

DESIGN MEDIA INTERACTIVE DIGITAL BASED ON ORAL ARTS ACEH MEURUKON AS PRESERVING INTANGIBLE CULTURAL HERITAGE IN THE ERA OF SOCIETY 5.0

Elfina¹, Cut Santika², Muhammad Darwis³, Venni Arviani⁴, M. Kasir⁵

^{1,2}Program Studi Pendidikan Bahasa dan Sastra Aceh, Universitas Islam Kebangsaan Indonesia.

^{3,4}Pendidikan Bahasa Indonesia, Universitas Almuslim.

⁵Prodi Agrobisnis Kelapa Sawit, Politeknik Kimia Industri (PTKI)

Corresponden E-mail: elfina6060@gmail.com

ARTICLE INFO	ABSTRACT
Diterima: 02 Februari 2026 Direvisi: 21 Februari 2026 Disetujui: 14 Mei 2026 Tersedia Daring: 19 Juli 2026 Keywords: <i>Meurukon; Acehese Oral Tradition; Digital Media; Intangible Cultural Heritage; Society 5.0</i>	<i>Acehnese oral tradition Meurukon is an intangible cultural heritage that embodies significant historical, religious, and educational values for Acehese society. However, its existence has declined considerably due to the decreasing interest of younger generations, shifting communication patterns, and the dominance of global digital culture. This study aims to analyze the current existence of Meurukon, identify the need for digital-based cultural preservation media, and develop an interactive digital medium based on Meurukon as a strategy for cultural preservation in the Society 5.0 era. The study employed a Research and Development (R&D) approach using the 4D model consisting of define, design, develop, and disseminate stages. Data were collected through questionnaires, interviews, expert validation, and user trials involving 50 respondents comprising students, university students, and Acehese cultural figures in Bireuen Regency. The findings revealed that the existence of and youth interest in Meurukon remain low, while the demand for interactive digital media is very high. The developed media achieved a feasibility score of 86.25% categorized as highly feasible and received a positive user response rate of 87%. These findings indicate that Meurukon-based interactive digital media effectively supports the preservation of local culture through a more adaptive, interactive, and sustainable approach in the digital era</i>
Kata Kunci:	ABSTRACT
<i>Meurukon; Seni Tutar Aceh; Media Digital; Warisan Budaya Takbenda; Society 5.0</i>	Seni tutur Aceh Meurukon merupakan warisan budaya takbenda yang memiliki nilai historis, religius, dan edukatif bagi masyarakat Aceh. Namun, eksistensinya mengalami penurunan signifikan akibat rendahnya minat generasi muda, perubahan pola komunikasi, serta dominasi budaya digital global. Penelitian ini bertujuan menganalisis kondisi eksistensi Meurukon, mengidentifikasi kebutuhan media pelestarian berbasis digital, serta mengembangkan media digital interaktif berbasis Meurukon sebagai upaya pelestarian budaya di era Society 5.0. Penelitian menggunakan metode Research and Development (R&D) dengan model 4D yang meliputi tahap define, design, develop, dan disseminate. Data diperoleh melalui angket, wawancara, validasi ahli, dan uji coba pengguna terhadap 50 responden yang terdiri atas pelajar, mahasiswa, dan tokoh budaya Aceh di Kabupaten Bireuen. Hasil penelitian menunjukkan bahwa eksistensi dan minat generasi muda terhadap Meurukon berada pada kategori rendah, sedangkan kebutuhan terhadap media digital interaktif berada pada kategori sangat tinggi. Media yang dikembangkan memperoleh tingkat kelayakan sebesar 86,25% dengan kategori sangat layak serta memperoleh respon positif pengguna sebesar 87%. Temuan ini menunjukkan bahwa media digital interaktif berbasis Meurukon efektif

mendukung pelestarian budaya lokal secara lebih adaptif, interaktif, dan berkelanjutan di era digital

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1. INTRODUCTION

Language No only functioning as tool communication, but Also become medium for transmitting cultural values, social identity, and collective memory of a society. In the context of culture local, Language present through various form expression traditional like literature oral, tradition said, And show customs Which inherited in a way hereditary. Oral literature has a strategic function in maintaining the sustainability of cultural identity while also being means transmission mark moral, social, And religious public (Afriani et al., 2024). Language And literature Aceh is part integral from identity culture public Aceh which represent history, character social, And wisdom local its people (Fakhri & Maisarah, 2022). In literary works, language is not only used as a means aesthetic communication, but Also become medium delivery experience culture, idea social, and reflection of community life (Fukuyama, 2018). Therefore, the existence of oral literature is not can separated from effort guard sustainability identity culture something area amidst the increasingly growing flow of globalization and digital transformation.

Wrong One form literature oral Aceh Which own mark culture tall is art said Meurukon. Meurukon is an intangible cultural heritage of Aceh that contains historical value, religious, educative, And social for public. In a way etymological, term Meurukon comes from the prefix meu-, meaning to carry out an activity, and rukon, meaning principle or mutual agreement. This tradition is generally carried out in the meunasah. or prayer house on Evening day after prayer Isha until approaching Dawn as a medium for preaching, education, and social communication for the Acehnese people (Garcia-Fernandez et al., 2019). In in practice, Meurukon No only functioning as entertainment traditional, but also as a medium for conveying moral messages, religious education, social advice, and building community character (Fakhri & Maisarah, 2022). The religious values and local wisdom contained in Meurukon make this tradition have an important position in build identity culture And spiritual public Aceh.

However, in two last decade Meurukon's existence decrease sufficient significant. Tradition Which previously very popular in life Acehnese people now start seldom shown And the more limited room his expression. The condition show existence shift culture public consequence change communication patterns, development technology digital, as well as domination culture popular global which are more interesting attention generation young (Husamah et al., 2025). Generation young tend to be more familiar with culture digital modern compared to tradition culture local Which inherited conventional. As a result, process transmission culture intergenerational start experiencing weakening

And sustainability culture local face challenge Which the more complex. Phenomenon decline existence Meurukon No only seen from decreased intensity show culture in public, but Also from the more limited the number of speakers and cultural actors who are still actively maintaining the tradition. Based on observations beginning researchers in Regency Bireuen, show Meurukon moment This the more rarely found in activity public and environment education. Part big The younger generation only knows Meurukon in general without ever witnessing its practice. in a way direct. Condition This aggravated with narrowing room local cultural expression, as seen from the discontinuation of the Meurukon Festival since it was last held on year 2022 (Irfan et al., 2025). If situation This Keep going ongoing without existence conservation innovations that adaptive, then Meurukon potentially experiencing functional extinction due to the disconnection process regeneration culture intergenerational.

On the other hand, the development of digital technology has changed the pattern of social interaction in society. from room culture conventional going to room digital Which more visual, fast, and interactive. Changes this is encouraging society, especially the younger generation, to People access more information and entertainment through digital media than through traditional media. This situation presents both a challenge and an opportunity for preserving local culture. In this era Society In Society 5.0, technology is not only viewed as an instrument of efficiency and productivity, but is also directed towards strengthening the quality of human life through the integration of technology and human values (Jenkins, 2016). The concept of human-centered technology in the Society 5.0 paradigm places humans at the center of technological innovation, including in efforts to preserve local culture and strengthen community identity in the digital era.

Digital technology-based cultural preservation is becoming an increasingly relevant strategy in facing the challenges of cultural globalization. UNESCO (2023) emphasized that the digitalization of culture is Wrong One step important in guard continuity of heritage culture intangible in middle development technology modern. Media digital interactively rated capable increase participation generation young in process learning culture because it has visual, audio, flexible, and easily accessible characteristics through digital devices. Mayer (Kabooha & Elyas, 2018) explains that the integration of text, audio, visual, and interactivity elements in media learning can increase attention, involvement, and user understanding more effectively than conventional methods. Thus, interactive digital media not only functions as a means of cultural documentation, but also as a medium for education and cultural regeneration that is more adaptive to the characteristics of the community. generation digital.

Various study previously has discuss Meurukon from aspect form, function, and mark culture public Aceh (SGR et al., 2019; Fakhri & Maisarah, 2022; Khairani et al., 2022). Other studies also show that interactive digital media can increase effectiveness learning And involvement generation young in understanding culture local (Mayer, 2021). However, study Which in a way special develop Interactive digital media based on Acehnese Meurukon storytelling as a strategy for preserving intangible cultural heritage is still very limited. Thus, there remains a research gap regarding the integration of

Acehnese local cultural preservation with digital media development. interactive based paradigm Society 5.0 (Kabooha & Elyas, 2018).

In the context of Acehnese cultural education, the preservation of Meurukon is still being carried out. through method conventional in the form of show direct And documentation passiv who have not been able to reach the characteristics of the digital generation. In the Aceh Language and Literature Education Study Program, FKIP, National Islamic University of Indonesia, Meurukon learning Still limited on delivery material in room class without support Interactive digital media. Cultural preservation models that still rely on conventional approaches tend to be less able to adapt to the younger generation's more sophisticated cultural consumption patterns. like visual, interactive media, and technology-based digital. As a result, cultural learning is not optimal in increasing interest, understanding and involvement. student to culture local Aceh (Khairani et al., 2022).

Based on these problems, an innovation is needed to preserve culture that is capable of bridge culture traditional with development technology digital modern. Wrong One alternative Which can developed is design media digital interactive art-based speech Aceh Meurukon. Media This expected capable become means educative, participatory, and sustainable through integration of appropriate audio, visual, text and digital interactivity elements with characteristics generation young in era Society 5.0. Development media Interactive digital not only functions as a means of cultural documentation, but also as a medium learning And regeneration culture local in a way sustainable.

Study This own novelty on development media digital interactive art- based speech Meurukon Which integrate mark culture local, element religious, And human-centered approach technology in paradigm Society 5.0. Different with study Previously, which discussed more aspects of form, function and cultural values of Meurukon, this research focuses on in development media digital interactive as a strategy preservation cultural heritage intangible based technology digital. With thus, study This It is hoped that it will be able to provide conceptual and practical contributions in the development of conservation models. culture local based technology Which adaptive, innovative, And sustainable in digital era (Leow & Neo, 2014).

2. RESEARCH METHODS

Study This use method *Research and Development* (R&D) with 4D development model which includes *the define, design, develop, and disseminate stages* to develop media digital interactive based art speech Aceh *Meurukon* as well as test level eligibility media Which developed (Muñoz et al., 2025). Model This chosen because capable produce product learning Which systematic, structured, And according to user needs.

Stage *define* done through analysis need related existence *Meurukon*, The interests of the younger generation and the need for digital-based cultural preservation media. The *design phase focused on media concept design, Meurukon* content development, and interactive feature design. based audio-visual. Furthermore, stage *develop* covering development product, validation by expert material, expert media, expert Language, And

expert culture, as well as test try limited to users. The *dissemination stage* is carried out through the refinement and dissemination of media on environment education And platform digital.

Subject study consists of on 50 respondents Which covering students, student, And cultural figures Aceh in Regency Bireuen Which chosen use *purposive* technique *sampling*. Instrument study in the form of questionnaire, guidelines interview, sheet validation expert, And test sheet try media. Development media referring to on principle media learning interactive that integrates elements of text, audio, visuals, and digital interactivity to increase user engagement in the learning process (Prensky, 2001).

Data study analyzed use statistics descriptive in the form of percentage to find out level eligibility media And response users. Percentage eligibility calculated using the formula (Sugiyono, 2020):

Information:

P = percentage eligibility,

f = score obtained,

N = maximum score.

Media stated worthy if get minimum category "worthy" based on the results validation expert And test try users(Mayer, 2021).

3. RESULTS AND DISCUSSION

Study This aims to develop digital media interactive art-based Acehnese storytelling *Meurukon* as an effort to preserve intangible cultural heritage in the era of *Society 5.0*. Development media done through model 4D Which covering stage *define*, *design*, *develop*, and *disseminate* (Mayer, 2024). The results of the study indicate that the existence of *Meurukon* among the younger generation has experienced a significant decline due to changes in community communication patterns, the dominance of global digital culture, and the lack of innovation in media for cultural preservation (Rahmawati, 2025).

Stage beginning study done through analysis need to 50 respondents who consists of on students, student, And figure culture Aceh in Regency Bireuen. The results of the analysis show that most respondents rarely or never watch show *Meurukon* in a way direct. Condition This show that space transmission culture *Meurukon* the more limited so that generation young start loss of connection with culture local. Decline existence culture local on young generation show existence shift orientation culture from culture traditional towards culture digital popular Which more dominant in life public modern. The phenomenon in line with study Rahmawati (2025) Which explain that low exposure generation young to culture local cause decline cultural awareness And sustainability inheritance culture intangible (Zhao et al., 2026).

Besides low existence culture, results study Also show that generation interest young to *Meurukon* is at on category low-medium. Part big Respondents considered *Meurukon* a traditional culture that was less appealing than modern digital entertainment media. This situation indicates a gap between the presentation patterns of traditional culture and the characteristics of the digital generation who prefer visual,

interactive, flexible, and quickly accessible media. This is in line with view Leow And Neo (2014) Which state that generation digital tend to have involvement Study Which more tall on environment learning interactive multimedia compared to conventional methods (Riani Johan et al., 2023).

The results of the identification of conservation constraints show that the main problem in *Meurukon* lies in the lack of digital media, the lack of interesting cultural documentation, limited speaker original, And Not yet integration *Meurukon* in media popular. Findings This shows that the preservation of local culture is not Again enough done through conventional approaches alone, but requires digital innovation that is able to adapt self with development technology And pattern consumption culture young generation. Garcia-Fernandez et al. (2019) explain that utilization technology multimedia and digital interactive capable increase involvement public in understand and preserve inheritance culture in a way more effective. In side other, results study show that need to media Interactive digital media is in the very high category. The majority of respondents stated they need cultural learning media equipped with audio-visual elements and interactive features. And access based *smartphone*. Findings This show that generation Young people are highly prepared to use digital technology as a medium for cultural learning. This situation demonstrates that digital technology can be a strategic bridge. in bring together culture traditional with characteristics generation modern digital (Van Dijck, 2013).

Table 1. Recapitulation Results Needs Analysis

No	Aspect Analysis	Percentage	Category
1	Existence <i>Meurukon</i>	78%	Low
2	Interest Generation Young	70%	Low- Medium
3	Constraint Preservation	85%	Tall
4	Need Media Digital	89%	Very Tall

Based on results analysis the, study furthermore develop An interactive digital media based on Acehnese *Meurukon* storytelling art that integrates elements of text, audio, video, visual Acehnese culture, and interactive quizzes. The media is designed with attention to these aspects. *user experience (UX)*, convenience access, And interactivity users (UNESCO, 2023).. Approach this aims so that users No only accept information culture in a way passive, but also involved active in process learning culture. Use element multimedia in Interactive digital media is considered capable of increasing users' attention, motivation, and understanding of the cultural material being studied. This finding aligns with *multimedia theory. learning* Which state that integration element visual And audio capable increase effectiveness learning compared to media based text solely (Mayer, 2024). In addition, the use of video and audio in learning media can also increase user emotional engagement, making learning more engaging. And meaningful (Santika, Elfina, et al., 2025).

The results of expert validation show that the media developed obtained the category "very worthy" with average percentage as big as 86.25%. Validation expert material acquisition mark 88%, expert media 85%, expert Language 82%, And expert

culture 90%. The high validation results indicate that the media has fulfilled the aspects of cultural substance, media appearance, use Language, as well as suitability mark culture Aceh in a way Good.

Table 2. Results Validation Expert

Validator	Percentage	Category
Expert Material	88%	Very Worthy
Expert Media	85%	Very Worthy
Expert Language	82%	Very Worthy
Expert Culture	90%	Very Worthy
Average	86.25%	Very Worthy

The height validation expert show that integration culture local with digital technology can produce media learning culture Which relevant with generation needs digital. Muñoz et al. (2025) explain that media culture based interactive technology capable increase involvement social And experience Study culture in more depth because it presents multisensory interactions in the cultural learning process. Furthermore, user trial results showed that the media received a positive response of 87%, an ease of use rating of 85%, and an interest rating of 89%. The high level of interest indicates that the interactive digital media based on *Meurukon* able to attract attention young generation and provide experience Study culture Which more flexible And participatory (UNESCO, 2022).

Table 3. Results Response Users to Media

Aspect Evaluation	Percentage	Category
Response Positive Users	87%	Very good
Convenience Use	85%	Tall
Interest Level	89%	Very Tall

These findings suggest that the use of interactive digital media can be an effective strategy in supporting the preservation of local culture in the digital age. This in line with study Zhao et al. (2026) Which state that Interactive digital media plays a crucial role in increasing public acceptance of cultural preservation through a more participatory and user-experience-based approach (SGR et al., 2019). Furthermore, research by Irfan et al. (Sari & Marlana, 2022) also shows that digitizing local culture can strengthen cultural resilience and increase the involvement of the younger generation. young in preservation culture traditional(Santika, Zahra, et al., 2025).

In context *Society 5.0*, results study This show that technology digital no only used For efficiency And productivity, but Also can utilized as an instrument for preserving culture and strengthening local community identity. Development media digital interactive based *Meurukon* become form *human-centered* implementation *technology* that integrates digital innovation with local cultural preservation in a way sustainable. With thus, media digital interactive based *Meurukon* not only functioning as media

learning culture, but Also as strategy regeneration of local Acehnese culture in the digital era (Suhailah et al., 2021).

4. CONCLUSION

Study This show that existence art speech Aceh Meurukon in among the younger generation is experiencing a decline due to the dominance of digital culture, limited cultural speakers, And lack of media conservation based technology. In side other, need towards the media digital interactive as means learning And preservation culture is at in the very high category. Through the 4D development model (define, design, develop, and disseminate), this research successfully developed interactive digital media based on Meurukon. Which integrate element text, audio, video, And feature interactive. Media developed get category "very worthy" based on results validation expert with an average percentage as big as 86.25% and get a response positive users as big as 87%. The research results confirm that Meurukon -based interactive digital media effectively supports preservation inheritance culture intangible through approach Which more adaptive, participatory, And relevant with characteristics generation digital in era Society 5.0.

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