Analysis of Generation Z's Reception of Javanese Cultural Content on the TikTok Account @kratonjogja.id

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Abstract

This study explores how Generation Z perceives Javanese cultural content published through the TikTok account kratonjogja.id. The background of this research is the increasing role of social media, particularly TikTok, as a medium for promoting culture in the digital era. The method used is a qualitative reception analysis approach, focusing on the interpretation and experiences of audiences in consuming local cultural content. Data was collected through in-depth interviews with five informants representing this generation. The findings reveal three reception categories: dominant hegemonic position, negotiation, and opposition. Informants in the dominant hegemonic position fully accepted the content as engaging and relevant cultural education. Meanwhile, informants in the negotiation position appreciated the creativity of the content but felt that certain terms lacked adequate explanation. On the other hand, those in the opposition position found most cultural messages unclear and not aligned with their media preferences. The conclusion of this study is that TikTok can serve as a strategic platform for preserving local culture; however, improvements in content packaging are needed to make it more inclusive and informative for a heterogeneous audience. This study emphasizes the importance of collaboration between cultural traditions and technology to effectively reach younger generations.

Keywords: *Generation Z, TikTok, Reception.*

A. INTRODUCTION

Information technology has transformed the content consumption patterns of modern society, particularly among the younger generation, known as Generation Z, who heavily rely on digital platforms such as TikTok. Generation Z refers to the demographic cohort born between 1997 and 2012. They are recognized as a generation that grew up in the digital era, making them highly familiar with technology and social media (Sekar Arum et al., 2023). Gen Z tends to prioritize short, light, and interactive video-based content. TikTok has emerged as one of the most popular platforms, featuring algorithms that facilitate content virality, including educational and cultural content. (Sukerti et al., 2024).

Digital technology has had a significant impact on cultural preservation and information consumption patterns, especially among the younger generation or Gen Z. They are highly engaged with platforms like TikTok, which offer short and interactive video content. TikTok serves as an alternative medium for promoting local culture amidst competition with global popular culture. In Indonesia, one notable example is the Yogyakarta Palace (Keraton Yogyakarta), which leverages this platform to introduce Javanese culture to younger audiences (Hutamy, 2021). With its

algorithm that supports content virality, TikTok has become one of the most popular platforms, not only for entertainment but also for delivering educational and cultural information.

Javanese culture, renowned for its noble values such as etiquette, politeness, and social solidarity, faces significant challenges in the era of globalization. The dominance of popular foreign cultures, which are perceived as more modern and dynamic, poses a threat to the preservation of traditional Indonesian culture, including among Generation Z (Oktarina, 2020). Therefore, utilizing platforms like TikTok becomes a strategic step in engaging younger generations to continue recognizing, appreciating, and preserving their local culture.

The TikTok account of Keraton Yogyakarta is an example of leveraging social media to integrate cultural elements into content that resonate with young audiences. Content creativity plays a crucial role in capturing the interest of Gen Z, encouraging them to learn about local culture. Generation Z's acceptance of cultural content on TikTok depends on several factors, such as content creativity, relevance to their lives, and the delivery of cultural messages. TikTok offers opportunities to present culture in engaging ways, such as aligning with trending topics (Soemiratmadja & Fatmawati, 2024). The Keraton Yogyakarta account frequently utilizes viral trends to capture Gen Z's attention while introducing elements of Javanese culture.

However, significant challenges arise in this era, where Gen Z is often more influenced by global trends than local traditions. Gen Z is known for its unique characteristics in media consumption, such as a preference for fast, visual, and interactive content. According to (Kussanti et al., 2020) the main motivations for teenagers to use TikTok are the need for self-actualization, entertainment, and social connection. The phenomenon of Fear of Missing Out (FoMO) often becomes an obstacle for the younger generation to connect with local culture. FoMO drives them to always follow the latest trends on social media and focus more on popular culture than on local traditions (Ni Putu Putri Karuni , Ni Putu Eka Cahyani, 2019). This highlights the importance of creating cultural communication strategies that combine traditional elements with modern trends to remain appealing to Gen Z.

Research by (Kusumawardani & Hanggoro, 2018) emphasizes the importance of collaboration between tradition and technology to keep culture relevant in the digital era. TikTok, as a platform that bridges global and local trends, offers a strategic opportunity to introduce Javanese culture with a more dynamic and accessible approach. This is relevant to the implementation of cultural content on TikTok, where global and local trends can be merged to create a unique experience for young viewers (Mahmudah & Rahmi, 2016). highlight the importance of digital archive integrity and historical understanding in preserving cultural values, ensuring they are not merely entertainment.

The preservation of local culture in the digital era presents both a challenge and an opportunity, particularly with the rise of social media platforms like TikTok. Javanese culture, as one of Indonesia's cultural heritages, faces the challenges of globalization, which could erode cultural identity among the younger generation.

However, platforms like TikTok open up new spaces for cultural communication and preservation strategies, allowing for more dynamic interactions between cultural heritage and the new generation (Prabowo, 2021). Digitalization helps maintain cultural heritage's relevance and accessibility for younger generations, despite challenges such as the erosion of local culture amidst the currents of globalization and foreign popular culture (Purnawibawa et al., 2021).

Research shows that platforms like TikTok can help preserve culture amidst the forces of globalization by making culture a part of the digital lifestyle (Nahak, 2019). With the support of technology, local cultures such as Javanese culture have the opportunity to survive and thrive, as long as they are integrated in a relevant way into the daily lives of modern society (Agustinova, 2022). Efforts like this ensure that local cultures, such as Javanese culture, can continue to develop, not merely as static heritage but as something dynamic and relevant to the everyday lives of modern communities (Talib & Sunarti, 2021).

The use of TikTok by Keraton Yogyakarta as a tool for cultural communication is a strategic move to address the challenges of globalization. Through social media, Javanese cultural values can be reintroduced to Gen Z in a creative and relevant way. As a result, it is hoped that the younger generation will not only be consumers of global trends but also active preservers of local culture. This step is crucial to ensure that Indonesia's cultural identity remains vibrant and evolves amidst modernization.

Given the challenges faced by traditional culture in attracting the attention of a younger generation more interested in popular culture, the research question in this study is: How does Gen Z perceive Javanese cultural content presented through TikTok amidst the dominance of modern popular culture? This research question aims to identify the factors that influence the appeal of local cultural content to Gen Z, how they respond to Javanese culture on TikTok, and whether this social media approach can maintain the relevance of local culture amidst modern trends. The study aims to analyze how Gen Z accepts Javanese cultural content presented through the TikTok platform, specifically on the Keraton Yogyakarta account.

B. METHOD

This research uses a qualitative method, which is an approach employed to study objects in their natural conditions. In this method, the researcher plays a key role as the main instrument (Rahmi, 2018). The study uses a reception analysis approach, which focuses on researching the meaning, production, and audience experiences in interacting with the content or messages conveyed by media (Hall, 1973). Data collection and analysis are conducted through reception analysis to explore the reception of Gen Z towards Javanese cultural content on the Keraton Yogyakarta TikTok account. Reception analysis was chosen to understand the various interpretations and meanings that the audience assigns to the content they consume.

This method allows the researcher to explore the meaning of Javanese culture among Gen Z users who are active on social media. It was selected to delve deeply into the views, experiences, and perceptions of young audiences towards local

cultural content on social media platforms. With a focus on the Keraton Yogyakarta TikTok account, this study will explore how elements of Javanese culture are packaged and received by Gen Z in the context of digital content.

The subjects of this study are TikTok users from Gen Z who follow or have accessed content from the Keraton Yogyakarta TikTok account. The selection of subjects was carried out using purposive sampling to ensure that the respondents have experience or exposure to Javanese cultural content on TikTok. The research was conducted online due to the broad accessibility of the TikTok digital platform.

Table 1. Informant Data

No	Initial	Description	Year of Birth
1	SFW	Communication Student	2003
2	ASP	Host Presenter	2000
3	AHA	Chef	2001
4	LAP	Law Student	2002
5	IAN	Private Sector Employee	2000

Source. Personal Processed Data

C. RESULTS AND DISCUSSION

TikTok has become a popular platform among Generation Z, enabling dynamic interaction between local culture and young audiences. The TikTok account kratonjogja.id utilizes this platform to introduce Javanese culture through creative and relevant content. In the context of cultural preservation, social media platforms like TikTok offer unique opportunities to blend traditional values with modern trends that capture the attention of the digital audience (Soemiratmadja & Fatmawati, 2024).

This study aims to understand how Generation Z interprets Javanese cultural content presented through the TikTok account @kratonjogja.id. The results obtained from in depth interviews with informants reveal various interpretations shaped by everyone's experiences, preferences, and background. The analysis focuses on the audience's reception position, covering dominant hegemonic, negotiated, and oppositional positions, reflecting how cultural messages are accepted, negotiated, or rejected by Generation Z (Dwi Mahardika & Aji, 2023).

This section begins with a discussion of the audience's reception of cultural content, followed by an in-depth analysis of how visual, narrative, and content relevance elements influence their interpretations. The findings suggest that creativity in content presentation plays a crucial role in keeping local culture alive amidst the flow of globalization and the dominance of modern popular culture.

Reception of Generation Z on the Content of @kratonjogja.id

In understanding Javanese cultural content presented through TikTok, it is important to interpret cultural signs, and the media context used. The process of meaning-making from this content not only depends on the visual and narrative elements presented but also on the cultural background and experiences of the

audience. In the context of reception analysis, Gen Z is viewed as active individuals who can create meaning based on their interactions with the messages conveyed. The audience, in this case, acts as cultural agents who can provide diverse interpretations of the cultural elements they consume.

Cultural messages conveyed through TikTok are often polysemic, allowing for multiple meanings to arise from a single piece of content. Gen Z, as active TikTok users, can interpret these messages according to their own perspectives, and in some cases, the meaning produced may even contradict the original intent of the content creators. As explained by Hall in the encoding/decoding model, the decoding process performed by the audience is influenced by their cultural context, life experiences, and personal preferences (Haris & Azwar, 2024). In this case, Gen Z shows varied tendencies in interpreting Javanese cultural content on TikTok, depending on factors such as educational background, knowledge of Javanese culture, and the emotional connection they have with traditional values.

Informants from this generation reveal that the interpretation of Javanese cultural content on TikTok is also influenced by the format and creativity of message delivery. For example, content that combines traditional music with popular elements, such as dance challenges, is considered more appealing because it aligns with their digital lifestyle preferences. Thus, the reception positions resulting from this decoding process highly depend on how well the cultural content connects with the audience's experiences and interests within a broader social and digital context

Table 2. Informant Reception of Javanese Cultural Content on the TikTok Account @kratonjogja.id

No	Informan	Dominant Hegemonic Position	Negotiated Position	Oppotitional Position
1	SFW	✓		
2	ASP	✓		
3	AHA		✓	
4	LAP		✓	
5	IAN			✓

Source. Personal Processed Data

Dominant Hegemonic Position

The dominant hegemonic position refers to a situation where the audience fully accepts and approves of the message produced and delivered by the media without resistance or rejection (Sari, 2022). In the context of Javanese cultural content on TikTok, the audience in this position is seen as fully agreeing with the meaning offered by the kratonjogja.id account. They view the content as an authentic and relevant representation of Javanese culture, and they accept the message about the importance of preserving traditional culture in the modern era.

Informants in the dominant hegemonic position are identified as individuals who view Javanese cultural content on TikTok as a unique, engaging, and innovative educational medium. They believe that delivering cultural messages through viral

TikTok trends is not only effective but also aligned with existing cultural facts. Content such as videos about etiquette or the history of the Yogyakarta Sultanate is considered highly credible and positively received, both by the audience itself and the wider public.

Furthermore, audiences in this position do not question the relevance of cultural content to their modern lives. Instead, they view the use of TikTok as a digital platform as an appropriate step to keep traditional values alive amid globalizations. Thus, the dominant hegemonic position reflects full acceptance of the ideology and values that the cultural content creators aim to convey on TikTok.

Based on the data collected and analyzed, two out of five informants fall into the dominant hegemonic position, namely informants with the initials SFW and ASP. Both informants fully accept the cultural message conveyed through TikTok content by the kratonjogja.id account and express very positive appreciation for the presentation and relevance of the content.

The first informant, SFW, shared that the Javanese cultural content on the @kratonjogja.id TikTok account has successfully broadened their understanding of the richness of Javanese philosophy and the meanings behind Javanese traditions. SFW felt that the presentation of the content was very modern while still preserving traditional values, offering an experience that was not only educational but also entertaining. SFW also stated that the content motivated them to appreciate local culture more, as mentioned in the interview:

> "I'm really satisfied with the content! There are many things about Javanese culture that I only learned because of watching it. For example, the meaning behind certain ceremonies and how detailed Javanese culture is in terms of philosophy. They made me appreciate my own culture more. From the packaging, I think it is top-notch! The presentation is modern but still maintains traditional values, so, we are not just learning, but also enjoying the process. I often share it with my friends because I think more people should see this content." (SFW Interview, November 2024)

The second informant, ASP, responded similarly, highlighting how the content from kratonjogja.id has changed their perspective on Javanese culture. Previously, ASP only had a surface-level understanding of Javanese culture, but after watching the content, they felt a deeper understanding of the meanings behind the customs and traditions presented. ASP also appreciated the informal delivery style and appealing visuals, as expressed in the interview:

> "For me, the content from Keraton Jogja changed the way I view Javanese culture. Before, I only knew the surface level, but now I understand more deeply, like the meaning behind traditional clothing or the customs they perform. I was not just entertained, but also felt like I gained new knowledge and insights. I am happy with the content!" (ASP Interview, November 2024)

Both SFW and ASP agree that the content presented by the kratonjogja.id account manages to attract the attention of younger generations because it successfully blends traditional cultural elements with modern trends. They consider

TikTok as a strategic platform for introducing Javanese culture to a broader audience. The factors influencing their acceptance include personal experiences that resonate with cultural values and satisfaction with the engaging and informative content packaging.

Therefore, the dominant hegemonic position held by SFW and ASP shows that both not only accept the Javanese cultural message but also see the content as an effective medium for preserving local culture amidst modernization. In conclusion, the meaning generated by informants in the dominant hegemonic position can be summarized as follows:

Table 3. Conclusion of the Meaning of Dominant Hegemonic

Informant	Reception Position	Indicator
SFW	Dominant Hegemonic	1. Considering Javanese cultural content on the @kratonjogja.id account as a modern innovation that still maintains traditional values.
		2. Feel that the content provides cultural education that is easy to understand and packaged with attractive visuals.
		3. Appreciate the use of TikTok as a platform to expand the reach of cultural education to the younger generation.
		4. Interpreting content as motivation to appreciate local culture more and share insights with others.
ASP	Dominant Hegemonic	1. Viewing @keratonjogja.id content as an important step in preserving Javanese culture amidst modernization
		2. Feel the content helps understand Javanese culture in more depth than before
		3. Assume that this account is an important reference for understanding the meaning behind Javanese customs and traditions.

Source: Personal Processed Data

Negotiated Position

This position describes an audience that basically accepts the dominant ideology in general, but rejects its application in certain situations as explained by

Stuart Hall, the audience absorbs the main ideology as a whole, but opposes its application in specific cases. (Nastain & Putri, 2018) . In other words, the audience does not fully accept the meaning conveyed. They will form alternative meanings that are different from those produced by media message producers.

Based on the data obtained through in-depth interviews with five informants, two of whom entered the negotiation position. Informants AHA and LAP, although they agreed that the content presented was interesting in terms of packaging, both felt that there were shortcomings in terms of explaining the terms used in the content. They considered the visual packaging and the way the message was delivered to be good and interesting, but they felt that some of the terms used were unclear and not explained further. This made them form alternative meanings to the message conveyed, assuming that although interesting, a more in-depth explanation of the terms would greatly help the audience to better understand the content as a whole.

For example, AHA and LAP informants, both of whom considered that this content was actually very interesting in terms of packaging, but they felt that the terms used in the content were not explained well enough. This caused them to feel less understanding of the message being conveyed, although they still appreciated the interesting and informative way of delivering it. As the following interview results

> *"The content is really interesting. In terms of packaging, visuals, and delivery, it's also really good. But there are some terms used that I think are a bit difficult to understand, and unfortunately they're not explained further. So, even though overall it's interesting, I think there's something missing if the audience isn't familiar with those terms*". (AHA Interview, November 2024)
>
> *"The content packaging is really good. But there are some parts that use rather technical terms, and there is no further explanation about it. So, I feel that audiences who are not familiar with the terms can be confused. Maybe if there was a more in-depth explanation, it would be more helpful so that the audience can grasp the message more clearly*". (LIP Interview, November 2024).

The conclusion of the meaning produced by the informant as an audience who is in the dominant-hegemonic position category is:

Table 4. Conclusion of the Meaning of Negotiated Position

Informant	Reception Position	Indicator
AHA and LAP	Negotiated Position	1. Interpreting the content presented as something very interesting in terms of packaging, but considering the use of terms in it is not explained enough, making it confusing for the general audience.
		2. Considered the informative content of the message a positive point, but regretted the lack of in-depth

		exploration of educational value that could be more relevant to the audience.
		3. Viewing the delivery of messages as a creative effort that deserves appreciation, but still assessing the need to strengthen the substance to clarify the intent and purpose of the content.

Source: Personal Processed Data

Opposite Position

Position Oppositional refers to the state in which the audience is reject meaning intended message or liked by the media and replaced it with method think they Alone to topics presented (Fatharani, 2019). In position this, audience refuse and not fully agree with the meanings conveyed by the producer message. They to form interpretation different alternatives from the meaning offered manufacturers, based on perspective they self-contradictory with Meaning beginning message.

Based on data acquisition, one from five informants enter to in classification position opposition. Informant the is IAN. IAN informants form another opposite meaning with manufacturer message, in matter This manufacturer the is TikTok account @kratonjogja.id. IAN informant critical disclose his view to content culture uploaded by account the

> "If you look at it at a glance, indeed the content interesting visually, but Contents from the video that, you know, there's a lot missing clear. The terms many are foreign, and not explained that what. I think That must very corrected yeah. Also, the duration is too long. Make I as Gen Z, make fast bored "yeah" (IAN, 2023).

Difference results meaning between informants and producers' message because of existence factors background behind in self-informant. In case this , factor knowledge , education , and experience (Haris & Azwar, 2024) become the basis that influences meaning informant who left behind with what is there in content Javanese culture on the TikTok account @kratonjogja.id.

Table 5. Conclusion of the Meaning of Oppositional Position

Informant	Reception Position	Indicator
AHA and LAP	Opposite Position	1. Evaluating kratonjogja.id's TikTok content is interesting visually, but not enough informative in explain terms culture used, so cause confusion for audience.
		2. Consider duration content too long, which makes it No interesting for Gen Z

		audiences, especially Because range short attention span.
		3. Criticize lack of innovation in presentation content that should be Can more interactive and targeted need audience young for understand Javanese culture with more interesting.
		4. Reject the meaning offered by the producer message, because content is not relevant enough and difficult understood for audience that is not own knowledge beginning about Javanese culture.

Source: Personal Processed Data

D. CONCLUSION

Study This highlight the importance of TikTok as a digital platform in introduce and preserve Javanese culture among Generation Z. TikTok makes it possible delivery culture through creative, visual and relevant content with preference audience young. The @kratonjogja.id account became example How culture local can packed with interesting for interesting attention Generation Z, known as own attention short and interested in global trends.

Based on analysis reception, reception Generation Z towards content Javanese culture is divided become three categories. First, dominant hegemonic position show that part audience fully accept message culture conveyed. They see content as a unique and innovative educational media, which has succeeded blend mark traditional with modern elements. Audience in the category This appreciate effort account in introduce Javanese culture in general effective in the era of globalization.

Second, negotiated position describe an appreciative audience creativity content but feel There is lack in aspect certain, such as use terms that are not explained in a way adequate. This is highlighting the need delivery more messages comprehensive so that the content can understood better by all circles.

Third, oppositional position involving critical audience to content the culture presented. They evaluate that too long duration length and lack explanation make content not enough relevant and boring. This criticism show that sustainability of communication strategy culture must more notice preference audience young.

In general, overall, research This disclose that TikTok is effective tool for promote culture local, but the packaging need consider balance between Power visual appeal, delivery in-depth education, and relevance with life *modern*. With the right strategy, content culture can become an important medium for strengthen identity culture Generation Z in the middle influence globalization.

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