

# Strategies of the Cirebon City Department of Culture and Tourism to Address the Younger Generation's Lack of Interest in Local Culture

Firman Fathurrahman, Siti Khumayah\*

Public Administration, Faculty of Social and Political Sciences, Universitas Swadaya Gunung Jati, Cirebon, Indonesia

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\*Correspondence: Siti Khumayah

Email: siti.khumayah@ugj.ac.id

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**Abstract:** Local culture is an important part of a region's identity that must be preserved, especially amid the growing tide of globalization. The spread of globalization and the influx of foreign cultures can influence the lifestyles of the younger generation, which in turn leads to a decline in interest in local culture. This phenomenon is also occurring in the city of Cirebon, where young people aged 20–25 currently show little interest in local cultures such as sintren or tarling and prefer foreign cultures like K-Pop. The purpose of this study is to analyze the strategies and effectiveness of policies implemented by the Cirebon City Department of Culture and Tourism in addressing the low interest among young people in this age group. This study employs a qualitative approach using descriptive methods. The analysis is based on policy effectiveness theory. The results indicate that the policies implemented by the department have had a positive impact, as many young people are now interested in learning about local culture; however, several challenges remain, such as budget constraints and the strong influence of foreign culture on the younger generation. The conclusion of this study indicates that the strategies implemented have yielded positive results in increasing the younger generation's interest in local culture; however, digital-based policy innovations and stronger collaboration with the younger generation are needed so that efforts to preserve local culture can be carried out more effectively.

**Keywords:** Local Culture; Cultural Preservation Strategies; Policy Effectiveness; Interest of the Younger Generation; City of Cirebon

## Introduction

Culture is identity. People come to know everything through the culture that is expressed. It encompasses character, personality, values, and interpersonal interactions. A strong culture can capture people's attention. Culture then evolves into a universal identity that is recognized and embraced by many as a code of conduct or "way of life." (Al-Qurtuby, Sumanto; Lattu, 2019)

Indonesia has a population of more than 250 million; this large population makes Indonesia a country with great diversity—ranging from ethnicity and religion to culture. Although Indonesia is home to a wide variety of ethnic groups, races, religions, and cultures, its people continue to uphold unity and solidarity in their social lives (Putri et al., cited in (Aulia Fitri et al., 2025)). Indonesia has a wealth of potential, not just in its culture, but also in its arts, traditions, and tourism, whether it be nature-based or historical tourism.

Cirebon is one of the regions in Indonesia with a diverse population, culture, and traditions. This diversity in Cirebon is partly due to the large number of migrants from various ethnic groups and races who have settled there. Cultural diversity in Cirebon is characterized not only by the region's indigenous culture but also by the various new cultural elements brought by these migrants. This reality has made Cirebon a place rich in culture with multicultural elements (Dienaputra et al., 2021). One of the best-known cultural traditions in Cirebon is Sintren. In addition to this, Cirebon has many other distinctive local traditions, such as the art of Mega Mendung batik, the musical genre known as Tarling, and the Nadran tradition, which is still regularly held to this day. As members of society, we must participate in safeguarding and preserving local culture; in fact, the state has established regulations regarding culture in Law No. 5 of 2017 on the Advancement of Culture. In the City of Cirebon, there is also a regulation governing cultural preservation, namely Cirebon City Regional Regulation (Perda) No. 7 of 2024 on the Advancement of Culture. Chapter III on Duties and Authorities, Article 6, states that the duties of the city government in the advancement of culture include implementing cultural advancement, establishing mechanisms for community involvement in cultural advancement, encouraging the active role and initiatives of the community in cultural advancement, and revitalizing and maintaining a sustainable cultural ecosystem.

In fact, amid globalization and the era of modernization, local culture has begun to be abandoned and is losing its appeal, especially among the younger generation. Unchecked globalization can weaken national identity, undermine the nation's noble values, and disrupt the social and cultural order of society (Novitasari & Najicha, as cited in (Putri Handayani et al., 2024)) According to a study (Dewi et al., 2024) published in the journal "Garba Rujukan Digital" titled "Low Interest in Local Culture Among Adolescents," a survey was conducted among 33 adolescents. The results showed that 13 adolescents (39.4%) preferred local culture, while 20 (60.6%) preferred foreign culture.

Teenagers who choose foreign cultures believe that foreign cultures are more prestigious and appealing than local cultures. It is the responsibility of all parties—from the community to the relevant agencies—to address the issue of the younger generation's waning interest in local culture. In the city of Cirebon, cultural preservation is the responsibility of the Department of Culture and Tourism, as this department plays a key role in analyzing and designing cultural policies.

Based on the issues and urgency described above, this study aims to examine the strategies and effectiveness of the Cirebon City Department of Culture and Tourism in addressing the younger generation's lack of interest in local culture. The objective of this study stems from the advent of unchecked globalization, which has impacted national identity and led to a decline in interest in local culture among young people aged 20–25 in Cirebon. Therefore, it is important to examine and understand the strategies implemented by the department and to assess how effective these strategies are in addressing the issue of declining interest in local culture. This study is expected to provide a clear picture of the strategies implemented by the Cirebon City Department of Culture and Tourism to rekindle

the younger generation's interest in local culture. It is also expected to contribute to the development of more effective and targeted policies and programs for cultural preservation.

## Literature Review

Local culture is a key element that serves as the subject of this study. The book "Ajar Kajian Budaya Lokal" (Tjahyadi et al., 2019) states that local culture consists of all the ideas, activities, and products of human activity within a community in a specific location. This culture is still actively growing and evolving, and is accepted and used as a shared guide. (Tjahyadi et al., 2019) It also emphasizes that local culture encompasses all ideas, activities, and human creations within a particular community. In today's context, local culture is viewed not only as a traditional heritage but also as an economic and tourism asset with great potential if managed properly. The preservation of local culture, therefore, aims not only to safeguard traditional values but also to contribute to the well-being of local communities.

The city of Cirebon is known for its rich and diverse cultural heritage. Its strategic location on the northern coast of Java has long made it a major trade route and a meeting point for various peoples. From these interactions emerged a fusion of Javanese, Sundanese, Chinese, Arab, and Islamic cultures that shaped the distinctive character of Cirebon's people. This acculturation has produced a variety of local arts and traditions that endure to this day, such as Mega Mendung batik, Babad wayang, Bungko angklung, Topeng dance, Sintren, Singa Depok, the seven-door call to prayer, Nadran, and Muludan. This cultural richness demonstrates that the city of Cirebon possesses significant potential that can be developed as both a regional identity and a tourist attraction. Currently, local cultural practices in Cirebon are still frequently carried out in various places, with the aim of preserving Cirebon's local culture and preventing its extinction. Problems arise when the younger generation's interest in these local cultural heritages declines; this is evident in the fact that young people prefer foreign cultures—such as K-Pop music or ballet—over their own country's culture. Therefore, an appropriate strategy is needed to ensure the sustainability of local cultures.

A strategy is a planned course of action designed to achieve a specific goal. (Murhadi, 2024) explains that corporate strategy consists of decisions made by leaders and involves goal-directed actions. In local government agencies, strategy is understood as planned steps taken to achieve objectives, including in the fields of culture and tourism. Thus, in this study, strategy is defined as the decisions and actions formulated by the responsible agency—the Cirebon City Department of Culture and Tourism—to achieve the objectives of preserving local culture and increasing the younger generation's interest in that culture.

According to Rangkuni (quoted from (Arisyi, 2022)), SWOT stands for Strengths and Weaknesses, which originate from the internal environment, and Opportunities and Threats, which originate from the external environment. A SWOT analysis compares external factors—namely opportunities and threats—with internal factors—namely strengths and weaknesses. Internal factors reflect conditions within the organization, such as resources, policies, programs, and institutional capacity. Strengths are aspects that

support the achievement of objectives, while weaknesses are limitations that can hinder the implementation of strategies. Meanwhile, external factors relate to conditions outside the organization that cannot be directly controlled but influence the organization's success. Opportunities can be leveraged to support policies, while threats must be anticipated to prevent them from becoming obstacles. SWOT analysis serves as a foundation for understanding and evaluating the strategies of the Cirebon City Department of Culture and Tourism in addressing the issue of the younger generation's lack of interest in local culture.

The strategies implemented by government agencies are, of course, inseparable from the policies that form the basis for their implementation. Charles O. Jones (cited in (Khumayah et al., 2020)) states that a policy is a directive or set of rules that includes goals, programs, decisions, standards, proposals, and a grand design. This definition indicates that policy encompasses the overall direction of actions designed to achieve specific goals. For the Cirebon City Department of Culture and Tourism, policy serves as a guideline for implementing cultural preservation programs, promotional activities, and efforts to increase community participation.

It is also important to assess the extent to which these efforts are effective. Effectiveness emphasizes outcomes that demonstrate the extent to which the goals of an organization, program, or activity have been achieved (Yuwono, as cited in (Sudiana et al., 2024)). Meanwhile, according to Dunn (1994), as cited in (Bunda & Tjenreng, 2025) policy effectiveness refers to the extent to which the desired objectives of a policy can be achieved. This study employs the Policy Effectiveness Theory from (Hutagalung & Hermawan, 2018) which identifies four indicators for measuring effectiveness, namely: a. Program targeting accuracy, b. Program outreach, c. Achievement of program objectives, d. Program monitoring. In the context of this study, these indicators serve as a benchmark for assessing whether the strategies and policies implemented by the Cirebon City Department of Culture and Tourism have been on target, well publicized, have achieved their intended objectives, and are subject to ongoing monitoring.

Policies cannot be effective without community participation; therefore, community participation is essential in implementing a policy. According to Slamet, as cited in (Gunawan & Subadi, 2021) participation refers to the community's involvement in a program, whereby the community takes part in the policy-making process and benefits from and enjoys the outcomes of a policy. In the context of preserving local culture, the success of a policy is not determined solely by the government but is also influenced by the level of community involvement as the primary agents of culture. This means that without community participation, a policy cannot function optimally.

**Table 1:** Previous Research

| No | Research Title                                                                                  | Researcher & Years                                                                                                 | Results of Previous Research Studies                                                                                                                                                                                                                                                                                                                           | Similarities                                                                                            | Differences                                                                                                                                                                                                                                  |
|----|-------------------------------------------------------------------------------------------------|--------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|---------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1  | The Role of the Cirebon Regency Department of Culture and Tourism in Preserving Local Culture   | Putri Amalillah, Alif Akbar Ismandi, Apgi Al-Khoyr, Ripa'i Nurfaishal, Ahmad Faris Rahman, Hafni Khairunnisa(2024) | Overall, the efforts of the Cirebon Regency Department of Culture and Tourism to preserve local culture have made a significant contribution to maintaining the region's cultural identity and enhancing its tourism potential in a sustainable manner.                                                                                                        | Both are conducting research on the culture of the Cirebon region and the role of relevant institutions | The research was conducted in Cirebon Regency, while my study was conducted in Cirebon City. Previous research did not focus on the strategies employed by relevant government agencies to revive local culture among the younger generation |
| 2  | The Role of the Department of Tourism and Culture in Efforts to Preserve Local Arts and Culture | Fitriana, Yusuf Adam Hilman, Bambang Triono (2019)                                                                 | There is a need for a rotating schedule of outreach programs to promote a love of culture throughout all corners of Ponorogo, in addition, there is a need to increase the availability of musical instruments to support the community so that they become more enthusiastic and there will no longer be any issues regarding the lack of artistic equipment. | Both are conducting research on local culture and efforts to preserve it                                | The study was not conducted in the Cirebon region and did not examine the low level of youth participation in the preservation of local culture                                                                                              |

Based on a review of previous research, the Department of Culture and Tourism plays a significant role in the preservation of local culture. Research (Amalillah et al., 2024) shows that the policies of the Cirebon Regency Culture and Tourism Office play a significant role in preserving the region's cultural identity and supporting sustainable tourism. Meanwhile, the study (Fitriana et al., 2020) emphasizes the importance of cultural outreach and support for arts facilities and infrastructure in efforts to preserve local culture. These studies have not specifically focused on increasing interest among the younger generation, nor have they thoroughly examined the strategies of the Cirebon City Department of Culture and Tourism in this context. Therefore, this study aims to fill this gap by focusing on an analysis of strategies to address the younger generation's lack of interest in local

culture in Cirebon City, with the hope of making a contribution both academically and practically.

## **Research Method**

### **Research Approaches and Types**

This study employs a qualitative approach using descriptive methods. The qualitative approach is used to gain an in-depth understanding of the strategies implemented by the Cirebon City Department of Culture and Tourism to address the younger generation's lack of interest in local culture. The descriptive method aims to systematically describe the phenomena, facts, and relationships among the aspects under study based on data collected in the field.

### **Research Focus**

The focus of this study is to analyze the strategies implemented by the Cirebon City Department of Culture and Tourism in addressing the younger generation's lack of interest in local culture using SWOT analysis and theoretical indicators (Hutagalung & Hermawan, 2018) which include the accuracy of policy targeting, policy dissemination, achievement of policy objectives, and oversight. Through this theory, the researcher assesses the effectiveness of the strategies implemented by the department in addressing the issue of the younger generation's lack of interest in local culture. Thus, this study is expected to provide a clear picture of the strategies employed by the department to address the issue of the younger generation's lack of interest in local culture.

### **Data Sources**

Primary data was collected through interviews with the head of the culture division at the Cirebon City Department of Culture and Tourism—as a cultural policy maker—as well as with young people aged 20–25. Documentation included photographs and data on cultural activities, as well as photographs featuring relevant interviewees.

Secondary data was obtained from books and several academic journals on cultural preservation, government strategies, and public policy analysis, supplemented by other supporting data.

### **Data Analysis**

Data is analyzed through the processes of data reduction, data presentation, and data verification to draw conclusions. Data reduction involves selecting and sorting relevant and irrelevant data from the collected data. Data presentation, on the other hand, involves presenting the selected and organized data, which is then verified to ensure its validity. Data conclusions are defined as the interpretation of the meaning of the data. Miles & Huberman, as cited in (Ash-Shiddiqi, Hasby; Wahyuni Sinaga, Riza; Cindy Audina, 2025)

Data validity was tested using triangulation techniques (check, recheck, cross-check); the data were obtained from several sources using various data collection methods and at different times. Data analysis was conducted using descriptive analysis techniques, which

describe the actual state of the research subjects based on their real-world conditions at the time the research was conducted.

Methods should be described with sufficient details to allow others to replicate and build on the published results. Please note that the publication of your manuscript implies that you must make all materials, data, computer code, and protocols associated with the publication available to readers. Please disclose at the submission stage any restrictions on the availability of materials or information. New methods and protocols should be described in detail while well-established methods can be briefly described and appropriately cited.

Research manuscripts reporting large datasets that are deposited in a publicly available database should specify where the data have been deposited and provide the relevant accession numbers. If the accession numbers have not yet been obtained at the time of submission, please state that they will be provided during review. They must be provided prior to publication.

Interventionary studies involving animals or humans, and other studies that require ethical approval, must list the authority that provided approval and the corresponding ethical approval code.

## **Result and Discussion**

### **Result**

#### **Strategies of the Department of Culture and Tourism to Address the Younger Generation's Lack of Interest in Local Culture**

Interviews were conducted to address the research question. The interviews were conducted with Mr. Ramli Efendi, Head of the Culture Division at the Cirebon City Department of Culture and Tourism, as well as two young people aged 21 and 22: Syahrul, a former member of the Burok arts and culture community, and Desti, a former member of the UGJ Cirebon Arts and Culture Organization. According to Syahrul, the current reason for young people's waning interest in local culture is the lack of platforms for them to develop their talents in the arts and culture. "The thing is, it's not that there's no interest—it's just that there aren't enough places to nurture and develop their talents. There's also a lack of support. If there were clear, well-supported platforms, I'm sure the younger generation would be more interested in participating and preserving local culture," said Syahrul. Meanwhile, Desti believes that government agencies need to facilitate collaboration between traditional and digital artists, while also involving young people so they can experience art and culture more deeply—through workshops or short-video competitions with cultural themes—so that young people can participate in preserving local culture.

Based on an interview with the head of the Culture Division at the Cirebon City Department of Culture and Tourism, it was found that the department has implemented several policies to preserve local culture, including:

1. Building an arts and culture community with young people, this policy aims to provide a platform for young people interested in learning about Cirebon's arts and culture. This aligns with Syahrul's view on providing a platform for young people. Currently, there

are three art studios collaborating with the department, with a total of 33 members across all three studios.

**Table 2:** Cirebon City Arts Center

| No | NAMA<br>SANGGAR/KOMUN<br>ITAS | ALAMAT                                          |    |    |           |            | Jumlah<br>Anggota | Jenis/Bidang<br>Garapan Seni | Keterangan |
|----|-------------------------------|-------------------------------------------------|----|----|-----------|------------|-------------------|------------------------------|------------|
|    |                               | JALAN                                           | RT | RW | DESA/KEL  | KEC        |                   |                              |            |
| 1  | Sanggar Putri<br>Ciremai      | Jl. Dr. Cipto Mangunkusumo Gg.<br>Nawita No. 23 | 1  | 5  | Sunyaragi | Kesambi    | 17                | PERTUNJUKAN                  | AKTIF      |
| 2  | Sanggar Srikandi<br>Cirebon   | PGC Lantai 3                                    | 1  | 3  | Kejaksan  | Kejaksan   | 3                 | PERTUNJUKAN                  | AKTIF      |
| 3  | Sanggar Burok<br>Abidzar Nada | Jl. Ledeng 6 Sitopeng                           | 4  | 9  | Kalijaga  | Harjamukti | 13                | PERTUNJUKAN                  | AKTIF      |

Source : Data from the Cirebon City Department of Culture and Tourism, February 4, 2026

- Organizing cultural events in villages and neighborhoods in Cirebon: The Cirebon City Department of Culture and Tourism regularly holds cultural events in villages and neighborhoods within the city of Cirebon, collaborating with village and neighborhood officials to organize these events. Of the various areas where cultural events have been held, the Argasunya Harjamukti area has shown the highest level of interest in attending these events.
- Creative Space (Glass Building): Currently, the Cirebon City Department of Culture and Tourism has a special space—the Glass Building—designed to accommodate the public, including the younger generation, for hosting cultural events. According to him, the Glass Building has frequently been used for seminars or workshops focused on Cirebon culture.
- Artists in Schools: This policy was just launched by the Department in 2024, under which the Department involves artists and cultural activists to teach Cirebon traditional arts directly to students in schools
- Cultural literacy: Under this policy, the agency collaborates with schools in Cirebon to support students who wish to learn about Cirebon's culture. The agency will guide and educate these students as they visit sites of historical and cultural significance.

The policies currently in place can be implemented thanks to factors that facilitate the agency's work, namely Law No. 5 of 2017 on the Promotion of Culture. Furthermore, the presence of tech-savvy young people also facilitates the agency's implementation of cultural preservation policies. There are also factors that hinder the agency in implementing cultural preservation policies, namely the younger generation's lack of interest in local cultures; this poses a challenge for the agency in carrying out these policies. Furthermore, limited budgetary resources are another obstacle to the agency's implementation of these policies, as every cultural activity requires funding. Finally, the influx of foreign cultures into Indonesia—combined with the fact that young people today prefer foreign cultures over their own—also hinders the agency's efforts to implement cultural preservation policies.

There are also opportunities that the agency can leverage to facilitate the implementation of local cultural preservation policies, namely the demographic dividend and the geographical location of Cirebon City, coupled with the fact that Cirebon is a region with abundant cultural wealth. However, the implementation of these policies is not without challenges. According to the agency, the challenges in carrying out cultural preservation programs include suboptimal management of cultural heritage and sites, as well as a lack of documentation or data regarding Cirebon's culture. Furthermore, the influx of foreign cultures also poses a challenge for the agency in maintaining and preserving local culture.

### **The Effectiveness of the Cirebon City Department of Culture and Tourism's Strategy in Addressing the Younger Generation's Lack of Interest in Local Culture**

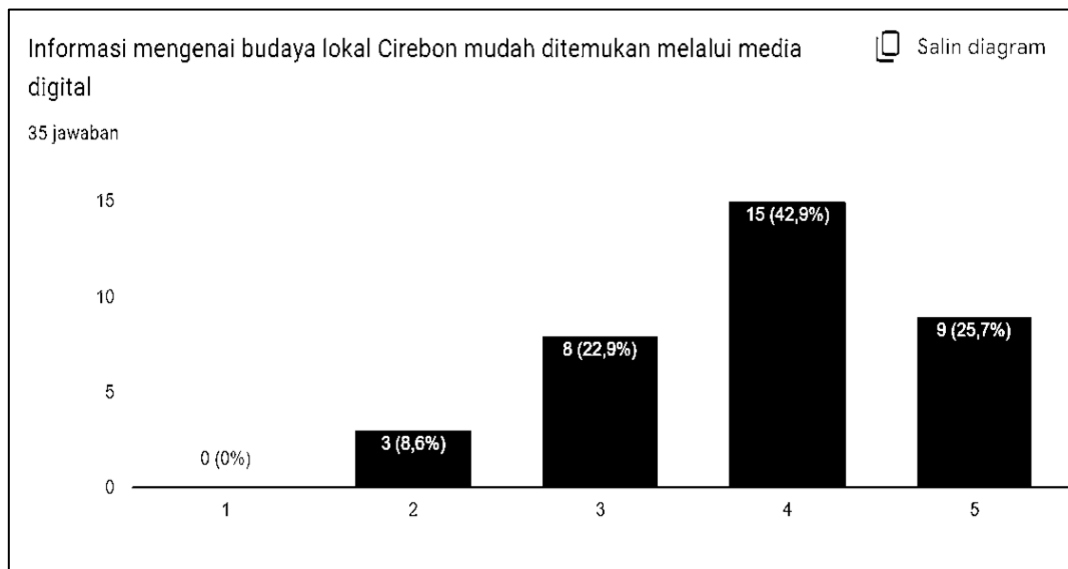
The research question focuses on the effectiveness of the strategies implemented by the Cirebon City Department of Culture and Tourism in addressing the younger generation's lack of interest in local culture. Before implementing local cultural preservation programs, the department first conducts a mapping exercise to ensure the programs are targeted effectively. Following the mapping, an analysis was conducted to identify which cultural objects were categorized as endangered or fading; once such objects were identified, an inventory was conducted. However, these efforts were also aligned with national laws and local regulations, as well as the local government's priority development agenda, which will eventually lead to the designation of new sites for cultural preservation.

The Cirebon City Department of Culture and Tourism has its own program specifically targeting young people: building a community of cultural preservers with young people. In January 2026, three new art studios were established as a result of the department's collaboration: Sanggar Putri Ciremai, Sanggar Srikandi Cirebon, and Sanggar Burok Abiza Nada. These art studios are expected to provide a platform for young people interested in local arts and culture and to help them pass on this heritage to other young people.

Ongoing programs require outreach so that the public can learn about the initiatives the department has implemented. Therefore, the Cirebon City Department of Culture and Tourism has adopted several approaches to promote its ongoing cultural preservation programs. The first is using social media platforms such as Instagram and TikTok to publicize these programs; This approach is taken because today's youth are considered tech-savvy and almost certainly have social media accounts on their smartphones; it is hoped that this will encourage young people to participate in the cultural activities shared by the department via social media. In addition to relying on social media, the department also engages directly with the community by organizing various cultural events in villages and neighborhoods.

The survey was conducted to provide supporting data for this study; it was designed after identifying the agency's strategies for addressing the decline in young people's interest in local culture. The survey, which used Google Forms and the Likert scale, was administered to 35 young respondents aged 20–25 in the Cirebon area. The results showed

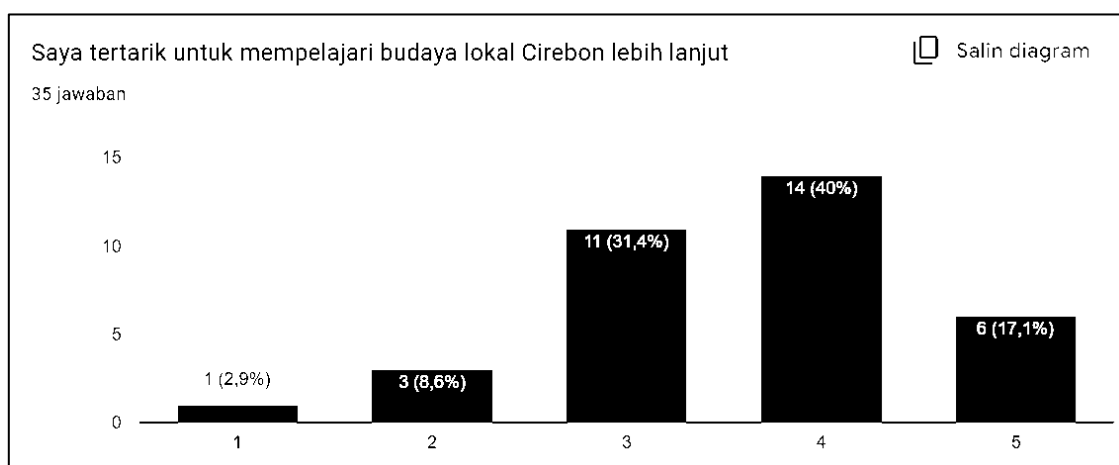
that 24 respondents (68.6%) agreed that information about Cirebon's local culture is easily accessible through digital media, 8 respondents (22.9%) were neutral, and 3 respondents (8.6%) disagreed.



**Figure 1:** Access to Local Cultural Information Through Digital Media  
Source : Results of a Google Forms survey conducted by researchers, 2026

The survey results above show the agency's success in promoting its programs and activities through digital media such as Instagram, YouTube, and others.

The results of a survey on interest in learning about local culture, conducted among 35 young respondents aged 20–25 in the Cirebon area, showed that 20 respondents (57.1%) were interested in learning about Cirebon's local culture, 11 respondents (31.4%) were neutral, and 4 respondents (11.5%) were not interested in learning about Cirebon's local culture.



**Figure 2:** Young People's Interest in Local Culture  
Source : Results of a Google Forms survey conducted by researchers, 2026

The results of the data analysis based on the image above show that the majority of young people have a greater interest in learning more about local culture. The program implemented by the agency can be considered a success because the majority of young people are interested in learning more about the local culture of Cirebon.

## Discussion

This study employs the SWOT analysis method and the theory of policy effectiveness as proposed by Hutagalung and Hermawan (2018). SWOT analysis is used as a tool to analyze the strategies implemented by the Cirebon City Department of Culture and Tourism in addressing problems and identifying the department's internal and external factors—specifically, its strengths, weaknesses, opportunities, and threats—in the implementation of strategies for preserving local culture. Meanwhile, the theory of policy effectiveness is used as an indicator to assess the extent to which the implemented policies and programs have achieved their stated objectives.

### Strategies of the Department of Culture and Tourism to Address the Younger Generation's Lack of Interest in Local Culture

Based on interviews with the Head of the Culture Division at the Cirebon City Department of Culture and Tourism, as well as two young people, Syahrul and Desti. According to Syahrul, the current reason for young people's lack of interest in local culture is the lack of opportunities for them to learn about it. In response to this issue, the Cirebon City Department of Culture and Tourism has formed a community that involves young people in the preservation of local culture. This community will conduct brainstorming sessions and provide mentoring to young people regarding local culture. It is noted that, in addition to building this community, the Cirebon City Department of Culture and Tourism has already implemented several policies and programs aimed at addressing the issue of the younger generation's lack of interest in local culture.

According to Mr. Ramli Effendi, Head of the Culture Division, there is a need for rebranding—where local culture can be adapted to attract the interest of the younger generation—and it is important to collaborate with young people to understand what they want so that local culture can appeal to them. Furthermore, digitization is crucial to the success of local cultural preservation programs. He noted that young people today spend more time on their cell phones or laptops, highlighting the need to promote cultural programs through social media. Educational institutions also play a vital role, as they are at the forefront of cultural literacy. To date, one of the primary sources of knowledge for young people—ranging from core academic subjects to the arts and culture—has been school.

Based on a SWOT analysis, policy strategies are categorized into internal and external factors. Internal factors relate to the strengths and weaknesses of the Cirebon municipal government or the city of Cirebon itself, while external factors include external opportunities and threats.

#### 1. Internal Factors

According to Mr. Ramli, what makes it easier for the agency to implement cultural

preservation programs is that there are regulations that serve as guidelines for the agency. We have those regulations. “We have rules. That’s what we follow. That’s our foundation. There’s Law No. 5 of 2017 on the Advancement of Culture. That’s the foundation. Law No. 5 of 2017 on the Advancement of Culture. That’s what we use as our foundation,” he said. In addition, at the city level, there are the RPJMD, Registra, and PPKD, which serve as the foundation for implementing cultural preservation programs. Furthermore, young people play a vital role in cultural preservation programs because their technological expertise makes it easier for the department to implement existing programs. Another factor that facilitates the department’s implementation of cultural preservation programs is that Cirebon is a cultural city and a cultural hub, allowing the department to collaborate with cultural activists to preserve the local culture. Meanwhile, a weakness or obstacle in implementing cultural preservation programs is limited funding. “Funding. The budget may not be sufficient. Sometimes it’s limited. Not that it’s insufficient, but limited,” said Mr. Ramli. These budget constraints prevent the department from maximizing its efforts in carrying out cultural preservation programs.

## 2. External Factors

Opportunities that can be leveraged in implementing cultural preservation programs include Cirebon’s demographic dividend and geographic location, coupled with its abundant human resources. Additionally, other sectors consistently support cultural preservation. Furthermore, Cirebon’s rich cultural heritage presents an opportunity for government agencies to implement cultural preservation programs. Meanwhile, the current challenges in addressing these issues include the suboptimal management of cultural heritage and sites, as well as a lack of documentation or data regarding the culture in Cirebon. The influx of foreign cultures also poses a challenge for the agency in maintaining and preserving local culture.

## **The Effectiveness of the Cirebon City Department of Culture and Tourism’s Strategy in Addressing the Younger Generation’s Lack of Interest in Local Culture**

Based on the results of an interview with the Head of the Culture Division of the Cirebon City Department of Culture and Tourism, using the theory of Hutagalung and Hermawan (2018: 43), there are four indicators for measuring the effectiveness of a policy: the accuracy of program targeting, policy outreach, achievement of objectives, and monitoring or evaluation. The following is an analysis of the effectiveness of the department’s strategy in addressing the issue of young people’s lack of interest, using Hutagalung & Hermawan’s theory and the four indicators:

### 1. Target Accuracy

This aspect is used to measure how effectively the intended targets are met in the implementation of programs. According to Mr. Ramli, Head of the Culture Division, the Agency has already conducted cultural mapping and inventory. However, before conducting the cultural inventory, an analysis was first carried out to categorize cultural elements based on their urgency and risk of extinction. This is done to ensure that the

cultural inventory is not carried out in vain. “We’ll analyze it—it’s possible that in this inventory, there will be objects that we must urgently categorize, such as those under threat, extinct, and so on. There is a categorization system. So, there will be an analysis of the level of urgency and threat,” said Mr. Ramli

## 2. Program Outreach

This aspect assesses how effective the outreach efforts conducted by the Cirebon City Department of Culture and Tourism have been in encouraging the public—particularly young people—to participate in existing programs. According to an interview with the head of the culture division at the Cirebon City Department of Culture and Tourism, program promotion and outreach are carried out using several methods: first, by posting posters for upcoming cultural events in areas with high foot traffic, as posters are still considered an effective way to provide information to the public. Next, promotion is carried out via social media. The Cirebon City Department of Culture and Tourism maintains several social media platforms, such as Instagram and TikTok, to promote upcoming cultural events. This approach is considered effective for attracting the younger generation to participate in these activities, as today’s youth are highly familiar with social media and digital platforms. Based on interviews with young people interested in art and culture, it was found that they often learn about cultural events through Instagram. In line with the survey results, the use of social media for promotion can be considered positive, as the data analysis shows that 24 (68.6%) of the 35 respondents found it easy to obtain information about upcoming cultural events through digital media.

## 3. Achievement of Objectives

This aspect assesses whether the programs implemented by the department have been successful in increasing young people’s interest in local culture. Based on interview results, several programs that have been implemented have yielded positive results; according to the department, many community members have shown enthusiasm for the cultural events held so far, with many attending to witness the cultural events organized by the department. One of the areas showing the greatest enthusiasm for attending cultural events is the Argasunya Harjamukti area. Based on the data analysis, 20 (57.1%) of 35 young people expressed an interest in learning more about Cirebon’s local culture. This indicates that the agency’s programs can be considered successful, as they have managed to spark interest among many young people in learning about Cirebon’s local culture.

## 4. Supervision

The Cirebon City Department of Culture and Tourism regularly evaluates the programs it has implemented. There are two types of evaluations routinely conducted by the department: the first is an internal evaluation, which focuses on programs that have been implemented—such as cultural programs; the second is a departmental evaluation, which assesses the performance of all department staff. Based on the results of these evaluations, the department conducts an analysis to determine whether the programs align with their objectives and whether their targets are appropriate. Based on this

analysis, the department ultimately implements improvements for the future.

## Conclusion

This study shows that the Cirebon City Department of Culture and Tourism has implemented various programs to address the younger generation's lack of interest in local culture, including the formation of communities and art studios, the organization of cultural events in villages or neighborhoods, the provision of a creative space (Gedung Kaca), and the "Artists in Schools" program. The programs organized by the Department have been effective because they are supported by regulations and digitalization that facilitate the Department's implementation of these programs.

Based on the Policy Effectiveness theory used in this study, the existing variables have functioned optimally—for example, target accuracy, where several agency programs are aimed at young people, such as the "Artists in Schools" program. Furthermore, the program outreach variable can be considered optimal because many young people find it easy to access information about local cultural activities on social media. Furthermore, the variable of goal achievement can also be considered optimal because many young people are interested in learning more about local culture; finally, regarding the variable of oversight, the agency consistently evaluates its ongoing programs. Although the programs implemented by the agency have been running optimally, there are still obstacles to their implementation, such as budget constraints and the influx of foreign cultures, which require the agency to innovate in order to restore young people's interest in local culture.

## Recommendation

There is a need to restrict the influx of foreign cultures into Indonesia due to concerns that they may erode local culture; furthermore, the Cirebon City Department of Culture and Tourism must also be able to introduce digital innovations related to culture. For example, it can provide information about Cirebon's culture through social media or the department's website, or produce short films about the importance of preserving and sustaining local culture. Furthermore, it is also important to expand the network of cultural communities and enhance collaboration with schools, universities, and the private sector to address budget constraints. It is also important to involve the younger generation more in the planning and implementation of cultural programs so that the preservation of local culture can proceed more effectively and sustainably.

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