Implementation Of Local Culture, Tradition And Wisdom Through Social Media In North Sumatra

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Abstract. *Social media is one of the devices that is now owned by almost all people. And social media is one of the ways for account owners from social media to interact easily without being disturbed by distance and time. As well as costs and also a much cheaper place. Because you only need to use the internet network alone. The use of social media is indeed one proof of how the development of science and technology is very sophisticated. And social media is a community need that is very profitable for society. Like 2 sides of a coin, apart from providing benefits, social media can also provide disadvantages for society. Especially in the socio-cultural sector and its changes. With the existence of social media, socio-cultural changes related to norms, habits, attitudes and also values contained in the community environment, will slowly erode and may be forgotten by people with new habits or norms. The progress and development of this technology can be seen by the increasingly advanced civilization of society and also on the social media side. And this development should pay attention to the impact that can arise in the community. Apart from providing losses, it turns out that there are distinct advantages for the community in introducing culture, traditions and also local wisdom to the community, especially in the province of North Sumatra.*

Keywords: Culture, Social Media, Society

INTRODUCTION

Developments in the world of information technology provide an oasis of positive change in people's lives. Although there is a negative side that haunts their lives. With the rise of the world of social media, of course it can provide changes to personality patterns as well as social norms and values among the community. This certainly can provide changes slowly in the cultural sector, morals and also the attitudes and rules that apply in the life of the community. Indonesia, as it is known, has a fairly large population. Even into the top 5 countries with the most population. With a large enough population, of course it has various

kinds of customs, culture, ethnicity, race and also beliefs and traditions that surround the life of these people.

With this diversity, of course there are many possibilities that will occur, especially in the sector of culture, tradition and also local wisdom in the community which will be affected by the development of information, especially on social media if no one filters all incoming information. Social media should be used as a much better information tool to implement culture, traditions and local wisdom to the local community as well as to the wider community.

Then what is social media? Social media is an online tool where users and users can communicate and interact easily without any obstacles. And now there are many social media applications that make it easier for people to interact and communicate with each other according to the thoughts of Cahyono (2016).

This rapid development in cyberspace has indeed become one of the means used to interact and bring living habits in a changing community environment. If in the past they interacted face-to-face, this time only through a small device called a gadget, people can communicate easily. And this communication can be done without distance, mass and place. Communication and interaction can also take place anywhere without having to meet face to face with other individuals. Social media can change the status of social life which sometimes becomes a barrier between people. With Facebook and other social media, it makes it easy to interact. Even though there are negative sides, social media can be a tool to spread positive things to society. And it should be able to contribute to creating profits in the life of the community.

Based on research from Nasrullah (2015) that internet consumers and also social media applications in Indonesia are one of the highest users. Internet penetration is around 15% which means that there are more than 38 million internet users in Indonesia. And around 62 million people are recorded as having a Facebook account. From these results it is also shown that the Indonesian people when accessing the internet will use their time to explore social media with a minimum of 3 hours per day to play in cyberspace. And Facebook is one of the social media that has quite a large number of users from Indonesia. And users can join a community on FB and can interact with one another.

The positive effect of social media and cyberspace is that it is easier and more efficient to establish relationships with other people. Besides that, it can make it easier to carry out work and make friends with other users without long distances and unlimited time. This is an advantage in carrying out these social relations. In addition, news delivery will take place

quite quickly and also save costs. If there are positive effects, then there are negative effects of social media. The negative effects or losses that can be obtained by the community are bringing those who are far away and keeping those who are near away. The meaning of these words is that users can communicate and interact with friends who are far away. However, social interaction with close friends becomes tenuous. In addition, interactions that will take place face-to-face will be reduced. And can make users addicted and can trigger conflict

The use of social media itself has indeed changed quite a lot of social life in society. And not only that, on the cultural side, traditions and local wisdom are also being threatened by social media. This is because the influence of foreign culture or foreign culture will be increasingly sharp to younger generations who prefer to see new cultures that enter because the culture offered is much simpler and attracts their interest.

Technological advances in this era of globalization are difficult for society to avoid. Advances in technology that are matched by the ease with which the public can obtain information easily and also the process of interacting with other fellow citizens which is also easier, certainly attracts the interest of the community. Users or internet users themselves are now experiencing an increase with the many features and also the ease of use. And now technology, especially in human life, cannot be separated. According to the narrative from YA Piliang (2012) that people continue to witness technological developments that can create new realities in their lives. An information society that is centered on inclusive community life and also has an orientation in development where every community can access, utilize, create and also share information and knowledge that can make it easier for every individual in the community to achieve their potential. In a virtual community, of course there are many activities in real life that are brought into the virtual world.

The life of these people can enter the virtual world and also interact in the virtual or virtual world. Social media is indeed part of the new media that offers digitization, interactivity and also convergence to the community which is the central concept of the internet world. And today's people live in a virtual world that cannot be separated from their lives. And social media offers users to make the most of this virtual space to show their identity and also offers a number of opportunities to expand networks in that virtual space.

The ease of access provided by social media in interactions that are limitless and timeless, makes it a forum for internalizing foreign culture into people's lives. Practically this can threaten culture, tradition and also local wisdom which will shift and erode and even threaten to become extinct from cultural onslaught from outside. This was revealed by

Nurrizka (2016) that social media provides a change in the way of dressing from a typical Indonesian culture to a foreign culture in terms of appearance. And this practically eliminates local specialties. In line with Budi Setyaningrum (2018), which states that the advancement of information technology can change the local values that are so trusted by the community. This makes social media provide convenience by incorporating foreign cultures into local culture so that local culture, traditions and wisdom begin to erode.

Cultural identity and identity is a form of basic awareness of the characteristics of local culture and traditions. And this of course affects life and behavior in society. According to Tylor (Soekanto, 2017) that culture is a complex that includes beliefs, knowledge, art, morals and also laws and customs as well as abilities and habits acquired by humans who are members of society.

And the continuous onslaught of foreign culture through social media cannot be stopped in people's lives. Of course there are several steps that can be taken by the community so that local culture can compete strictly with foreign cultures. So it does not erode and shift the values of the local culture. These steps must be carried out consistently by utilizing social media to introduce local culture and preserve and maintain it. Social media can be a very strategic opportunity to preserve culture, traditions and local wisdom for the community, especially the younger generation in North Sumatra.

Currently, there is still a lack of use and utilization of social media that can support the world of culture. So there is still a lack of knowledge about the mechanism in preserving local culture. And social media has enormous potential to preserve local cultures so that these cultures can be preserved easily. Besides that, the problem of community connection, especially the younger generation, in understanding and practicing foreign culture such as pop culture or *pop culture* is a challenge for the community. Social media can be a way to implement local culture, traditions and wisdom in people's lives in North Sumatra.

Literature Review

Culture and culture itself comes from Sanskrit which comes from the word *buddhayah* and also the word *buddhi* for the single word. And both of these meanings have meaning as mind or reason. So that culture has an understanding of things that are related and also related to reason and reason. Culture has a meaning as an idea that is the fruit of human work which will become a habit with the learning process of the totality of human work. Culture itself is the totality of what has been produced by humans since being in the community.

The form of culture that is quite ideal, of course, has an abstract nature and cannot be touched. And the location or thought of that culture is in the human head. In human thought, there is a cultural side that has something to do with the world of life. Communities that issue their ideas and ideas, then pour them into writing, this culture is in an essay, scientific results and books that function for the life of that community.

Culture is a way of life that is developed and owned by a group of individuals and then passed on to the next generation or from generation to generation to be carried out in their lives. Culture itself is built from various kinds of complex elements consisting of religious systems, politics, customs, languages to works of art. Culture is indeed an integral part of human beings which is a hereditary legacy from previous generations. Culture also includes knowledge, belief, art as well as morals and customs. In addition, there is an element of habit that is carried out by a group of individuals according to Soerjono Soekanto (2009: 150-15).

According to the thoughts of Ki Hajar Dewantara that this culture is the work of humans which is the result of human struggle for 2 very strong influences in the times and also in nature. This is proof of the triumph of human life in overcoming various problems, difficulties and obstacles that exist in life. As well as livelihoods that are useful for achieving safety and happiness that are born from an orderly and peaceful nature from the book Ki Hajar Dewantara (1994).

Culture itself will include all that can be learned by humans in social groups. Culture itself includes elements and patterns of normative behavior. That includes ways of thinking, feeling and also acting. Cultural objects themselves consist of houses, clothing, bridges to their daily equipment. There are several formulations regarding the main elements in culture and culture which consist of 4 parts, namely the economic system, family, politics and also technological tools. Apart from that, there are other elements in culture which consist of the normal system, economic organizations and educational institutions as well as power organizations.

While culture itself has 7 elements that are considered as *universal culture* where these 7 elements consist of:

1. Living equipment

   Equipment for human life becomes one of the elements of culture that is used for the lives of individuals in their lives. Such as clothing, household appliances, weapons as well as means of production and transportation.

2. Livelihood

Local people's livelihoods such as agriculture, animal husbandry, production and distribution are people's livelihoods that contain cultural elements in them.

3. societal

The social system is one of the elements of culture consisting of a system of political organization, kinship, law and also the marriage system in their community.

4. Language

Language is one of the elements of culture where language has a role as a means of communication and interaction between individuals with one another.

5. Art

Fine art, sound, motion and other works of art are important elements of culture in the local community.

6. Knowledge system

7. Belief system.

In addition, there are also several elements of culture and culture which consists of several elements as follows:

1. Material culture

It is a form of culture consisting of concrete objects in it as a result of human work such as temples, houses and other historical items that support social life.

2. Non-material culture

It is a spiritual culture that is intangible in the form of concrete objects which are the result and creation of human feelings and works. These human creations consist of philosophy to science which have a theoretical form as well as results that have been done by humans. Then there is also the result of a human feeling that embodies social values and norms created to regulate social problems within it.

Culture and culture itself has several kinds of characteristics, including culture that is not innate but is learned by the community. Then culture is passed down from generation to generation, group to group to person or individual to individual. Culture is based on symbols and also has a dynamic nature and a system that can change over time. Culture also has a selective nature, represents patterns of human behavior, has related elements and is also ethnocentric.

Meanwhile, tradition has a different understanding. In the anthropological dictionary, tradition has the same meaning as custom. Tradition is a habit that has religious magical

properties in people's lives which includes several related cultural values, norms, laws and rules. And then it becomes a system that is quite stable and includes all cultural conceptions of organizing social action according to Ariyono Siregar (1985: 4). In contrast to the understanding in the sociology dictionary. According to the narrative from Soekanto (1993: 459) that tradition is a custom and also a belief that is carried out from generation to generation so that it can be maintained.

Traditions have in common material objects and also ideas that originate from the past and are still maintained today that have not become extinct or destroyed. Tradition is the legacy of the past from generation to generation. According to Piotr Sztompka (2007: 69), traditions that occur many times and are not done on purpose and can give birth to culture. And based on the thoughts of Mattulada (1997) then the culture of the results of this tradition has 3 forms consisting of culture as an idea, culture as an activity and culture of human objects.

Piotr Sztompka (2007: 74 – 75) says that tradition has a function in people's lives. Some of these functions include:

1. Become a policy that is passed down from generation to generation where tradition is in the awareness, beliefs and norms and values adopted in people's lives. And now it resides within an object that was created in the past. Tradition provides fragments of historical heritage that have their own benefits. Like an idea and material that can be used in people's lives to build the future from past experiences.

2. Presenting legitimacy to views of life, beliefs and also regulations that already exist in people's lives. And of course justification needs to be made in order to be able to bind the individuals who live in that community environment.

3. Providing a fairly convincing symbol of collective identity, strengthening primordial loyalty to the nation as well as the state and community groups. National traditions are reflected in songs, flags, symbols and also various other elements that can be closely related to history so that national unity is maintained.

4. Providing a place of escape from complaints, dissatisfaction and also disappointment in modern life which is considered not compatible with local culture and traditions in Indonesia.

While local wisdom itself has a literal meaning, namely local wisdom. However, if traced in detail, local wisdom is the fruit of thoughts or ideas, ideas and thoughts that have quite good value where these ideas grow in people's lives in certain geographical conditions.

Local wisdom itself will be passed down from generation to generation through various methods, one of which is stories from generation to generation. This was stated at the Ministry of Education and Culture that the values contained in this local wisdom can be taught from generation to generation and also passed down from generation to generation using oral literature and manuscripts. Oral literature itself can be in the form of proverbs, proverbs or folk tales that continue to be told from generation to generation. Like the story of Malin Kundang, Sangkuriang and other folk stories. Then this manuscript is a legacy in the form of literary writing to the next generation.

In the Law of the Republic of Indonesia Number 32 of 2009 regarding the Protection and Management of the Environment, local wisdom, culture and traditions are included in the regulations of the Law. It is stated that it is a noble value that applies in the governance of society to protect and manage the environment in a sustainable manner.

Based on the thoughts of Sibarani (2012) that this local wisdom has a close relationship with the knowledge of the local community and comes from noble cultural values, traditions from the life of the community. And this local wisdom is often used to improve welfare and also create peace in people's lives. In anthropological studies, local wisdom is also known as local genius. According to Haryati Soebadio in Sartini (2004) that this local genius is a cultural identity that becomes the personality of the nation's culture which can cause a nation to be able to process and absorb foreign culture in accordance with its own identity, identity, character and abilities. Then another meaning of local wisdom that is often found in several literatures is as original and local knowledge as well as traditional knowledge in the community. This local wisdom refers to traditional and unique knowledge that grows and develops among the community in which there are noble and useful values for the surrounding community based on Grenier's thoughts (2019).

In earlier times, there were various cultures, traditions and local wisdom that coexisted with people's lives. Nowadays, many values have shifted due to changing times and also influences from outside society. According to Alfian (2013: 428) states that local wisdom has a meaning as a way of life and also knowledge that can be used as a life strategy that is manifested into an activity in the surrounding community to meet their life needs. This local wisdom becomes a custom and also a habit that has become a tradition for some groups or the whole group around the community which has been passed down from generation to generation until now.

Local wisdom is a way of life as well as knowledge that is incorporated into life strategies so that they can help the community in all their activities. According to Istiawati

(2016: 5) that local wisdom is the way people behave and also think and act in response to changes in their environment. Both physically and culturally. A conceptual idea that lives in the community environment, grows and develops continuously in the awareness of the community which is closely related to sacred life to those that fall into the ordinary category.

Meanwhile, another idea of local wisdom is the binder in the form of culture that lives among the community. This local wisdom can be defined as a culture that is created through various processes that are repeated through internalization and also interpretation of religious and cultural teachings that are socialized into norms and become guidelines in people's lives.

There are several forms of local wisdom that become harmony of diversity in the form of social practices that underlie the wisdom of culture. The form of local wisdom within the community itself can be in the form of values, ethics, norms, beliefs, customs to special rules that govern the lives of the surrounding community. The noble value of this local wisdom consists of love for God, the universe and also the contents and humans included in it. A sense of responsibility, discipline, independence, honesty and respect is one aspect of local wisdom for the community.

Local wisdom is an unwritten rule which becomes one of the guidelines for the life of the people around their neighborhood, which regulates all life and also rules for relating to relationships between human beings. Especially in social interactions between individuals and groups that are closely related to the hierarchy in government and also custom. Likewise in manners to marriage and everyday life.

Regulations that concern the relationship between humans and nature and have the aim of seeking conversion to nature, are one of the roles of local wisdom. And this rule concerns the relationship with God and also the universe by prioritizing the side of customs, institutions, wise words as well as proverbs and other cultural arts. Meanwhile, in literary works, local wisdom becomes one of the manifestations of language which consists of both spoken and written. In people's lives, local wisdom can be found in folklore, songs and proverbs to mottos and ancient books that are embedded in people's daily lives. And this local wisdom becomes culture and tradition as well as local wisdom which is reflected in the values prevailing in these community groups.

Folklore or folklore is a form of local wisdom which is embodied in the form of philosophy or words of wisdom such as advice, proverbs to poetry which contain rules, norms, and also social order within the community. And folklore is one of the contents of local wisdom which contains advice to the community. Local stories themselves can be

manifested in the form of wayang or dance as well as stories presented by the community to future generations.

Local wisdom is basically an important part of the identity and identity of the community as well as national culture. This national identity can be achieved if the culture that exists in the life of this community can develop properly. And it is very important to preserve culture, traditions and also local wisdom which are part of history and also the achievements of ancestors in the past.

Local wisdom contains noble values that have benefits for the local community. Modern humans have a good moral sense to assist in the development of attitudes and talents that become provisions for people to live their lives. Local wisdom in Indonesia has values, norms, ethics as well as customs and traditions that are interrelated and interrelated and provide benefits to the community.

METHOD

This research was conducted through the presentation of useful material to provide benefits and also the implementation of local culture, traditions and wisdom through social media in order to preserve local culture. Implementation of the research will use a qualitative descriptive method. In preparation for this research, socialization and coordination activities will be carried out with related agencies and the community who are informants and respondents from the research process. Interview activities as well as documentation and data recording will be carried out by taking data samples so that the research process can run easily and systematically.

Research is one way that can be used to get the truth from the data collection process that occurs in the field. In order to obtain these concrete data, researchers conducted research on the implementation of culture, traditions and local wisdom through social media in North Sumatra as the subject of the research. In addition, a literature study was carried out which is one way to make learning the data and literature used still quite relevant as a research activity. Identification and also analysis of this document became the theoretical basis in the process of solving the problem.

Observation is one part of the steps taken to collect data, information from informants or respondents which are carried out systematically by researchers. In addition, the interview activity is one of the steps used so that the data obtained can be obtained in a concrete and actual way. Researchers conducted interviews with respondents or resource persons who were conducted freely. The interview process is of course to get a more detailed and in-depth

understanding. The researcher will interact directly with the respondents so that the interpretation of the answers from the informants can be presented and explained properly in the data collection process. The classification of the informants themselves is between the ages of 25 to 55 years who have a minimum education of elementary school and a maximum of S1. And have a fairly detailed understanding of the culture around North Sumatra.

FINDINGS AND DISCUSSION

According to the definition of Kaplan & Heinlein (2010) that social media is an application that uses the internet network as the basis for its operation. And based on web technology that can create various social networks so that users can interact and also communicate, social media is a place that can create that. Social media can create a personal web page that can be accessed by everyone with the help of an internet network so that it can be used for *personal branding* or interaction and communication.

Social media is one of the devices with an online basis that can be used to communicate with each other without face to face according to Doni (2017). With the sophistication of technology that is now growing very rapidly, making direct face-to-face communication becomes indirect face-to-face. Social media applications are now quite widespread on the internet that can be used by the public. And this does make it easier for people to interact easily directly.

The development of this technology is certainly very helpful for people to communicate and also interact. In ancient times, communication was done directly or face to face. Meanwhile for long-distance communication, it is done by correspondence and using the telephone to convey information and also messages to parties who are far away. But now social media can bring those who are far away closer. But sometimes keep the close ones away.

Social media has had a significant impact on people's lives, especially in all aspects. Political, social, economic and cultural aspects are one of the aspects that get quite a big influence with the existence of social media. There are positive and negative effects that can be obtained from the presence of social media. The negative aspects that can be obtained are the rise of crime and fraud, learning activities are quite disrupted, communication between family members is disrupted.

However, there are some positive impacts that should get attention. Social media can be a place for promotion and information dissemination. Besides that, it can make more friends

and also makes communication much easier. The information presented is abundant and easy to access. For profit in promotion, social media can be the right place to introduce culture, traditions and local wisdom to the wider community.

The use of social media will certainly have a considerable influence on society. And of course in the cultural sector, traditions and also local wisdom also get a huge impact. The information presented is quite easy to access and people can get it easily. This certainly provides an opportunity for local cultures and traditions to be eroded by the influx of foreign cultures from outside. With the ease with which foreign cultures enter, practically local culture, including in North Sumatra, gets quite a big influence.

Actually, culture and also the media have two roles that cannot be separated. Both have a relationship that is interrelated and synergistic. Culture and media are studies that can generate a special attraction. This attraction can make culture, tradition and also the local wisdom side get more attention from the community. If foreign cultures can have a big influence on society, local culture should be able to do the same thing to influence society and introduce young people to culture, traditions and also the local wisdom.

North Sumatra is one of the provinces in Indonesia with various cultures, traditions and local wisdom. In terms of culture, there are Malay and Batak cultures which are the pride of local residents. And of course by promoting and introducing local culture to the people of North Sumatra, especially the younger generation and also the outside community, we can preserve culture, traditions and local wisdom in North Sumatra. Local governments must start implementing strategies to take advantage of the world of social media to preserve culture. Such as announcing the promotion of art and cultural performances, presenting events through social media belonging to the local government that are designed and also made with the tastes of today's youth so that they are more familiar with Indonesian cultures than foreign cultures.

The local government must also start using social media to hold *live streaming events* for every cultural event and art performance in each region, especially in North Sumatra. Cultural preservation must also be carried out by working together and in synergy with traditional institutions or traditional organizations as well as cultural studios which are the main facilities for making programs of arts and cultural activities that can be promoted easily.

The use of hashtags or hashtags in every promotion of culture and traditions that are displayed on social media owned by the local government, can be one way to make it easier for the public, especially the younger generation, to find posts from art events that are being held. In addition, hashtags can also be used to raise booming topics *so* that content uploaded

on local government social media can appear on the first page on social media and also on the Google search engine.

Captions for each post from cultural activities, traditions, arts, local wisdom, folk songs and also traditional musical instruments can be a way to make people, especially the younger generation, more literate with the archipelago's culture which is quite diverse and can become the pride of the Indonesian people, especially the younger generation . Archipelago culture is no less interesting than foreign culture. Today's social media, such as YouTube, TikTok, Instagram and Facebook, can be a way to regularly use social media to promote the implementation of culture, traditions and local wisdom to the public.

YouTube now has many new features that support the promotion of culture and local wisdom. Starting from features for live streaming that can be carried out by local governments to broadcast live broadcasts of art performances and also cultural performances around the province of North Sumatra. There is also a shorts feature that can be used for promotion of art events, or providing information about culture in North Sumatra, such as information about the types of dances in North Sumatra, the languages spoken in North Sumatra, traditional ceremonies and the meaning of the ulos cloth used. the Batak people to the local language used in North Sumatra. The shorts feature on YouTube can be a practical way to promote culture, traditions and local wisdom in North Sumatra. Local governments can upload videos of art and cultural performances that are held to video playlists so that people who want to enjoy offerings from this culture can enjoy them anytime and anywhere.

Meanwhile, Instagram social media can be a promotional tool used to introduce culture and local traditions to the public. Not only the people in North Sumatra, but people outside the province of North Sumatra can enjoy social media content owned by the local government. Instagram is also a social media option that can be used. On Instagram social media, there are stories, reels and posts that can be used to present information about culture and also knowledge about cultures in North Sumatra that can be known by the younger generation, including today's young people.

Local governments can work together with millennial youths who have quite big names or are well-known among young people to introduce culture, traditions and local wisdom to the younger generation. The opportunity to introduce culture by collaborating with several well-known content creator names can provide enormous opportunities for promotion.

In line with Instagram, social media Facebook and TikTok can be one of the social media that is quite important in today's era. The local government should understand every

social media that exists today. So that local governments can help local communities to promote and introduce art, culture and also local wisdom to young people or the millennial generation. With social media, local governments can archive cultural documents easily on the local government's social media accounts.

It is noted that there are around 93% of the public, especially respondents, who admit that social media has a fairly large role in today's people's lives. And it was recorded that around 90% of the respondents agreed that social media had a considerable impact on their lives. Especially in the local wisdom sector and also their habits in the neighborhood. There has been a shift in cultural values and also the erosion of local wisdom which has now begun to be replaced by foreign cultures.

Respondents or informants acknowledged that social media could be the right tool to fight against the entry of foreign cultures into their environment. By using social media, people can be helped to inform and also introduce their cultures to young people nowadays who are starting to get distracted by social media which are more exciting. Moreover, the contents of social media nowadays are always associated with sexy, sensual elements and also dancing to music from foreign cultures. It is recorded that 96% of the public has enough confidence in the ability of social media to cope with the influx of foreign cultures which are currently dominating and make the younger generation more interested in these foreign cultures.

Utilizing technology in disseminating information is not something wrong. This must be done by local governments and communities to preserve culture and also traditions and local wisdom which are rarely used by local governments. For example, Instagram from the Kraton Jogja, which has a blue tick, always provides information about the culture in the Yogyakarta Palace environment. And there are 10 content and *feeds* for Instagram which always discuss culture which is quite *fresh* and not monotonous. This can be done by local governments in the province of North Sumatra. Respondents felt that including art and culture lessons in the curriculum was still not very effective for introducing culture as well as local traditions and wisdom in this Andalas land. About 92% of respondents stated that there should be promotions other than the arts and culture curriculum in schools to preserve North Sumatra's culture to the public, especially the younger generation.

CONCLUSION

Based on research conducted on the people of North Sumatra, several conclusions can be drawn regarding this research. The local government and also the people in North Sumatra

must start being literate with the development of information technology. The use of social media, especially platforms that present visuals and audio visuals, can take advantage of various features available on social media such as Instagram YouTube, TikTok and other social media.

All the features presented by social media are very helpful for producing the content presented there. Local government accounts must be active to show their intensity and also their use in promoting culture, traditions and also local wisdom in North Sumatra. Instagram is one of the social media that can be used to assist local governments in presenting very important information about art and culture. The intensity on Instagram in presenting content can be one thing that benefits. Uploads presented on Instagram can make it easier for the public and also the local government to promote culture in North Sumatra.

Instagram, YouTube and TikTok can help promote culture, traditions, local wisdom and also in the tourism sector to make North Sumatra known among the public, especially the younger generation who must be introduced to their culture. In this way, of course, the implementation of culture, traditions and local wisdom with social media can be carried out maximally and optimally. If the younger generation has been introduced to their culture, of course it can be a very effective way to get young people to know and start using local culture, traditions and wisdom in their daily lives. And especially the use of regional languages in their neighborhood and also at school.

The arts and culture education curriculum in schools is an effective way to introduce culture, traditions and local wisdom to the younger generation. But of course this method cannot fully introduce and promote Nusantara culture, especially culture in North Sumatra. By using social media, culture, traditions and also local wisdom in North Sumatra can be known easily not only by the younger generation in North Sumatra province. But it can be seen by people outside North Sumatra, especially people in Indonesia. Apart from that, it can be a way of promotion for the local government to introduce the world of culture and tourism to foreign people to introduce the uniqueness of the northern region of Andalas Island. In this way, it has proven to be quite effective in helping the implementation of culture, traditions and local wisdom in North Sumatra.

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