

Peran media sosial dalam pelestarian budaya daerah (website Dinas Kebudayaan dan Pariwisata Kabupaten Bantul) / Noor Sulistyabudi

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Abstrak

The advancement of technology in social media has penetrated into all areas of life such as economies, business, entertainment, education, and culture. The need of the information media such as the internet is rapidly growing. Its role has been widely spread in human life for various aspects of life. This study aims to look at now The Culture and Tourism Office of Bantul Regency use social media in preserving local culture and disseminating information on art and culture as well as the natural wealth in Bantul Regency. This study drew the data from observation and related materials from libraries and internet. The results of this study indicate social media plays an important role in preserving culture preservation in Bantul regency. Websites have been used to inform the activities of The Culture and Tourism Office of Bantul Regency in preserving local culture. It also disseminates schedules of cultural events as well as photos and videos.