

Transformational Leadership in Preserving Local Culture: Strategies for Facing the Digital Era

Beatus Tambaip^{1,*}, Yosephina Ohoiwutun², Alexander Phuk Tjilen³, Heri Yusuf Muslihin⁴

^{1,2,3}Department of Public Administration Science, Universitas Cenderawasih, Jayapura, Papua, Indonesia.

⁴Department of Early Childhood Education, Master of Elementary School Teacher Education, Universitas Pendidikan Indonesia, Tasikmalaya, Jawa Barat, Indonesia.

beatustambaip@fisip.uncen.ac.id¹, ohoiwutunyosi@gmail.com², alexander@unmus.ac.id³, heriyusuf@upi.edu⁴

*Corresponding author

Abstract: This study aims to identify the main challenges in preserving local culture in South Papua in the digital era, explore the role of transformational leadership in overcoming these challenges, and formulate innovative strategies to utilise digital technology in preserving local culture. A qualitative approach, utilising a case study method, was employed to gain a deeper understanding of the dynamics of cultural preservation and the role of transformational leadership in society. The study was conducted in Merauke Regency, South Papua, focusing on indigenous communities and cultural groups that face challenges in maintaining local traditions amidst the influence of globalisation and technological developments. The main data sources consisted of in-depth interviews with 15 key informants, Focus Group Discussions (FGDs), and analysis of documentation and archives related to cultural policies and digitalisation. Data analysis techniques involved thematic analysis to identify key themes and models of transformational leadership, examining the role of leadership in creating innovative strategies and approaches. The results of the study indicate that transformational leadership plays an important role in integrating technology to document and promote local culture, as well as in inspiring community participation to preserve traditions. Cultural digitalisation is key to ensuring the Sustainability of cultural preservation in the era of globalisation, despite challenges related to infrastructure and generational gaps.

Keywords: Transformational Leadership; Cultural Preservation; Digital Era; Innovative Strategy; Cultural Digitalisation; Globalisation and Digitalisation; Local Culture; Digital Technology; Local Community.

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1. Introduction

Leadership transformation plays a crucial role in preserving local culture, particularly in the rapidly evolving digital era [29]. Globalization and digitalization have brought significant changes to various aspects of life, including how people interact with their cultural heritage [42]. On the one hand, the digital era presents opportunities to promote local culture through digital platforms that reach a global audience [7]. However, on the other hand, the threat of global cultural homogenization and the decline in interest of the younger generation in local cultural values are significant challenges [40]. In this context, transformational leadership becomes a relevant approach, as it focuses on empowering individuals, inspiring collectives, and

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strengthening commitment to shared goals, including the preservation of local culture [35]. Transformational leadership can integrate digital technology as a strategic tool to preserve and promote local culture, while maintaining the essence of traditional values [16]. Through a strong vision, transformational leaders can foster collective awareness and cross-generational collaboration, supporting cultural preservation initiatives. In addition, this approach provides space for innovation that respects local traditions while utilising the potential of digital technology for cultural documentation, education, and promotion [11]. Preserving local culture in the digital era faces increasingly complex challenges. Data from UNESCO indicates that approximately 40% of the world's local languages are threatened with extinction, with many of them not having been digitally documented.

Tella and Ngoaketsi [5] report a similar condition, also occurring in Indonesia, where, among the 718 recorded regional languages, more than 20% are on the verge of extinction due to their limited use by the younger generation [37]. In 2023, it was shown that only 12% of Indonesians are actively involved in traditional cultural activities [30]. The lack of documentation efforts, limited access to technology, and weak public awareness of the importance of local culture exacerbate this situation, accelerating the marginalisation of local cultural heritage in various regions. On the other hand, although digital technology has great potential to support cultural preservation, its use is still very limited. In 2022, it was noted that only 15% of cultural actors use digital platforms to document or promote their work [44]. In addition, low digital literacy among cultural communities is a major obstacle in optimising technology for preservation purposes [34]. This challenge is exacerbated by the lack of integrated policy support among the government, cultural communities, and the private sector in developing a digital ecosystem that supports the preservation of local culture. Without effective intervention, local culture is at risk of losing its relevance amidst the increasingly massive dominance of global culture.

Research on transformational leadership and local cultural preservation in the digital era has gained significant attention in recent years. A study by Lisak and Harush [3] showed that transformational leadership is effective in building collective awareness in society to document local traditions through digital platforms. Similar research by Bharti et al. [22] revealed that leaders with a digital vision can integrate technologies such as augmented reality (AR) to present interactive experiences of local culture to the younger generation. In addition, a global study by Fu and Wang [20] found that cross-sector collaboration among cultural leaders, governments, and technology companies can expand digital public access to local cultural content. These studies confirm that innovative technology-based approaches, supported by transformational leadership, can be a key strategy in maintaining the relevance of local culture amid dynamic global changes.

Although various studies have discussed the role of transformational leadership in preserving local culture, most studies focus more on the implementation aspect of digital technology without delving deeply into the synergy between leadership and local community involvement. Previous studies, such as those conducted by Wang et al. [39], emphasize the use of technology, including augmented reality (AR), for cultural promotion; however, they have not explored how leaders can build awareness and encourage active participation from local communities in preserving their cultural heritage. This creates a gap in understanding how cultural values can be maintained through an adaptive and inclusive leadership approach in the digital era.

Furthermore, most of the literature remains limited to the context of developed countries, with little attention paid to developing countries such as Indonesia, which has extraordinary cultural diversity but faces unique challenges in digital literacy and technological infrastructure. The lack of research exploring the role of transformational leadership in empowering local communities to utilise technology independently raises questions about the Sustainability of cultural preservation amidst the dominance of global culture. Therefore, this study aims to fill this gap by exploring transformational leadership strategies that can promote sustainable local cultural preservation in the digital era. This study aims to identify the main challenges in preserving local culture in South Papua in the digital era, explore the role of transformational leadership in overcoming these challenges, and formulate innovative strategies to utilise digital technology in preserving local culture.

2. Materials and Methods

The research approach employed is qualitative, utilising a case study method, which enables researchers to explore in depth the challenges and solutions to preserving local culture in South Papua in the digital era. The case study method was chosen because it provides deeper and contextual insights into the dynamics that occur in local communities, as well as the role of transformational leadership in facilitating the preservation of culture. This approach allows researchers to study complex phenomena more comprehensively, prioritising holistic understanding and focusing on the experiences and perceptions of local communities and leaders. This research will be conducted in Merauke Regency, South Papua, focusing on indigenous communities and cultural groups that possess rich local traditions but face challenges in preserving them in the digital era. These communities, which are rooted in local wisdom, play a vital role in preserving valuable cultural heritage, including language, art, and traditional rituals. However, technological developments and globalisation have an impact on the Sustainability of these traditions, raising concerns about the erosion of cultural values that could threaten their social identity. This research aims to explore the challenges faced in preserving local traditions and efforts that can be made to integrate

technology in maintaining and introducing these cultures to future generations, in a way that is sensitive to the social and cultural needs of the local community. This research is scheduled to take place from February to July 2024, employing a qualitative approach that involves field observations, interviews with traditional and community leaders, and an analysis of relevant cultural documentation.

The primary data sources in this study included key information, documents, archives, and direct observations, all of which were collected using a purposive sampling approach. The key informants involved in this study consisted of 15 individuals, including five indigenous community leaders, four cultural figures, three academics, and three government officials, all of whom possessed knowledge and experience in cultural preservation. They provided insights into cultural preservation policies, implementation practices, and the challenges faced during the preservation process. The documents and archives analyzed included relevant cultural policies, cultural preservation reports, and data related to the digitization of local cultural traditions, which provided a deeper understanding of the preservation steps that had been implemented. In addition, observations were made of 3 to 5 local cultural activities involving preservation and digitisation efforts to gain a comprehensive understanding of policy implementation and its impact on cultural Sustainability. With this composition, this study aims to explore relevant and in-depth data related to cultural preservation through policies and digitisation, as well as to understand the dynamics that exist in the local context.

Data collection techniques in this study include in-depth interviews, Focus Group Discussions (FGDs), as well as documentation and archives. In-depth interviews were conducted using semi-structured interviews with key informants to explore their perceptions of the challenges and roles of leadership in preserving local culture. Interview indicators include understanding of cultural preservation policies, experiences in preservation practices, and views on the impact of digitalisation on local culture. FGDs involve indigenous communities, cultural leaders, and related stakeholders to explore cultural preservation issues in the digital era, utilising open and participatory discussion mechanisms to generate innovative potential strategies. The types of documentation and archives analysed include cultural policy documents, cultural preservation reports, and data related to the use of technology in supporting cultural activities, to obtain a deeper picture of the cultural preservation efforts that have been carried out. The data analysis technique in this study involves thematic analysis and the transformational leadership model. Data obtained from interviews and FGDs will be analysed using a thematic analysis approach to identify key themes related to the challenges of cultural preservation, the role of leadership, and the potential of technology in preserving local culture. Furthermore, the transformational leadership model is used to analyse the role of leadership in creating innovative strategies that can integrate technology in cultural preservation efforts, with a focus on the influence of leadership in facilitating change and adaptation to the digital era.

3. Results

Transformational leadership plays a crucial role in addressing the challenges of preserving local culture amid the rapid development of digital technology. In the context of South Papua, visionary leadership can inspire the community to integrate technology in preserving culture without compromising the essence of local cultural values. Transformational leaders are expected not only to create a clear vision for preserving culture but also to motivate and empower local communities to utilise technology as a tool to document and develop cultural heritage. This study aims to explore the challenges, leadership roles, and innovative strategies that can be implemented to optimise the use of technology in preserving local culture in the digital era (Table 1).

Table 1: Main challenges in preserving local culture in South Papua in the digital era

| Main Challenges | Description | Causative factor | Impact |
|---|---|--|---|
| Limited Access to Technology | Many indigenous communities in South Papua face difficulties in accessing digital technologies that can support cultural preservation, both in terms of infrastructure and technological knowledge. | Limited technological infrastructure, especially in remote areas. | The efforts to digitise local culture were hampered. |
| | | Low levels of technological education among the older generation and indigenous communities. | Difficulties in accessing and utilising technology for cultural preservation. |
| Erosion of Cultural Values by Globalisation | The younger generation is more interested in global culture disseminated through digital media, which has the | Dominance of foreign social media and digital platforms. | The decline of local cultural identity among the younger generation. |

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|--|--|--|---|
| | potential to diminish their understanding and appreciation of local culture. | | |
| | | Lack of promotion and learning about local culture on digital platforms. | Declining interest in preserving indigenous traditions and cultural values. |
| Disadvantages of Digital Documentation | Many local traditions, arts, and languages have not been documented in easily accessible digital formats and are at risk of being lost over time without structured efforts. | Lack of initiatives to digitise local cultural traditions and arts. | Loss of undocumented local cultural heritage. |
| | | Limited resources for documentation. | The difficulty of accessing cultural information that can be preserved and studied by future generations. |

The primary challenges in preserving local culture in South Papua in the digital era encompass several key aspects. First, limited access to technology is a challenge, as many indigenous communities struggle to access digital technology due to inadequate infrastructure and a lack of technological knowledge among the older generation. Second, the erosion of cultural values by globalisation, which makes the younger generation more interested in foreign cultures spread through digital media, thus reducing interest in preserving local culture. Third, the lack of digital documentation means that many local traditions, arts, and languages have not yet been digitised, so they are at risk of being lost over time without systematic efforts to document them. These three challenges hamper efforts to preserve local culture in the face of developments in digital technology.

Table 2: The role of transformational leadership in addressing the challenges of preserving local culture in South Papua in the digital era

| The Role of Transformational Leadership | Detailed Description | Implementation Example |
|--|---|---|
| Building Collective Vision and Awareness | Transformational leaders create a clear and inspiring vision to unite communities in preserving and promoting local culture, with a focus on leveraging technology as a supporting tool. | Leaders in South Papua held a cultural forum to promote the importance of preserving culture through digitalisation, as well as inviting the younger generation to participate actively. |
| Innovation Driver | Leaders encourage communities to adopt and develop new technologies for documenting, preserving, and disseminating local culture, making it more relevant in the digital era. | Leaders are advocating for the development of mobile applications that feature collections of traditional songs, dances, and folktales, which the broader community can access through digital devices. |
| Collaboration with Stakeholders | Leaders collaborate with various parties, including the government, academics, and the private sector, to design policies that support the digitalization of culture and increase the capacity of communities to access technology. | Establishing partnerships between indigenous communities and educational institutions to provide technology training for the younger generation, as well as collaboration with technology companies to support the digitalisation of culture. |

Table 2 illustrates the role of transformational leadership in addressing the challenges of preserving local culture in South Papua in the digital era. Three main roles have been identified: first, building a collective vision and awareness to inspire communities to maintain and preserve their culture through technology. Second, leaders act as drivers of innovation by encouraging the adoption of new technologies to document and disseminate local culture. Third, collaboration with stakeholders, including the government and the private sector, is essential for designing policies that support the digitalization of culture and strengthen community capacity in accessing technology.

Table 3: Innovative strategies for utilising digital technology in preserving local culture in South Papua

| Innovative Strategy | Description | Objective | Implications |
|--|---|--|---|
| Digitalization of Cultural Traditions | Development of a digital platform to document art, language, and customs in multimedia format (text, images, audio, video). | Ensuring easy access for young people and communities to endangered local cultures. | Preserving culture by increasing awareness and accessibility through technology. |
| Technology Education and Training | Digital training for local communities, especially the younger generation, to manage and disseminate cultural content using technology. | Improve digital skills in documenting and disseminating culture independently. | Empowering communities in cultural preservation through higher digital capabilities. |
| Use of social media and Digital Platforms | Utilising social media and digital platforms to promote local culture and create interaction between the younger generation and cultural values. | Increasing local cultural exposure and intergenerational interaction through digital platforms. | Introducing local culture globally and fostering stronger relationships between generations and cultures. |
| Collaboration with the Digital Creative Industry | Collaboration with digital creative industries (film, music, visual arts) to create cultural products that combine traditional and modern elements. | Creating cultural products that are relevant and engaging for global audiences and inspire community engagement. | Enhancing the appeal of local culture through creative digital products that reach a global audience. |

Table 3 presents four innovative strategies for leveraging digital technology in preserving local culture. First, digitising cultural traditions aims to document arts, languages, and customs in multimedia formats, ensuring wider access. Second, technology education and training focus on developing people’s digital skills so they can manage and disseminate cultural content independently. Third, the use of social media and digital platforms serves to promote local culture and strengthen interactions between generations. Ultimately, collaboration with the digital creative industry yields cultural products that seamlessly blend traditional and modern elements, thereby enhancing the appeal of local culture in the global market.

Table 4: Digitalisation strategies for local culture preservation in South Papua

| Aspect | Research Findings | Recommendation |
|---|---|--|
| Strengthening Digital Infrastructure | Many indigenous communities in South Papua experience difficulties in accessing digital technology. | Expanding internet access in remote areas and providing technology training for indigenous communities so they can access and utilise digital media. |
| | Limited digital infrastructure hinders the effective documentation and dissemination of local culture. | Development of adequate digital infrastructure to support digital cultural preservation. |
| Government Policy in Cultural Digitalisation | The government has not yet optimally integrated technology into local cultural preservation policies. | The government needs to formulate policies that integrate technology into cultural preservation strategies, providing incentives for cultural digitalisation projects. |
| | Lack of budget support for cultural digitisation projects at the local level. | Providing budget and incentives for cultural digitisation initiatives to encourage broader and more sustainable preservation. |
| The Role of the Private Sector in Cultural Preservation | The role of the private sector in preserving local culture remains limited, particularly in developing technology for cultural preservation and conservation. | The private sector is expected to invest in the development of technologies and applications that support the preservation of local culture. |
| | There is no commercial platform that connects the creative industry with local culture for preservation. | Developing a digital platform that connects local creative and cultural industries and producing cultural content that is attractive to digital audiences. |

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|---------------------------------------|---|--|
| Community Awareness and Participation | There is a lack of public awareness about the importance of cultural preservation in the digital era. | Education and training programs for local communities on the benefits of technology in cultural preservation. |
| | The younger generation's interest in local culture tends to decline due to the influence of global culture. | A campaign that raises awareness among the younger generation about the importance of preserving and maintaining local culture through technology. |

Table 4 presents the study's results, which identify the primary challenges to preserving local culture in South Papua and provide recommendations to address these issues. The study identified challenges in strengthening digital infrastructure, limited government policies in supporting cultural digitalisation, and the underutilised role of the private sector in preserving local culture. Recommendations put forward include expanding internet access in remote areas, developing government policies that better support cultural digitalisation, and encouraging the private sector to invest in technology that facilitates the preservation of local culture. In addition, increasing public awareness and participation is also important for achieving successful cultural preservation in the digital era.

4. Discussion

The impact of globalisation on local culture in South Papua has accelerated the influx of foreign cultures brought through various digital media platforms, such as social media, films, and music. This has caused the younger generation to be more interested in adopting foreign cultures that are considered more modern, practical, and in line with global trends [8]. On the other hand, local culture is increasingly marginalised, considered old-fashioned, and less relevant to their daily lives [21]. In this context, traditional cultures that are rich in local values are often considered unattractive or even an obstacle to progress [13]. For example, languages and customs that have been passed down from generation to generation for a long time are now rarely used in daily life, reducing the opportunity for the younger generation to internalise and practice them.

The younger generation's interest in foreign cultures is driven not only by social and economic factors but also by the significant influence of digital media, which provides unlimited access to diverse cultures [10]. Digital platforms like YouTube, Instagram, and TikTok enable users to explore various cultures from around the world instantly. However, this has also caused a significant shift in interest in local cultures. The younger generation, who are more exposed to foreign cultural content through social media, tend to value foreign cultures that are considered more interesting or more 'modern'. In contrast, local cultural heritage is considered less interesting or not relevant enough in their lives. Without sufficient awareness of the importance of preserving cultural heritage, the younger generation does not feel called to get involved in preservation efforts, which risks eliminating traditions that have existed for centuries [14].

One of the main obstacles to preserving local culture in South Papua is limited access to technology, especially in remote, inland areas. Many communities still lack adequate infrastructure to support the effective use of digital technology [31]. For example, in some areas, stable internet connections remain a significant challenge, and hardware such as computers or smartphones suitable for accessing and managing digital content is limited. Without adequate access, efforts to digitize local cultural traditions, such as documenting dances, music, languages, and traditional ceremonies, become very difficult. This hampers efforts to preserve local culture in a modern and accessible format, both for local communities and a wider global audience [18].

In addition to access issues, there are also limitations in terms of digital infrastructure that hinder the preservation of culture through technology. Many areas in South Papua lack adequate facilities and networks to support digital training for local communities. To utilise technology to preserve culture, communities need to be trained in the use of digital tools that can help them document and promote their traditions [4], such as video recording applications, social media platforms, and digital design tools. Unfortunately, human resources trained in this field are limited in many areas, making it challenging for communities to manage and apply existing technology for cultural preservation [28]. Without proper training, the potential of technology to support local cultural preservation cannot be maximised, reducing the opportunity to create effective and in-depth documentation of existing cultural wealth.

Transformational leaders play a crucial role in creating a clear vision and motivating communities to innovate in preserving local culture while maintaining core values [38]. Through a strong vision, leaders can guide communities to view cultural preservation not only as a moral responsibility but also as an opportunity to grow and adapt to the times [36]. This vision enables communities to recognise that local culture must not only be preserved but also adapted to current times, such as through the use of technology. Thus, transformational leadership can inspire communities to adopt more innovative approaches, including digitalisation and the use of social media, to preserve their cultural heritage [17]. In addition, transformational leadership is also important in implementing a participatory approach in decision-making, which prioritises collaboration

between the younger generation, traditional leaders, and the government [25]. In addressing the challenges of preserving local culture in the digital era, fostering collective awareness among all stakeholders is crucial. Transformational leaders can facilitate dialogue between these groups to identify the most effective needs and strategies for preserving culture. This approach ensures that everyone feels involved and responsible for preserving local culture, thus creating a stronger shared commitment. Through a participatory approach, leadership can also create space for innovation, where new ideas from the younger generation can be accepted and integrated with existing traditions [39].

Transformational leaders play a crucial role in aligning technology with local culture. Given the rapid advancement of digital technology, leaders must integrate technology into the preservation of local culture in a way that is both relevant and engaging for the younger generation. In this context, technology serves not only as a tool to introduce local culture but also as a means to connect communities and share local traditions with the world [32]. Transformational leaders can encourage the use of digital platforms, such as mobile applications and social media, to document and promote local culture, while ensuring that the core values of that culture are maintained [38]. By creating innovative solutions that combine culture and technology, transformational leadership helps address the challenges of cultural preservation in the digital age, while increasing awareness and involvement of the younger generation in preserving their cultural heritage [41].

Efforts to digitize the cultural traditions of South Papua are a crucial step in ensuring the continuity of local culture amid the rapid development of technology and globalization. This digitisation includes documenting various aspects of culture, such as art, dance, language, and customs, in a digital format that can be accessed globally [24]. By utilising digital technology, local cultures that were previously limited to certain geographic spaces can be maintained and introduced to the outside world. In addition, digitisation provides wider access for the younger generation who are exposed to digital media [1], allowing them to connect with their cultural heritage through more familiar and interesting platforms. This process also enables South Papuan culture to be more easily disseminated and preserved in various forms, such as videos, images, or interactive documents, which can be accessed at any time and from anywhere.

As part of the digitalisation effort, the development of educational and cultural promotion platforms is an important strategy for introducing and preserving local culture [12]. This platform can be a website, mobile application, or social media account that focuses on introducing South Papuan culture to a wider audience, especially the younger generation, who are more familiar with digital technology. Through this digital platform, information about local traditions, arts, and cultural values can be presented in an engaging form, such as video tutorials, interactive articles, and social media-based content. This also enables the creation of a digital community that values cultural preservation, which in turn can foster a sense of pride and concern for local cultural identity within the community. To expand the impact of cultural preservation, collaboration with the creative industry is very relevant.

Digital technology can be leveraged to develop creative products rooted in local culture, such as films, music, visual arts, and graphic design, which can be marketed online through various platforms [23]. These products not only serve as a means of cultural promotion but also provide economic value to local communities. By utilising the global digital market, the resulting cultural products can attract the interest of international audiences, thereby increasing the visibility of South Papuan culture while opening new economic opportunities for the community. Collaboration with the creative industry can also lead to innovations in introducing local culture [15], allowing existing traditions to be presented in a more modern and relevant way without compromising the core values of the culture.

However, to ensure that digital technology can truly empower communities in cultural preservation, it is important to involve communities in the training and empowerment process. Through training and workshops that focus on digital skills, local communities can be provided with the knowledge and skills needed to effectively document, manage, and promote their culture [6]. These educational programs can also include training on digital content creation, social media platform management, and the use of software for the digitisation of arts and culture [43].

By increasing the capacity of communities to use digital technology, they will not only become participants in the cultural preservation process but also become active agents of change in maintaining and developing their cultural heritage in the digital era. This empowerment effort will foster a deep collective awareness of the importance of cultural preservation in addressing the challenges of globalisation, while also opening up opportunities for communities to utilise technology as a tool to enhance their economic and social well-being. Thus, the use of digital technology in preserving local culture not only ensures the Sustainability of South Papuan culture but also facilitates cultural adaptation in an increasingly connected global context. The implementation of this digital strategy, which involves digitising culture, developing educational platforms, fostering creative industry collaboration, and empowering communities, has the potential to strengthen local cultural identity while opening up new opportunities for communities in the digital era.

Measuring the success of cultural preservation initiatives in the digital era requires a comprehensive approach that utilises various indicators to describe the extent to which preservation efforts have been successfully implemented in society [2]. The main indicator that can be used to assess success is community participation in digital cultural activities, which includes the level of community involvement in creating local cultural content, the use of digital platforms to share cultural information, and the number of audiences who access and engage with cultural materials through digital media [9]. In addition, increasing interest in local culture can be measured through trend analysis and community response to culturally relevant digital content, such as the level of participation in traditional cultural activities combined with technology. The Sustainability of cultural activities in digital format is the next indicator, referring to the community's ability to maintain cultural preservation in the long term through sustainable digital platforms, as well as the adaptation to ever-evolving technology [27]. Thus, measuring success encompasses not only quantitative aspects but also the quality of involvement and the long-term impact on the community.

Case studies from other communities or regions that have successfully integrated transformational leadership and technology in cultural preservation provide valuable insights for implementing similar concepts in South Papua. For example, several regions in Southeast Asia, such as Bali in Indonesia, have successfully utilised digital technology to promote traditional arts and local culture, including the development of mobile applications to document traditional dance and music and the dissemination of cultural information through social media. Transformational leadership in these regions played a role in creating a vision that combines technology with culture, involving communities in the preservation process, and introducing local culture to a global audience through digital platforms [19]. These best practices demonstrate that integrating technology and culture can have a significant impact on preserving local culture while maintaining the core values of tradition. Therefore, the application of a similar approach in South Papua is highly relevant, with adjustments to the local context and community needs, and strengthening the role of community leaders who have a vision to utilise technology in preserving local cultural wealth.

The challenges of preserving local culture in the digital era in South Papua remain substantial, particularly due to limited access and inadequate technology infrastructure in some remote areas. Communities in the region may face difficulties in accessing the digital devices needed to document and access cultural materials, which can slow down the digitisation process [33]. Additionally, generational differences in technology adoption pose an obstacle, as the younger generation tends to focus more on modern technology. In comparison, the older generation may be more attached to traditional methods of preserving culture. However, behind these challenges lie great opportunities for transformational leaders to encourage the application of technology as an inclusive preservation tool. One opportunity is to facilitate the training and empowerment of local communities in the use of digital technology, as well as creating easily accessible platforms for documenting and promoting local culture. In doing so, transformational leaders can play a key role in bridging the digital divide and ensuring that local cultural preservation can continue sustainably in the digital era [26]. Further research is needed to explore various strategies that can be applied in the context of South Papua, with a focus on developing policies and programs that support the integration of technology in preserving local culture.

5. Conclusions

Preserving local culture in South Papua faces major challenges due to the influence of globalisation and limited access to technology, which further exacerbates the lack of awareness among the younger generation about the importance of preserving cultural heritage. However, transformational leadership plays a vital role in overcoming these challenges by creating a vision that combines tradition and technology, and inspiring active participation from all levels of society. By integrating digital technology to document and promote local culture and implementing a participatory approach, transformational leaders can ensure that local culture remains relevant and sustainable in the digital era.

Digitising the cultural traditions of South Papua is an important step in preserving and introducing local culture in the era of globalisation and technology. Through the use of digital platforms, communities can document, manage, and promote art, language, and customs to a global audience, while providing access for the younger generation to connect with their cultural heritage. Collaboration with the creative industry and empowering communities in digital skills are key to ensuring the Sustainability of cultural preservation. Despite challenges related to infrastructure and generational differences, the opportunities to strengthen cultural identity through technology are enormous, and transformational leadership plays a critical role in overcoming obstacles, leading to the success of cultural digitization in South Papua.

This research is limited to the study of the digitalisation of local culture in South Papua with a focus on the use of technology for the preservation of art, language, and customs. Other limitations include limited access to technology in remote areas and generational differences in the adoption of technology. Based on these findings, research recommendations include developing technology infrastructure in remote areas, providing digital skills training to local communities, and creating an easily accessible platform for cultural documentation and promotion. In addition, it is important to involve community leaders in

strengthening collaboration with the creative industry and ensuring the Sustainability of cultural digitalisation initiatives in South Papua.

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