

# Masyarakat Madani Sri Anggit.docx

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**Submission date:** 15-Jan-2025 05:41PM (UTC+0530)

**Submission ID:** 2564582849

**File name:** Masyarakat\_Madani\_Sri\_Anggit.docx (72.83K)

**Word count:** 6214

**Character count:** 42037

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**Masyarakat Madani**

▪ Jurnal Kajian Islam dan Pengembangan Masyarakat  
P-ISSN: 2338-607X | E-ISSN: 2656-7741

**EXPLORING THE ROLE OF DIGITAL PLATFORMS IN FOSTERING  
COMMUNITY EDUCATION AND ECONOMIC DEVELOPMENT: THE  
CASE OF PAYUNG GEULIS TRADITIONAL CRAFT IN INDONESIA**

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**Abstrak**

Penelitian ini mengeksplorasi potensi transformatif platform digital dalam memberdayakan pengrajin Payung Geulis di Tasikmalaya, Indonesia. Studi ini menyoroti bagaimana teknologi meningkatkan pendidikan komunitas, pelestarian budaya, dan pengembangan ekonomi, sekaligus menghadapi tantangan yang dihadapi para pengrajin dalam mengadopsi alat digital. Tujuan utama penelitian ini adalah mengevaluasi bagaimana digitalisasi mendukung kelangsungan kerajinan tradisional dan relevansinya di era modern. Pendekatan penelitian kualitatif dengan metode studi kasus digunakan dengan wawancara mendalam dan observasi partisipatif untuk mengumpulkan data dari pengrajin, pemangku kepentingan budaya, dan ahli pemasaran digital. Hasil penelitian menunjukkan bahwa platform seperti Instagram, WhatsApp, dan situs e-commerce memungkinkan pengrajin memperluas jangkauan pasar, melibatkan audiens yang lebih luas, dan mempromosikan warisan budaya melalui narasi inovatif. Temuan utama mencakup peningkatan 40% dalam keterlibatan pelanggan, pertumbuhan signifikan dalam ekspansi pasar, penciptaan lapangan kerja lokal, dan penguatan kolaborasi jaringan komunitas. Meskipun demikian, tantangan seperti keterbatasan literasi digital, infrastruktur yang tidak memadai, dan kekhawatiran terkait hak kekayaan intelektual tetap menjadi hambatan. Mengatasi tantangan ini melalui pelatihan yang terarah, intervensi kebijakan, dan perlindungan kekayaan intelektual dapat memperkuat dampak positif digitalisasi. Penelitian ini menyimpulkan bahwa alat digital penting untuk mendukung kerajinan tradisional, meningkatkan ketahanan ekonomi, dan melestarikan warisan budaya. Temuan ini memberikan wawasan penting bagi pembuat kebijakan, pendidik, dan institusi budaya untuk mengintegrasikan kerajinan tradisional dengan inovasi modern.

**Kata kunci:** Platform digital, Payung Geulis, pelestarian budaya, pendidikan masyarakat, pemberdayaan ekonomi, kerajinan tradisional, transformasi digital

**Abstract**

*This study explores the transformative potential of digital platforms in empowering Payung Geulis artisans in Tasikmalaya, Indonesia. It examines how technology enhances community education, cultural preservation, and economic development, while addressing the challenges artisans face in adopting digital tools. The primary aim is to evaluate how digitalization sustains traditional crafts and promotes their relevance in contemporary contexts. A qualitative research approach with case study method was employed, utilizing in-depth interviews and participant observation to gather data from artisans, cultural stakeholders, and digital marketing experts. The study reveals that platforms like Instagram, WhatsApp, and e-commerce sites enable artisans to expand market reach, engage diverse audiences, and promote cultural heritage through innovative storytelling. Key findings include a 40% increase in customer engagement, significant growth in market expansion due to digital marketing strategies such as live streaming and educational content creation, and strengthened community development through the creation of local employment opportunities and collaborative networks. These platforms have empowered artisans to engage in peer-to-peer learning, foster intergenerational skill transfer, and enhance community resilience by integrating traditional crafts into modern economic systems. Despite these advancements, barriers such as limited digital literacy, inadequate infrastructure, and intellectual property concerns persist. Addressing these challenges through targeted training, policy interventions, and intellectual property protections can amplify the benefits of digitalization. The study concludes that digital tools are essential for sustaining traditional crafts, fostering economic resilience, and preserving cultural heritage.*

**Keywords:** Digital platforms, Payung Geulis, cultural preservation, community education, economic empowerment, traditional crafts, digital transformation

## **Introduction**

The preservation of cultural heritage has gained critical importance in a globalized world marked by rapid technological advancements. Traditional crafts serve as tangible expressions of cultural identity, encapsulating the socio-historical narratives and aesthetic traditions of their communities. Payung Geulis, a traditional hand-painted umbrella from Tasikmalaya, Indonesia, exemplifies this dual function. Renowned for its intricate craftsmanship and vibrant designs, the umbrella symbolizes protection, loyalty, and communal values deeply embedded in local culture (Sofyan et al., 2018; Solihah, 2024). However, modernization and urbanization have eroded the prominence of such crafts. Consumer preferences increasingly favor mass-produced alternatives, while younger generations display diminished interest in preserving these traditions, posing existential threats to cultural heritage (Rahman et al., 2023).

Digitalization offers an innovative pathway for preserving and revitalizing traditional crafts. By leveraging digital tools such as social media platforms, e-commerce, and immersive storytelling technologies, artisans can overcome geographic and economic

barriers to reach broader audiences (Hauser et al., 2022; Nurhayati et al., 2020; Suryani et al., 2025). Augmented reality (AR) and virtual reality (VR), for instance, create immersive experiences that highlight the artistry and cultural significance of crafts like Payung Geulis, enhancing their appeal to contemporary consumers (2021). This confluence of traditional cultural expression and modern digital tools underscores the transformative potential of technology in fostering cultural sustainability (A. Zhang, 2024).

Despite these opportunities, numerous obstacles impede the effective digitalization of artisan communities. Limited digital literacy is a pervasive issue, often compounded by inadequate access to resources and infrastructure (Momanyi et al., 2024; Njenga, 2018; Setiadi et al., 2023). Financial constraints further exacerbate these challenges, restricting artisans from adopting and utilizing digital platforms effectively (Dalal et al., 2022). Additionally, the lack of standardized pricing and quality benchmarks undermines consumer trust, while intellectual property vulnerabilities expose artisans to risks such as design plagiarism (Gumulya et al., 2022). Addressing these systemic barriers requires coordinated efforts, including skill-building programs, equitable access to technology, and protective legal frameworks.

The literature underscores the pivotal role of digital platforms in fostering community education and economic empowerment. Digital tools facilitate the documentation and dissemination of cultural knowledge, enabling intergenerational learning and broader engagement (Zabulis et al., 2022). Social media platforms like Instagram and YouTube have been particularly effective in showcasing traditional crafts and narrating their cultural narratives to global audiences (Hauser et al., 2022). Similarly, e-commerce platforms integrate marginalized artisan communities into global value chains, promoting economic independence and resilience (Edgar, 2023).

In the Indonesian context, integrating traditional crafts into educational curricula has been identified as a key strategy for fostering cultural pride and heritage continuity. Programs that incorporate Payung Geulis into school activities and cultural festivals not only engage younger generations but also elevate the craft's visibility within the broader community (Solihah, 2024). These initiatives align with global trends wherein community-driven models utilize digital tools to advance socio-economic development while preserving cultural identities (A. Zhang, 2024).

Nevertheless, gaps persist in understanding the specific impacts of digital technologies on crafts like Payung Geulis. Existing research has largely focused on generalized implications of digitalization for artisan communities, leaving the unique dynamics of the Tasikmalaya context underexplored. Moreover, critical aspects such as the role of live e-commerce, digital storytelling, and social media as instruments for cultural education remain insufficiently examined.

This study aims to bridge these gaps by exploring the transformative potential of digital platforms in empowering Payung Geulis artisans. It investigates how these tools facilitate cultural education, address economic challenges, and mitigate barriers to digital adoption. By situating these findings within the specific context of Tasikmalaya's artisan community, the research seeks to develop replicable strategies for the global preservation of traditional crafts.

The uniqueness of this study lies in its holistic approach to examining the multidimensional effects of digitalization on traditional crafts. While prior research has predominantly focused on economic outcomes, this study emphasizes cultural sustainability and community empowerment. It highlights the necessity of addressing structural challenges, such as gaps in digital literacy and intellectual property protection, to ensure equitable and lasting adoption of technology. By proposing practical interventions and policy recommendations, the study aspires to provide a comprehensive framework for supporting artisan communities in similar socio-economic and cultural contexts. This research investigates the intersection of cultural preservation and digital technology, using Payung Geulis artisans as a case study. It explores both the opportunities and challenges associated with digitalization, identifying strategies to ensure sustainable development and cultural resilience. The findings are intended to contribute to the broader discourse on cultural heritage preservation, offering actionable insights for policymakers, educators, and cultural practitioners worldwide.

### **Method**

This study employed a qualitative approach with case study method to investigate the transformative role of digitalization in the preservation and empowerment of artisan communities, with a specific focus on Payung Geulis artisans in Tasikmalaya, Indonesia. This methodology is designed to deeply explore the socio-cultural, economic, and technological factors shaping the adoption of digital tools in traditional craft practices.

By integrating diverse qualitative research methods, this study seeks to capture the nuanced experiences of artisans and their broader implications for cultural heritage preservation.

The study engaged 12 Payung Geulis artisans as informants, selected based on their active roles in craft production and varying degrees of engagement with digital platforms. This cohort was diverse in gender, age, and digital proficiency, ensuring comprehensive insights. Among the participants, 2 were women and 10 were men, reflecting the predominant involvement of men in production and dissemination. The participants ranged in age from 25 to 60 years, facilitating an analysis of generational differences in digital adoption. Informants were categorized by digital literacy into beginners, intermediates, and advanced users. Beginners had minimal prior exposure to digital tools, intermediates had basic familiarity, and advanced users were adept at leveraging digital platforms for marketing, communication, and education. These categories enabled nuanced analysis of challenges and opportunities at different levels of technological proficiency.

Data were collected using semi-structured interviews, participatory observations, and document analysis. These methods were selected to address distinct facets of the research objectives while ensuring a comprehensive understanding of the phenomenon under study. Semi-structured interviews allowed artisans to articulate their experiences with digital platforms and how these tools influenced their work and livelihoods. This method provided rich qualitative data. Participatory observation provided direct insights into artisans' interactions with digital tools. This method offered contextual understanding of real-time challenges and innovations. Document analysis supplemented primary methods by examining artifacts such as marketing materials, social media posts, and educational resources created by artisans. This approach helped triangulate findings from interviews and observations, ensuring a holistic view of digital practices.

Thematic analysis was employed to systematically process the qualitative data collected from interviews, observations, and document analysis. This method facilitated identifying recurring themes, such as digital adoption, economic empowerment, and cultural preservation. The analysis began with open coding to extract significant ideas from the data, which were then grouped into preliminary categories. These categories were refined iteratively to establish broader themes, ensuring that the analysis captured

both explicit and nuanced patterns within the data. To enhance the credibility of the analysis, reflexivity was integrated throughout the process. Reflexivity involved the researcher's continuous evaluation of potential biases, ensuring that personal perspectives did not influence the interpretation of data.

Triangulation further bolstered the validity of the analysis by incorporating multiple data sources—interviews, observations, and documents. This methodological triangulation ensured that findings were corroborated across different perspectives, reducing the risk of subjective or skewed interpretations. Constant comparison across datasets also facilitated the identification of consistent patterns and discrepancies, enriching the depth of the findings. Ensuring the validity and reliability of the study was a critical focus throughout the research process. Validity was enhanced through triangulation, member checking, and thick descriptions. Triangulation, as mentioned, integrated diverse data sources to verify consistency in findings. Member checking involved sharing preliminary analyses with participants, allowing them to review and provide feedback on the interpretations. This collaborative approach ensured that the data accurately reflected participants' experiences and perspectives. Thick descriptions provided rich, contextualized narratives of the findings, enabling readers to assess the transferability of the results to other contexts. By detailing the specific socio-cultural and technological dynamics of the Payung Geulis artisans, the study ensured transparency and contextual depth, hallmarks of qualitative research validity.

Reliability was addressed by maintaining a consistent and transparent analytical process. Detailed documentation of coding procedures, thematic development, and reflexive practices ensured that the research could be replicated in similar contexts. A coding manual was developed to standardize the identification and categorization of themes, minimizing subjective variability during analysis. Furthermore, peer debriefing was employed to enhance reliability. This involved discussions with colleagues and experts in qualitative methods, who reviewed the analysis process and provided critical feedback. These external evaluations helped refine the findings and confirmed the rigor of the methodological approach. By integrating these strategies, the study ensured that its findings were both credible and replicable, providing a robust foundation for understanding the transformative role of digitalization in cultural preservation.

## **Results and Discussions**

This section provides a comprehensive analysis of the findings derived from the empirical data on Payung Geulis artisans research in Tasikmalaya. By incorporating detailed statements from artisans and critical interpretations, the discussion explores how digitalization serves as a transformative force in community education, cultural preservation, and local development, while also addressing the challenges artisans face.

### **1. Role of Digital Platforms in Community Education**

#### **1.1 Knowledge Dissemination through Social Media**

Digital platforms such as Instagram, WhatsApp, and Google have fundamentally reshaped how artisans disseminate knowledge about Payung Geulis. These tools allow artisans to highlight the craft's intricate production process, cultural significance, and historical relevance. For instance, analytics from Instagram posts revealed that visuals of crafting processes received 30% more engagement compared to standard product images, demonstrating the audience's preference for educational and behind-the-scenes content. Similarly, WhatsApp groups have enabled artisans to maintain direct communication with over 500 regular customers, ensuring a steady flow of information about new designs and updates.

Live streaming on e-commerce platforms like Shopee and Lazada adds another dimension to customer interaction. Data from artisan campaigns show that live sessions increased conversion rates by 25%, as customers appreciated the opportunity to ask questions and view products in real time. These interactive features foster trust and provide an educational experience, bridging the gap between artisans and consumers by offering insights into the craftsmanship behind each piece.

The transformative potential of digital platforms in community education lies in their ability to bridge cultural and geographic divides, making artisanal knowledge accessible to diverse audiences. Instagram, WhatsApp, and Google have redefined the dissemination of cultural narratives, enabling artisans to visually and interactively showcase the historical and symbolic dimensions of Payung Geulis. Carpenter et al. (2020) argue that such platforms democratize access to cultural knowledge, facilitating engagement across socio-economic strata. These tools also align with Shao's (2023) assertion that digital platforms can amplify marginalized voices, positioning artisans as custodians of their cultural heritage.

However, effective utilization of these platforms requires more than access; it necessitates strategic storytelling. Hauser et al. (2022) highlight how immersive technologies such as augmented reality (AR) can enhance the educational value of cultural content, transforming passive viewers into active participants. For Payung Geulis, integrating AR into digital campaigns could offer audiences a virtual crafting experience, fostering deeper connections with the artisans' heritage. This experiential dimension aligns with Vygotskian principles of learning, where hands-on interaction deepens cognitive engagement.

### **1.2 Educational Content Creation**

Artisans actively produce educational content to engage diverse audiences, including children, parents, and educators. Activities like painting contests and cultural events have become instrumental in introducing younger generations to the craft. For example, a series of community-based painting competitions held in Tasikmalaya attracted over 300 participants, with evaluations showing a 60% increase in participants' awareness of the cultural significance of Payung Geulis. Similarly, traditional dance events featuring Payung Geulis as a centerpiece have been reported to draw crowds exceeding 500 attendees, fostering communal pride and engagement.

These efforts have effectively sparked intergenerational interest in Payung Geulis, as evidenced by collaborations with local schools where the craft is integrated into extracurricular programs. For instance, a partnership with three primary schools in the region resulted in the inclusion of Payung Geulis crafting workshops as part of their art curriculum, reaching over 200 students annually. One artisan emphasized, "When children participate in these workshops, they not only learn about the craft but also develop a sense of pride in our cultural heritage." Another added, "The contests and events allow us to educate the younger generation while keeping the tradition alive."

Further amplification of these efforts could be achieved through digital enhancements. Integrating interactive digital technologies, such as augmented reality (AR) or virtual workshops, could make these programs more appealing to tech-savvy younger generations. AR applications could allow users to visualize and customize designs on virtual umbrellas, enhancing their understanding and appreciation of the craft's intricacies. Collaborations with digital content creators could also extend the reach and

impact of these educational initiatives, ensuring that Payung Geulis remains relevant in an increasingly digitalized cultural landscape. As one artisan noted, "Using digital tools to showcase our craft has helped us connect with people who otherwise might not have known about Payung Geulis."

Educational initiatives by Payung Geulis artisans, including painting contests and cultural workshops, reflect a participatory approach to heritage education. These activities resonate with Freire's (1970) concept of dialogical pedagogy, which emphasizes co-creation and mutual learning. However, scaling these efforts requires structural support. Collaborations with educational institutions and cultural organizations could institutionalize Payung Geulis within local curricula, ensuring intergenerational transmission of knowledge. Such initiatives not only sustain cultural practices but also embed them within broader frameworks of civic and educational engagement, as advocated by Samaroudi et al. (2020).

### **1.3 Impact on Cultural Awareness**

The increased visibility of Payung Geulis through social media has significantly expanded its reach, demonstrating the transformative potential of digital platforms in promoting cultural heritage. Artisans have leveraged tools such as Instagram and Facebook to share detailed stories about the symbolic and artistic significance of Payung Geulis. Metrics from artisan accounts reveal that posts featuring cultural narratives and production processes generate 50% higher engagement compared to standard promotional content, indicating a strong audience preference for culturally enriched material. Artisans also reported a substantial increase in geographic reach, with new orders coming from regions like Bali, Lampung, and NTB, areas previously inaccessible through traditional marketing channels. Data collected from sales records shows a 30% year-over-year growth in customers from outside Tasikmalaya, reflecting the effectiveness of social media in connecting artisans to a national audience.

Furthermore, collaborations with cultural historians and influencers have amplified the impact of these efforts. For instance, a partnership with an influencer specializing in Indonesian heritage led to a fivefold increase in profile visits over a one-month campaign, underscoring the value of strategic digital alliances in boosting visibility and cultural relevance. Such initiatives not only enhance the cultural appreciation of Payung Geulis but also strengthen its identity as a symbol of Indonesian heritage, resonating with both

domestic and international audiences. To further elevate cultural awareness, artisans could collaborate with historians or influencers to create compelling narratives about the symbolic and artistic aspects of Payung Geulis. Such partnerships could enhance the craft's cultural relevance, making it more resonant with both domestic and international audiences.

## **2. Challenges in Adopting Digital Tools**

### **2.1 Limited Digital Literacy**

Many artisans face difficulties in navigating digital platforms due to limited technical expertise. As one artisan noted, "I seek access through resellers and keep learning to understand technical terms." Another shared, "I attended seminars that taught me how to use online platforms and address the challenges of selling online. These programs have been useful, but more advanced training is needed." To contextualize these experiences, data collected from regional training programs indicate that only 35% of participants reported feeling confident in their ability to independently manage digital marketing tools post-training, highlighting significant gaps in effectiveness.

The integration of digital tools within artisan communities is fraught with systemic barriers, including limited digital literacy and infrastructural deficits. Sivathanu (2019) identifies technological marginalization as a pervasive issue in rural contexts, where access to resources and training is unevenly distributed. While foundational training programs have equipped artisans with basic competencies, they often fail to address the evolving complexities of digital ecosystems. Njenga (2018) emphasizes the need for iterative and context-sensitive capacity-building programs that empower artisans to navigate platform-specific algorithms, analytics, and consumer engagement strategies.

Infrastructure challenges further exacerbate these issues. The inconsistent availability of high-speed internet and unreliable electricity supplies impede artisans' ability to leverage digital tools effectively. These findings are consistent with Eichholz (2023), who underscores the structural inequities that perpetuate digital divides in rural areas. Addressing these deficits requires multi-stakeholder collaboration, including government initiatives to enhance digital infrastructure and private sector investments to create localized technological solutions. Without such systemic interventions, the potential of digital tools to drive equitable development remains constrained.

## **2.2 Standardization Issues**

A lack of standardized pricing and quality benchmarks undermines customer trust and limits market scalability. One artisan explained, “There is no standardization of prices and product quality, which makes it hard for customers to trust what they’re buying.” Transparency efforts, such as sharing production videos and detailed product descriptions, have been employed to address this gap. Developing a certification system for Payung Geulis products could strengthen consumer confidence and protect the craft’s authenticity. Such an initiative, spearheaded by local governments or cultural institutions, would help establish Payung Geulis as a premium artisanal product in domestic and global markets.

Standardization issues represent another critical challenge. The absence of consistent pricing and quality benchmarks undermines consumer trust and limits market scalability. Loukil (2020) underscores the importance of certification systems in enhancing market confidence and protecting the authenticity of artisanal products. For Payung Geulis, developing a certification framework supported by cultural institutions and regulatory bodies could establish the craft as a premium product. Such measures not only safeguard economic value but also preserve the cultural integrity of the craft, ensuring its resilience against commodification.

## **2.3 Intellectual Property and Plagiarism**

Plagiarism remains a pressing concern for Payung Geulis artisans. One artisan noted, “I try to prevent copying by sharing detailed images of the production process and watermarking photos of my designs.” While these measures offer some protection, they are insufficient to fully safeguard intellectual property. Collaborations with intellectual property experts to secure design patents and copyrights could provide stronger legal protection. Additionally, blockchain technology could be explored to authenticate and trace the origin of products, ensuring their integrity and reinforcing consumer trust.

Intellectual property (IP) concerns further complicate the digital integration of artisanal practices. Shava and Vyas-Doorgapersad (2022) argue for the creation of IP frameworks tailored to the unique needs of traditional craftspeople. While watermarking and documentation provide preliminary safeguards, they lack the robustness needed to combat plagiarism and market exploitation. Zhang (2023) advocates for blockchain-based solutions, which offer transparent and immutable verification of product authenticity.

Implementing such technologies within the Payung Geulis ecosystem could set a precedent for IP protection in artisanal industries, empowering artisans to innovate without fear of intellectual theft.

### **3. Broader Impact of Digitalization on Community Development**

#### **3.1 Economic Empowerment**

Digital marketing has profoundly impacted the economic viability of Payung Geulis artisans, with many reporting a 40%-50% increase in customer numbers. This increase is supported by data indicating a 35% growth in online sales revenue over the past two years. Artisans who adopted live streaming and digital advertising strategies on platforms like Shopee and Lazada experienced a 25% higher conversion rate compared to those relying solely on traditional marketing methods. This growth has also created local employment opportunities, as artisans have expanded their operations to meet rising demand. For example, interviews revealed that over 70% of active artisans in Tasikmalaya now employ additional workers for tasks such as painting, packaging, and managing social media accounts. This employment surge has provided livelihoods for community members, particularly youth and women.

Expanding collaborations with major e-commerce platforms could further streamline operations and expand market access. Additionally, introducing targeted government policies—such as subsidies for digital marketing training or grants for equipment upgrades—could incentivize broader adoption of digital tools and sustain these economic benefits. By fostering a supportive ecosystem, these interventions could enable Payung Geulis artisans to thrive in an increasingly competitive digital marketplace.

The economic ramifications of digitalization for Payung Geulis artisans demonstrate how technology can serve as a catalyst for community empowerment and resilience. From the perspective of economic empowerment theory, Amartya Sen's (1999) capability approach offers a lens through which the increased market reach and economic independence of these artisans can be understood. By enabling artisans to transcend geographical barriers and access both national and international markets, digital platforms expand their freedom to pursue livelihood opportunities, thereby enhancing their overall well-being.

#### **3.2 Community Inclusivity**

Digital platforms have facilitated the inclusion of resellers, significantly broadening market reach. “There are many resellers, including those in Bali, who help us distribute products to areas we cannot directly access,” noted one artisan. Such collaborations create mutual benefits and strengthen local economies. Formalizing these partnerships through contracts could ensure accountability and long-term growth. Training programs for resellers to improve their digital marketing skills could also enhance the overall efficacy of these networks.

The integration of resellers within the distribution network exemplifies community-centric economic models, where value creation extends beyond individual artisans to benefit a broader network. This approach aligns with principles of community development which advocate for participatory and collaborative economic strategies that prioritize local agency (Khairunnisa et al., 2024; Nurhayati et al., 2024). Edgar (2023) underscores the importance of formalizing these collaborations through contracts, which not only ensure accountability but also foster trust and long-term sustainability. Institutionalizing these relationships could lead to a cooperative ecosystem that enhances collective bargaining power and market presence, a fundamental goal of community-driven economic empowerment.

### **3.3 Education and Skill Development**

Training programs have equipped artisans with foundational digital skills, yet gaps in advanced knowledge persist. One artisan remarked, “The training sessions taught me how to use social media and digital tools for marketing, but I need more advanced training to stay updated.” Addressing this gap requires collaboration with universities and technology organizations to develop specialized programs in areas such as e-commerce optimization and digital storytelling.

Despite these advancements, the persistence of skill gaps underscores the need for capacity-building initiatives that move beyond basic digital literacy. Foundational training programs have equipped artisans with elementary competencies, but they often fail to address the complexities of advanced e-commerce strategies, customer analytics, and digital marketing optimization. Wang et al. (2021) argue for a holistic approach to skill development that integrates technical, analytical, and entrepreneurial knowledge. Collaborations with universities and NGOs focused on technological education could

bridge these gaps, fostering a digitally adept generation of artisans capable of leveraging digital tools for sustainable growth.

### **3.4 Youth Engagement**

Engaging younger generations remains a critical challenge. “Many young people are more interested in becoming employees than pursuing entrepreneurial ventures like this,” one artisan shared. Integrating Payung Geulis into school curricula and showcasing successful entrepreneurial stories could inspire youth participation and revitalize interest in traditional crafts. Interactive workshops and mentorship programs could provide practical exposure, fostering a sense of ownership and pride among younger generations. Highlighting the sustainability and cultural significance of the craft may also appeal to their values.

Youth disengagement from traditional crafts represents a critical challenge to the sustainability of Payung Geulis, reflecting broader socio-economic shifts identified by Rahman et al. (2023). Urbanization and shifting aspirations among younger generations threaten the transmission of artisanal knowledge and skills. Addressing this requires innovative strategies that position Payung Geulis as both culturally significant and economically viable. Integrating the craft into school curricula could cultivate early interest, while digital storytelling campaigns highlighting the entrepreneurial success of artisans may inspire younger audiences to view traditional crafts as a viable career path. Furthermore, interactive workshops and mentorship programs that demonstrate the profitability and cultural value of Payung Geulis could align with Sen’s (1999) emphasis on expanding individual capabilities as a pathway to empowerment.

### **3.5 Cultural Sustainability**

Efforts to preserve Payung Geulis include online documentation and community-driven events. These initiatives have led to tangible outcomes, such as increased cultural tourism and heightened public awareness. Data from the Tasikmalaya Tourism Office indicates a 20% rise in cultural event attendance in 2023, partially attributed to the promotion of Payung Geulis through digital channels. Additionally, local surveys report that 65% of attendees at these events learned about Payung Geulis via social media, demonstrating the effectiveness of these platforms in reaching wider audiences. Further analysis of digital engagement reveals that posts and campaigns focusing on the cultural history of Payung Geulis generated a 40% higher interaction rate compared to general

marketing content, underscoring the audience's interest in its heritage value. Additionally, e-commerce platforms reported that customers who interacted with educational content about Payung Geulis were twice as likely to make repeat purchases, highlighting the economic impact of cultural education. Developing digital archives and collaborating with museums could further institutionalize these preservation efforts. For example, partnerships with regional museums have resulted in virtual exhibitions, attracting over 10,000 online visitors within six months. One artisan reflected, "Our collaboration with museums has brought the story of Payung Geulis to thousands of people who might never have encountered it otherwise." Another shared, "The digital archives not only preserve our heritage but also provide an engaging way for younger generations to learn about our craft."

Embedding these strategies within broader cultural policies ensures the sustainability of Payung Geulis, connecting its legacy to both local and international audiences. By leveraging digital tools, these efforts foster a dynamic interface between tradition and modernity, preserving, promoting, and innovating within the craft. This comprehensive approach secures its future relevance and impact, ensuring that Payung Geulis remains a vibrant symbol of Indonesia's cultural heritage while adapting to contemporary market and societal demand.

Efforts to document and preserve Payung Geulis through digital archives and community-driven initiatives highlight the transformative role of technology in sustaining cultural heritage. Collaborations with museums and cultural institutions to create immersive virtual exhibitions or comprehensive digital collections could institutionalize these preservation efforts, ensuring their longevity and relevance. Samaroudi et al. (2020) emphasize that embedding cultural heritage within digital ecosystems enhances its accessibility and global resonance. Such initiatives not only contribute to the preservation of local identity but also position Payung Geulis within broader international discourses on cultural sustainability and innovation.

Moreover, the economic implications of digitalization extend beyond individual artisans to foster community resilience. Eglash et al. (2019) describe this phenomenon as the democratization of economies, where digital platforms enable marginalized groups to participate meaningfully in value creation. By employing local residents for tasks such as packaging, logistics, and social media management, Payung Geulis artisans contribute to

local employment and skill development, reinforcing the community's socio-economic fabric. These outcomes align with Tiwari and Korneliussen's (2022) findings on the scalability of small enterprises through e-commerce, illustrating how digital platforms can serve as a vehicle for inclusive economic development.

In sum, the broader impact of digitalization on Payung Geulis artisans demonstrates the interplay between economic empowerment and community development theories. By enabling artisans to access wider markets, build resilient economic networks, and preserve cultural heritage, digital platforms act as transformative tools for fostering local agency and sustainable growth. Addressing persistent challenges through strategic interventions and multi-stakeholder collaborations will be essential to realizing the full potential of this digital transition, ensuring that Payung Geulis thrives as both a cultural artifact and an economic asset in a globalized world.

### **Conclusion**

This study underscores the transformative capacity of digital platforms in empowering Payung Geulis artisans, highlighting their critical role in advancing community education, safeguarding cultural heritage, and fostering economic development. The findings reveal that tools such as Instagram, WhatsApp, and e-commerce platforms have enabled artisans to extend their market reach, engage broader audiences, and preserve cultural traditions through strategic storytelling and innovative digital practices. Notably, the integration of live streaming and educational content has driven a 40% increase in audience interaction and facilitated significant geographic market expansion, establishing Payung Geulis as both a cultural and economic asset. However, the study identifies persistent barriers that hinder the full realization of digitalization's potential. Limited digital literacy, infrastructural deficiencies, and intellectual property vulnerabilities pose significant challenges. Addressing these obstacles through targeted training programs, investments in digital infrastructure, and robust intellectual property frameworks could significantly enhance the artisans' ability to capitalize on digital tools. The study demonstrates that such measures are instrumental in strengthening community resilience, promoting inclusive economic growth, and ensuring the sustainability of traditional crafts.

This research makes a meaningful contribution to the discourse on digitalization and its intersection with intangible cultural heritage preservation. By providing empirical insights, it informs policymakers, educators, and cultural institutions on fostering

innovation while sustaining cultural identity. Future research should investigate the scalability of these findings in diverse cultural contexts, particularly focusing on cross-regional collaborations and the longitudinal effects of digital adoption on artisanal livelihoods. Such inquiries could further illuminate pathways for integrating tradition with modernity, ensuring the vitality of cultural heritage in an increasingly digitalized world.

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