mining artefacts and its spatial production (architecture and urban fabrics), thus we need to promote Sawahlunto as one of the industrial heritage in Indonesia.

### 2.3. Social Media

Social media might also be expressed as, 'participation'. Nowadays social media is basically designed as participatory media, demanded in an era of participatory culture in which members of the public are expected to be involved. Social media are changing the way people communicate (Obeidat et al., 2016). Advances in mobile technology have made social media more accessible, and a part of people's daily lives (Mangolds and Faulds, 2009). In this paper, the term social media refer to Instagram which is an applications that use the visual platform. Instagram has a direct impact, convenient and easily accessible by mobile technology of smartphones, and also easily used by all ages. Easy to use, to access, interesting and up to date contexts are the element consideration to engage the Instagram users as the audience.

### 2.4. The Three Layers of Public Diplomacy

We need to build a relationship with the social media users by using a public diplomacy technique. At certain times and conditions each layer of public diplomacy, namely: monologue, dialogue, and collaboration play a very important role. The poetry, clarity, emotional strength, and memory of a beautifully crafted speech or proclamation are a fact that no one can match. Nothing helps to build mutual understanding for both sides with dialogue, thus with meaningful collaboration, mutual trust and full respect are created. Collaboration, defined here as to work together in a venture or project, is a very important and effective approach in some cases, involving foreign public (Cowan, 2008).

In this paper these three layers of public diplomacy will be use to approach the opportunities that lies to the social media users, Instagram users, to get engage and give awareness of the cultural heritage and hoping for them to embrace it and also get new insight for another form of heritage, the industrial heritage.

## METHOD

Within this exploratory study, data collection was carried out using an online questionnaire distributed using the 'WhatsApp' communication platform over a period of two weeks by filling in anonymously and voluntarily. The online questionnaire contain variety of '#sawahlunto' pictures from Instagram that the and interpreted the results with 'The Three Layers of Diplomacy' (Cowan 2008). Referring to the three layers of diplomacy we expect the following:

- Monolog as one-way communication, by using a strong and clear also firm images, we expect 'likes'.
- We expect 'likes' and 'comments' responses for dialog, as two ways communications.
- In collaborations as initiatives in which people work together on a joint venture or project, we expect 'likes', 'comments', and some additional questions.

The analysis and the outcomes from the questionnaire then interpreted with 'The Three Layers of Public Diplomacy' to reveal which each of the layer was suitable to be the monologue, dialogue, or collaborations. We expected the third layer of communication, which is collaboration, for the most answers, due to the level of users participation. Collaboration was the most effective way to engage the Instagram users for the cultural heritage awareness.

### 3.1. Case Study Area

Sawahlunto, also known as *Kota Arang*, is geographically located in the heart of Bukit Barisan Mountains, West Sumatera, in a basin, about 250-260m above sea level. The history of its urban development cannot be separated from the whole coal mining and industrial associated activities in West Sumatera. Due to the location constrain, the city of Sawahlunto is hardly to be the sole tourist destination despite its potential, thus the need to promote the city of Sawahlunto and industrial heritage will be a major task and the need to utilize the most current media, which is social media, is crucial.

## RESULT AND DISCUSSION

Once the data collected through the online questionnaires, it was analysed to find out which Instagram images selected as the collaboration. As previously mentioned, collaboration interpreted as participation which was the most effective way to engage the Instagram users to raise the cultural heritage awareness. The highest percentage of respondents' characteristics aged 44-51 years old (30.76%) with college graduate background (57.69%).

Figure 1 are respondent's choice to only 'like' the images, interpreted as the monolog or oneway communication. Figure 2, the images represent the respondent's choice to 'like' and comment, that interpreted as a dialog or two

ways communication. Images in figure 3 represent the respondent's choice to 'like', comment and asked more questions which interpreted as participation or collaboration.



**Figure 1: Instagram pictures #sawahlunto with the most 'like'**



**Figure 2 Instagram pictures #sawahlunto with the most 'like' with some comments**



**Figure 3 Instagram pictures #sawahlunto with the most 'like', with some comments and further questions asked.**

#### 4.1. Figure 1

Referring to Figure 1 above all of the images are strong, clear and firm. Those images received 'like' without any comments which interpreted as a monolog or only one way communication. However as a one way communication, the level of the respondent's engagement was very minimum. Accordingly one way communication will not be an effective way for our attempt to engage the Instagram users to raise the awareness the cultural heritage and promoting industrial heritage.

#### 4.2. Figure 2

Figure 2 with a colourful, eye catching and interesting images had 'like' and comments, in which by using the Cowan's 'The three layers of diplomacy' interpreted as two ways communication or dialog. Respondents give only comments but no further question ask. In fact in figure 2, dialog, there is some level of participation. Therefore we can start enganging the Instagram users for a low level of engagement for participation.

#### 4.3. Figure 3

Images in figure 3 received the most 'like', comments and additional curiosity questions, which interpreted as a mean for further participation and collaboration as initiatives in which people work together on a joint venture or project, hence translated as the best way to engage the Instagram users as the audience for the participation or collaborations. Those images in figure 3 related to the audience by creating the sense of experience<sup>3</sup>. Images with a person touching the objects of heritage fostered curiosity and interest. Accordingly, images in figure 3 are the best example of Instagram content to use in the attempt to engage the audience and raise the awareness of cultural heritage and also to promote industrial heritage.

#### Discussion

The use of social media by using appropriate content is very effective in raising awareness of cultural heritage. By using some attractive images that can arouse further curiosity must be done<sup>4</sup>. The form of diplomacy which expected to raise cultural awareness is, at least, the dialogue as two way communication and ultimately we can reach to the collaboration. Social medias are changing the way people communicate. Accordingly, this can be achieved by using relevant content as well as interactive virtual tours or videos, at home activities that can be shared online, also through online public forums. In fact, when the physical present is not available as an option, going digital with social media is the most effective way to

<sup>3</sup> Wright, P., McCarthy, J., & Meekison, L. (2018).

<sup>4</sup> Koo & Ju (2010)

keep cultural heritage awareness going<sup>5</sup>, thus definitely an effective way to introduce the least known cultural heritage which is industrial heritage. Instagram is one of the social media applications that use the visual platform that has a direct impact<sup>6</sup>, convenient and easily accessible by mobile technology of smartphones, and also easy to use.

## CONCLUSION

The aim of this study is to understand the relationship between Instagram contents and Cowans's diplomacy technique namely: monologue, dialogue, and collaboration as a mode for engaging social media users as the audience to raise awareness of cultural heritage and promoting the least known of industrial heritage. Therefore the way we communicate with the social media users as audience is crucial. One of the more significant finding is that we can successfully engage social media users by using images that relate to the users by creating the sense of experience. So it is not just by using a clear image of an object of heritage but also we need to create real life experience of the cultural heritage to the users. For further study, rapid development of digital technology, Artificial Intelligence (AI) can also be important as a tool for raising the cultural heritage awareness to a wider audience, thus further study is needed. It is undeniable that social media is an effective tool to raise awareness for the cultural heritage and promoting industrial heritage. Therefore, doing more study in this area of subject will enrich our knowledge of cultural heritage and further study is still needed to better understand how heritage can also be relevant to the present situation.

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<sup>5</sup> Abdelhamid, T. G. (2019).

<sup>6</sup> Obeidat et al (2016).

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