



The Influence of Palembang Arts and Culture on the Development of Digital Literacy and Communication Creativity of Students at UIN Raden Fatah Palembang

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Abstract: *This study originates from the need for students to develop 21st-century competencies, particularly digital literacy and communication creativity, amidst the rapid transformation of information technology. Palembang's arts and culture, as a local heritage rich in aesthetic and philosophical values, are considered to have strategic potential in strengthening students' identity, creative expression, and digital communication skills. This research aims to analyze the influence of Palembang arts and culture on the development of digital literacy and communication creativity among students at UIN Raden Fatah Palembang and to assess the extent to which local cultural values can be integrated into digital-based learning. Employing a mixed methods approach with a sequential explanatory design, the study began with quantitative data collection through questionnaires distributed to 75 students from the Faculty of Da'wah and Communication and the Faculty of Social and Political Sciences, followed by qualitative data collection through in-depth interviews and observations of cultural and digital communication activities. Data were analyzed using the Miles and Huberman model through data reduction, presentation, and conclusion drawing. The results show that Palembang arts and culture have a positive and significant effect on improving students' digital literacy and communication creativity. Students actively involved in local cultural activities demonstrate greater abilities in utilizing digital media creatively, ethically, and contextually. Cultural values such as cooperation, originality, and aesthetics encourage the creation of innovative digital content rooted in local identity. Qualitative findings further reveal that social media serves as a strategic space for students to express cultural identity and expand positive communication networks. The study concludes that integrating Palembang arts and culture into digital literacy activities can serve as a model for local wisdom-based education relevant to the digital era. Its implications highlight the importance of curriculum design and institutional support that combine local culture with*



technology to nurture a creative, character-driven, and culturally grounded young generation.

Keyword: Palembang Arts and Culture, Digital Literacy, Communication Creativity, Local Wisdom, Higher Education.

Abstrak: Transformasi teknologi informasi yang masif menuntut mahasiswa untuk menguasai literasi digital dan kreativitas komunikasi sebagai kompetensi fundamental abad ke-21. Seni dan budaya Palembang, dengan segala kekayaan estetika serta nilai filosofisnya, dipandang memiliki potensi strategis dalam memperkuat identitas dan ekspresi kreatif mahasiswa. Penelitian ini diarahkan untuk menganalisis pengaruh internalisasi nilai seni dan budaya lokal terhadap pengembangan kompetensi digital mahasiswa di lingkungan UIN Raden Fatah Palembang. Kajian ini menerapkan pendekatan metode campuran (*mixed methods*) melalui desain eksplanatori sekuensial. Data kuantitatif dihimpun dari 75 mahasiswa Fakultas Dakwah dan Komunikasi serta Fakultas Ilmu Sosial dan Ilmu Politik melalui instrumen kuesioner, yang kemudian diperdalam dengan pengumpulan data kualitatif melalui wawancara dan observasi lapangan. Seluruh data dianalisis menggunakan model Miles dan Huberman untuk menjamin validitas serta kedalaman temuan penelitian. Temuan penelitian membuktikan bahwa seni dan budaya Palembang berkontribusi signifikan dalam meningkatkan literasi digital dan kreativitas komunikasi mahasiswa. Keterlibatan aktif dalam kegiatan budaya lokal mendorong mahasiswa untuk menghasilkan konten digital yang inovatif, etis, dan tetap berpijak pada identitas asli. Sebagai simpulan, integrasi kearifan lokal ke dalam aktivitas digital dapat menjadi model pendidikan yang efektif untuk membentuk generasi muda yang kompeten secara teknologi namun tetap memiliki karakter budaya yang kuat.

Kata Kunci: Seni dan Budaya Palembang, Literasi Digital, Kreativitas Komunikasi, Kearifan Lokal.

Introduction

The development of digital technology has changed the way students access, process, and disseminate information. Digital literacy and communication creativity are two crucial 21st century competencies to support the competitiveness of the younger generation.¹ However, various studies show that the digital literacy of Indonesian students is still moderate, especially in the aspects of *digital content creation* and *digital safety*.² On the other hand, Palembang has a wealth of art and culture such as the Gending Sriwijaya dance, songket weaving, and Palembang

¹ OECD. (2019). OECD Learning Compass 2030: The Future of Education and Skills. Paris: OECD Publishing.

² Kominfo & Katadata Insight Center. (2022). Indonesia Digital Literacy Index 2022. Jakarta: Ministry of Communication and Information of the Republic of Indonesia.



poems which are full of aesthetic values and local philosophy.³ This cultural potential has not been fully utilized as a source of inspiration and a medium for developing students' digital competencies.

The integration of local arts and culture into the digital space offers a strategic opportunity to strengthen identity while developing students' creative communication skills. Palembang art and culture can be educational content, a medium of creative expression, and a means of preserving local wisdom values in the midst of globalization. However, there have not been many studies that empirically examine the relationship between local arts and culture and the development of students' digital literacy, especially in UIN Raden Fatah Palembang. This condition indicates that there is a *research gap* in the development of a digital literacy model based on regional culture that is able to foster communication creativity among students.

Based on this, this study seeks to answer the formulation of the problem: *To what extent does Palembang art and culture affect the development of digital literacy and communication creativity of UIN Raden Fatah Palembang students?* The focus of the research is directed to assess how elements of local culture can be integrated in students' learning activities and digital communication practices.

The purpose of this research is to analyze the influence of Palembang art and culture on digital literacy and student communication creativity, as well as identify forms of integration of local cultural values in the context of digital learning in higher education. This study uses the *mixed methods* With design *sequential explanatory* to gain a comprehensive understanding of the empirical and meaningful relationships between variables. Scientifically, this research contributes to the development of communication studies and education based on local wisdom, by offering an integrative model between regional culture and digital literacy. The results are expected to enrich the literature on culture-based higher education and become a reference for the development of a curriculum that combines local values with digital technology creatively and contextually.

³ Rasyid, M. (2021). Palembang Culture and Traditional Songket Aesthetic Values. Palembang: Unsri Press.



Method

This study uses the *mixed methods* With design *sequential explanatory*, which combines quantitative and qualitative data sequentially to obtain comprehensive results. The first stage was to collect and analyze quantitative data to determine the relationship between Palembang art and culture variables and digital literacy and student communication creativity. The quantitative results are then deepened through a qualitative stage to explain the meaning and context of the empirical findings.

The methods used are surveys and in-depth interviews. The survey was conducted by distributing questionnaires to 75 active students of UIN Raden Fatah Palembang from the Faculty of Da'wah and Communication and the Faculty of Social and Political Sciences. The selection of respondents used a purposive sampling technique, with the criteria of students who have an interest or involvement in art, culture, or digital content production activities.

Qualitative data were obtained through semi-structured interviews and participatory observation of student activities related to digital communication practices and cultural activities. Interviews were conducted with a number of key informants who were selected based on their level of involvement in the campus arts and digital media community.

The data collection technique was carried out through three main instruments: (1) a closed questionnaire to obtain quantitative data on the level of digital literacy and communication creativity; (2) interview guidelines to explore student perceptions and experiences; and (3) observation sheets to document forms of local cultural integration in digital activities.

Quantitative data analysis uses simple linear regression analysis to test the influence between variables, while qualitative data is analyzed through Miles and Huberman's interactive models which include data reduction, data presentation, and conclusion drawn. This combinatorial approach ensures that the research results are valid, in-depth, and illustrate the real relationship between Palembang cultural arts and digital literacy skills and student communication creativity.



Results

1. The Influence of Palembang Art and Culture on Student Digital Literacy

The results of the regression analysis show that Palembang art and culture have a positive and significant effect on the digital literacy of UIN Raden Fatah Palembang students. Students who actively participate in cultural activities—such as art festivals, creative content competitions, or campus cultural communities—have higher digital literacy scores than students who are not involved.⁴ This can be seen from their ability to search, assess, and process digital information in a more critical and contextual manner.⁵

Participation in local cultural activities encourages students to utilize digital technology not only as a means of entertainment, but also as a medium of education and expression of cultural identity.⁶ These findings support previous studies that affirm that the integration of local wisdom in digital learning can increase cultural awareness and media ethics.⁷

2. Influence on Communication Creativity

The next findings show that there is a significant influence of Palembang art and culture on student communication creativity. Students who are used to processing cultural themes into digital content (such as short videos, podcasts, or graphic design) show higher abilities in the originality of messages, *storytelling*, and the use of engaging visual media. Cultural values such as aesthetics, cooperation, and originality are creative stimuli that enrich the way students package messages on digital platforms.⁸

⁴ Pratama, A. R. (2021). Digital literacy and cultural engagement in Indonesian higher education. Jakarta: Jurnal Komunikasi dan Media.

⁵ Nurcahyo, M. A., & Afryaningsih, Y. (2025). Digital literacy based on local wisdom in Indonesian language learning. West Kalimantan: Universitas Nahdlatul Ulama Kalimantan Barat.

⁶ Anita, F., & Triana, N. (2024). Local wisdom-based digital literacy in Indonesian language courses for Communication Studies students (Class of 2024). Pekanbaru: Universitas Dharmawangsa.

⁷ Syahdewa, B. I. (2023). Development of literacy culture by Medan State Polytechnic students through digital platforms. *Journal of Tambusai Education*, 7(2), 1123–1134.

⁸ Nasrullah, R. (2021). Digital Literacy in the Era of Disruption. Jakarta: Kencana.



Qualitative interviews reinforce these findings. Students consider that the culture of Palembang provides a wide "space for ideas" for creative exploration, especially when combined with digital technology. They also feel more confident in displaying regional cultural identity in public communication. This shows that the integration of local culture can be a pedagogical strategy to foster communication creativity in the digital era.

3. Integration of Local Culture in Digital Activities

The results of the observation show that social media is a strategic forum for students to actualize Palembang art and culture. Many college students use platforms like Instagram, TikTok, and YouTube to showcase local cultural works, from songket tutorials to traditional dance documentation. This activity shows a shift in the role of students from passive consumers to active content *creators*.

This phenomenon shows that Palembang's art and culture have great potential as cultural *capital* that can be converted into symbolic capital in the digital space, improving students' reputation, communication skills, and cultural identity. Thus, this research not only confirms the empirical relationship between culture and digital literacy, but also opens up opportunities for the development of local culture-based learning models that are relevant to the information technology era.

Discussion

The results of the study show that the integration of Palembang art and culture has a significant effect on improving digital literacy and student communication creativity. These findings support the concept *participatory culture*.⁹ Where students are not only media consumers, but also active producers who create and share culturally valuable content. Their involvement in local

⁹ Jenkins, H. (2009). *Participatory Culture: A New Media between Participation and Consumption*. Yogyakarta: Jalasutra.



cultural activities encourages critical, creative, and ethical thinking skills in utilizing digital media.¹⁰

From a theoretical perspective *cultural capital*.¹¹ Palembang art and culture functions as a symbolic capital that strengthens the identity and competitiveness of students in the digital space. The use of cultural values such as originality and aesthetics has been proven to be able to trigger contextual and meaningful communication creativity.¹² Thus, local culture is not only an object of preservation, but also a pedagogical instrument for building 21st-century competencies.

This research expands the study of digital literacy that previously focused on technical aspects to be more contextual and cultural. The results confirm that the integration of local wisdom in digital education can be an effective strategy to increase students' creative communication capacity while strengthening the character and cultural identity in the era of globalization.

Conclusion

The results of the study show that Palembang art and culture have a positive and significant influence on the development of digital literacy and communication creativity of UIN Raden Fatah Palembang students. Students who actively participate in local arts and cultural activities tend to be more skilled in utilizing digital technology to create creative, ethical, and culturally nuanced content. Local values such as aesthetics, collaboration, and innovation have been proven to contribute to increased critical thinking skills as well as originality in digital communication.

Empirically, this study emphasizes that local cultural wisdom can be a strategic resource in digital learning, because it is able to integrate the cognitive,

¹⁰ Touwe, S., Ufie, A., & Maisuri, T. (2025). Cultural and digital literacy training for youth in preserving local cultural heritage in Taniwel District. *Arumbai Journal of Community Service*, 3(2), 287–299.

¹¹ Bourdieu, P. (1986). *The Forms of Capital*. New York: Greenwood Press.

¹² Anita, F., & Triana, N. (2025). Implementation of local wisdom–based digital literacy in Indonesian language courses for Communication Studies students. *Warta Dharmawangsa: Journal of Communication Studies*, 4(2), 1–12.



creative, and affective aspects of students. These findings also expand the understanding of digital literacy, which has tended to focus on technical aspects to be more contextual and cultural.

The implication is that higher education institutions need to develop curricula and digital literacy programs based on local culture that encourage students to become creative content producers as well as agents of cultural preservation. Thus, the integration of Palembang's arts and culture not only strengthens 21st century competence, but also enriches the character and identity of students in the era of digital transformation.



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