

## The Role of Millennial Generation in Traditional Culture Preservation through Social Media

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### ABSTRAK

The development of information technology, especially through social media, has had a great impact on various aspects of life, including the preservation of traditional culture. The millennial generation, who grew up in a digital environment, has great potential in maintaining and introducing local culture through social media platforms such as Instagram, YouTube, and TikTok. This research aims to explore the role of the millennial generation in preserving traditional culture through social media and its impact on cultural diversity. The results of the study show that social media has become an effective means of introducing and introducing various elements of traditional culture to a wider audience. However, the challenge faced is the potential for commodification and distortion of cultural values due to the presentation that prioritizes entertainment over education. On the other hand, the use of social media also opens up opportunities for collaboration between cultural communities and the dissemination of knowledge about traditional culture more widely. For this reason, more in-depth cultural education is needed so that cultural preservation is not only in the form of entertainment, but also reflects authentic cultural values. The study concludes that social media can be an effective tool in the preservation of traditional culture, provided that there is an effort to maintain a balance between entertainment and a deep cultural understanding.

### INTRODUCTION

The environment is a condition around living things that can affect their growth and behavior (Monaghan., 2020). In general, the environment is a space or medium that supports living things to develop and interact with each other. The environment can also be interpreted as a unit that includes objects, energy, conditions, and various living things, including humans with all their activities, which play a role in maintaining the sustainability of life and the welfare of all living things (Omer., 2020). Culture comes from the Sanskrit word buddhayah, the plural form of buddhi, which means things related to the human mind and mind. Culture includes a way of thinking, a way of life, and a value system embraced by a group of people. In English, culture is called culture, which comes from the Latin colere, which means to manage or cultivate something, often in the context of tillage or farming activities. In Indonesian, the term culture is sometimes



adapted to "culture," which refers to social developments, traditions, and beliefs that are passed down from one generation to the next.

Culture is closely related to society. Anthropologists such as Melville J. Herskovits and Bronislaw Malinowski in the book *Man and His Works* (1948) argue that every aspect of society is influenced by the culture that the society has, this view is known as Cultural Determinism. Herskovits viewed culture as something that was passed down from one generation to the next, which he called superorganic, signifying that culture was beyond the control of the individual and became part of a broader social entity (Baron., 2023). According to Andreas Eppink, culture includes various social values, religious beliefs, and various forms of intellectual and artistic expression that reflect the characteristics of a community. Edward Burnett Tylor describes culture as a complex unit, including knowledge, beliefs, art, morality, law, customs, and various skills that a person acquires as a member of society. Selo Soemardjan and Soelaiman Soemardi stated that culture is the result of the work, taste, and creation of society. From this, it can be understood that culture is not just a pattern of life embraced by a group, but also a container for various values that are inherited and continue to develop. Culture influences people's perspectives and behaviors and is the foundation of their identity that is passed down across generations (Van., 2022).

The millennial generation has an important role in efforts to preserve traditional culture, considering that they are very familiar with technology and social media (Sogan *et al.*, 2017). By utilizing this platform, the millennial generation can introduce and promote local culture to the world, as well as increase public awareness of the importance of preserving the cultural heritage of their ancestors. Social media, which was previously better known as a means of entertainment, now also functions as an effective educational tool in disseminating information about traditional culture. Digital content in the form of photos, videos, articles, and infographics can be used to introduce various aspects of traditional culture, such as dance, music, traditional clothing, culinary, and handicrafts (Madani., 2022). This method allows traditional culture to be presented in an interesting and creative way, so that it is easier for the younger generation and the wider community to accept. In addition, social media serves as a means to convey the values, history, and philosophy contained in the culture, which are often forgotten or neglected in modern life.

Social media also provides an opportunity to build a community that cares about cultural preservation, as well as encourage collaboration between various parties (Yasir *et al.*, 2021). Cultural campaigns carried out through social media, such as cultural day celebrations or art festivals, can attract public attention and provide opportunities to introduce culture to a wider audience (Liaqat *et al.*, 2021). With the increasing number of people involved in these activities, awareness of the importance of preserving traditional culture can continue to grow. The millennial generation also has a role in adapting traditional culture to remain relevant to the times. Innovations in combining traditional elements with modern elements, such as processing traditional music in contemporary music genres or promoting traditional cuisine through e-commerce platforms, can open up new opportunities in cultural preservation (Zhao & Kim., 2024). This approach not only maintains the essence of culture, but also introduces it to the younger generation in a way that is more in line with the times. Continuous efforts and involving all levels of society, traditional culture can continue to be preserved and accepted by future generations. Social media, with all its potential, plays a very important role in introducing traditional culture globally, so that it can remain relevant and

appreciated in the midst of technological advancements and modernization. Traditional culture in Indonesia is formed by ethnic groups spread throughout the archipelago. Each ethnic group has characteristics that develop due to the influence of customs, customs, and welfare conditions of the local community (Shuhufi & Purkon., 2023). This diversity results in a unique cultural wealth in each ethnic group. Traditional culture also functions as the identity and identity of the Indonesian nation which has great potential to be used economically, especially in the tourism, handicrafts, and traditional art products sectors, in order to support the progress and welfare of the community.

Traditional culture is the work of intellectuals that reflect the thoughts and creativity of ancestors, so it needs to be protected and preserved (Brown., 2020). The protection of this culture is important to prevent the loss of cultural values due to the current of modernization and globalization that can threaten its sustainability. In addition, protection also aims to avoid cultural exploitation by irresponsible parties. Therefore, the preservation of traditional culture must be carried out through education, development, and promotion of culture at the national and international levels, so that the cultural wealth can be inherited to future generations and remain the pride of the Indonesian nation. The rapid development of the times has brought various changes in people's lives, which affect the existing culture. These changes, driven by technological advancements, globalization, and modernization, have caused many of the values and traditions that shape people's cultures to fade and be forgotten. Many aspects of traditional culture that were previously highly upheld are now increasingly marginalized by the current of fast-paced and practical development of the times. Most people now no longer know the culture they have. Although there are still those who are aware of the existence of this culture, many are reluctant or feel that it is not important to preserve and introduce it to the world. This indifference can be caused by various factors, such as a lack of understanding of the importance of culture in daily life or the assumption that traditional culture is no longer relevant to the needs of modern society.

The rapid development of information technology has changed various aspects of people's lives, including in the field of culture (Marchionini., 2020). The millennial generation, who was born in the digital era and is accustomed to easy access to information, has unique characteristics in adapting and disseminating culture through social media. On the other hand, Indonesia's rich cultural diversity, ranging from dance, music, language, traditional clothing, to traditional rituals, is currently facing challenges in terms of preservation. Traditional culture is increasingly marginalized by the current of globalization and modern lifestyles, so there are concerns that the nation's cultural identity may slowly fade (Van *et al.*, 2023).

Traditional culture is actually a very valuable heritage, which not only reflects the past, but also becomes the foundation in the formation of the nation's identity and character (Timothy *et al.*, 2016). Therefore, more serious efforts need to be made to preserve the culture so that it remains alive and developing. One of the steps that can be taken is to integrate traditional cultural elements in education, both at the school level and in daily life. In addition, the use of technology and social media as a means to introduce, teach, and promote traditional culture to the wider community, especially the younger generation, is very important so that the culture remains relevant and appreciated. Sustainable preservation and involving all levels of society can ensure that traditional culture survives, develops, and continues to be an important part of the life of modern society (Roseland., 2020). As a nation rich in cultural heritage, we have a

responsibility to maintain and preserve this culture so that it can be passed on to future generations.

The role of the millennial generation in preserving traditional culture through social media still requires a deeper understanding (Sudarsan *et al.*, 2020). Although millennials are increasingly active in promoting traditional culture through various digital platforms, there are still doubts about whether their involvement is just a trend or can have a significant impact in the long term. Many parties question whether the activities carried out by the millennial generation can contribute to cultural preservation or are only temporary without providing sustainable changes. This research aims to explore the role of the millennial generation in the preservation of traditional culture through social media and to assess its impact on the preservation of this culture in the digital era (Owiny *et al.*, 2024). The main focus of this research is to understand the extent to which the millennial generation is involved in introducing and preserving traditional culture through social media, as well as how their efforts affect the survival of culture in the midst of rapid technological development and globalization.

It is important to explore various forms of involvement of the millennial generation in the digital world, such as the creation of cultural content, cultural preservation campaigns, and the integration of traditional culture in various formats that are more modern and easily accessible to global audiences (Mihelj *et al.*, 2019). This research will also examine whether these efforts are just a fleeting trend or whether they really make a long-term contribution to the introduction and preservation of traditional culture, both at the local, national, and international levels. One aspect that needs to be considered is how social media, as the main means of communication for the millennial generation, can function as an effective tool in introducing traditional culture to the wider community (Sogari *et al.*, 2017). On the other hand, it is also necessary to consider the challenges faced in maintaining the essence and philosophy of traditional culture so that it is not distorted just to attract the attention of the audience.

The study will also identify factors that encourage or hinder millennials in their efforts to preserve traditional culture through social media (Novianti *et al.*, 2024). Factors such as understanding of culture, cultural awareness, and the relevance of traditional culture in modern life will be analyzed to provide a more comprehensive picture. It is hoped that this research can provide useful insights for various parties, both the government, educational institutions, and cultural communities, in formulating more effective strategies to preserve traditional culture in the digital era. With a better understanding of the role and impact of the millennial generation, the preservation of traditional culture is expected to remain relevant and develop as the times progress.

## **METHODOLOGY**

This study uses a quantitative approach with descriptive and inferential design to analyze the role of the millennial generation in the preservation of traditional culture through social media, by using the Structural Equation Modeling (SEM) method and SmartPLS software to test the relationship between variables. The research sample consisted of 150 respondents who were selected by purposive sampling, with the criteria of being 18 to 40 years old, actively using social media, and having knowledge or interest in traditional Indonesian culture. Data was collected through an online questionnaire with a 5-point Likert scale to measure related variables, such as the role of social media in cultural preservation, the millennial generation's commitment to traditional culture, and the influence of social media on cultural knowledge and identity. Data analysis was

carried out with SmartPLS, including validity and reliability tests, hypothesis tests using bootstrapping techniques, and goodness of fit tests to evaluate the model's suitability with the data. The hypotheses tested include: (1) the use of social media has a positive effect on the understanding of traditional culture, (2) social media plays a significant role in increasing the commitment of the millennial generation to cultural preservation, and (3) cultural preservation through social media has a positive effect on the pride and national identity of the millennial generation. This research is expected to provide insight into the contribution of social media in preserving traditional culture and strengthening cultural identity among the millennial generation.

## RESULTS AND DISCUSSION

**Table 1. Validity Test**

Variabel	Indikator
X1.1	0,920
X1.2	0,748
X1.3	0,842
X1.4	0,920
X1.5	0,726
Y.1	0,862
Y.2	0,766
Y.3	0,885
Y.4	0,838
Y.5	0,912
Z.1	0,890
Z.2	0,952
Z.3	0,926
Z.4	0,771
Z.5	0,917

Source : SmartPLS Data Processing, 2024

Based on the table provided, all indicators show a strong and significant relationship with their respective latent variables, as indicated by the loading *factor* values ranging from 0.726 to 0.952. In the X1 variable, the X1.1 and X1.4 indicators have the highest contribution with a value of 0.920, indicating that these two indicators are the strongest in representing the X1 variable. Meanwhile, the X1.5 indicator has the lowest value of 0.726, which although lower than other indicators, still meets the validity threshold, so it is still considered relevant in the model. For the Y variable, the Y.5 indicator recorded the highest value of 0.912, indicating a very dominant influence in describing the variable, while the Y.2 indicator had the lowest value of 0.766, but was still in the category of adequate validity.

In the Z variable, the Z.2 indicator has the highest *loading factor* value of 0.952, which is the largest contribution among all indicators in the table, reflecting a very strong relationship between the indicator and the Z variable. Overall, all indicators had a loading *factor* value above 0.7, which is a common threshold for convergence validity, with only one indicator (X1.5) being slightly closer to the minimum value but still acceptable. This shows that each indicator used is feasible and strong enough to represent their respective latent variables, and is able to make a significant contribution to explaining the model as a whole. The Z.2 indicator stands out as the indicator with the strongest contribution, reflecting its very important role in describing the Z variable.

Table 2. Table Of The Results Of The Analysis Of The Relationship Between Latent Variables In The Structural Model

Variable	Original (O)	Sample Mean (M)	Standard Deviation (STDEV)	T Statistics ( O/STDEV )	P Values
Millennial Generation -> Social Media	0,467	0,470	0,075	6,249	0,000
Millennial Generation -> Traditional Culture	0,356	0,359	0,088	4,061	0,000
Social Media -> Traditional Culture	0,665	0,665	0,051	13,088	0,000

Source : SmartPLS Data Processing, 2024

The results of the path analysis showed that all relationships between variables had a positive and significant influence. The relationship between the millennial generation and social media has a path coefficient value of 0.467, with a *t-statistic* value of 6.249 and a *p-value* of 0.000, which shows a significant relationship at a confidence level of 95%. In addition, the millennial generation also has a positive influence on traditional culture with a path coefficient value of 0.356, *t-statistic* of 4.061, and *p-value* of 0.000. Although the influence is smaller than the influence of the millennial generation on social media, these results still show that the millennial generation has a meaningful contribution to the preservation of traditional culture.

On the other hand, the relationship between social media and traditional culture has the strongest influence compared to other relationships. With a path coefficient value of 0.665, a *t-statistic* of 13.088, and a *p-value* of 0.000, this relationship shows that social media has a very important role in connecting traditional culture with the millennial generation. Social media serves as a bridge that strengthens the appreciation and preservation of traditional culture in the midst of technological developments and social changes. Thus, social media is the main factor that supports the connection between the millennial generation and traditional culture.

## DISCUSSION

Social media plays a very important role in facilitating the preservation of traditional culture, especially among millennials who are very familiar with digital technology (Halimatus & Mahid., 2023). Based on the findings in this study, social media has evolved into a major channel for millennials to explore and introduce various aspects of traditional culture to a wider audience. Platforms such as Instagram, YouTube, and TikTok allow users to share content that is not only entertaining, but also educating the public about local culture, including traditional dances, music, art, languages, culinary, and traditional ceremonies. Millennials are using social media to introduce their culture in creative and engaging ways, which includes making tutorial videos, cultural documentation, and live art performances (Nicolaou., 2021). This cultural content is often packaged in an easy-to-understand visual format, so it can attract the attention of young audiences who tend to be more interested in dynamic and interactive content. The use of social media for cultural preservation also creates opportunities for millennials to better understand and appreciate their own cultural richness, which may have previously been less known to a wide audience (Licsandru *et al.*, 2019).

Using social media, global audiences have the opportunity to get to know more about traditional cultures, which were previously limited to a certain scope or only known by local communities (Okazaki *et al.*, 2023). Digital platforms allow traditional cultural content to spread faster and wider, reaching people from different backgrounds and geographic regions. Interaction between content creators and audiences through comments, sharing, and hashtags allows for dialogue that enriches understanding of the culture. The use of social media also opens up opportunities to build a community that cares about cultural preservation. The millennial generation is not only passive consumers, but also content producers who can encourage awareness and interest in traditional culture (Serazio., 2020). This allows the creation of a collective movement that introduces and promotes culture at the global level, strengthening relations between nations through understanding and respect for cultural differences.

The challenge faced in using social media for the preservation of traditional culture is to keep the content disseminated authentic and not distorted. Traditional culture must be presented in the right way and contain deep meaning and value, without changing its essence for purely commercial purposes (Lenzerini., 2021). Therefore, it is crucial for content creators to deeply understand the culture they share and convey it in the right way. Efforts to preserve culture through social media also require collaboration between various parties, such as local communities, cultural institutions, government, and education. Cultural campaigns on social media can invite people to participate in broader activities, such as cultural festivals, art exhibitions, or workshops on traditional culture. In this way, public awareness of the importance of cultural preservation will increase, and the preservation of traditional culture will become part of a common identity.

Overall, social media has great potential in preserving traditional culture, both at the local and global levels. With the right use, social media not only functions as a tool of entertainment, but also as an effective educational means to introduce and maintain traditional culture in the ever-evolving digital era. The advantage of social media in preserving traditional culture lies in its ability to disseminate information quickly and widely to diverse audiences (Boyd., 2020). Digital platforms such as Instagram, YouTube, TikTok, and Facebook allow cultural content to be disseminated in the form of short videos, live broadcasts, and photos that can be reached by many people instantly. This provides a great opportunity for traditional cultural actors to showcase their cultural practices to audiences who may not have direct access to the culture, either due to geographical, social, or cultural limitations.

The visual and interactive features present on social media allow traditional culture, which is rich in historical and philosophical value, to be packaged in an attractive and relevant way to the needs of the times. For example, art performances, dances, music, traditional ceremonies, and the process of making traditional handicrafts can be recorded and shared in video or photo formats that are easy to understand and enjoy by a global audience (Aljaberi *et al.*, 2021). This allows audiences from different parts of the world to enjoy and understand the culture without having to visit the original location. Social media also allows for dialogue and direct interaction between cultural actors and audiences, which strengthens mutual understanding and appreciation for cultural diversity. The commentary, share, and hashtag features allow traditional cultural information to spread more quickly and widely, reaching individuals who may not have known the culture before. This opens up opportunities for more effective cultural preservation and encourages more inclusive cultural exchanges (Liagat *et al.*, 2021).

In the context of globalization, social media plays an important role in maintaining the diversity of traditional cultures. Globalization often brings with it the dominance of certain cultures that are more technologically and economically advanced, which can threaten the survival of traditional cultures (Crane., 2020). Social media, with its wide reach, is an effective tool to counter cultural homogenization by introducing and educating the public about the richness of local cultures that may be forgotten or unknown. The presentation of traditional culture in an interesting way can foster a sense of pride and collective awareness of the importance of preserving and preserving cultural heritage. Social media also provides an opportunity for cultural communities to update the way they communicate with audiences. Traditional cultural practices that were previously only shown in certain events or in a limited scope, can now be accessed and studied by anyone, anytime, and anywhere (Singer., 2020). Therefore, cultural preservation through social media is not only about disseminating information, but also how the information is packaged so that it remains relevant to the development of the times without losing its essence. Overall, social media plays an important role in introducing, preserving, and developing traditional culture in the digital era. Social media allows traditional cultures to survive and thrive in an increasingly connected global context, making them an integral part of a shared identity that must be maintained and preserved.

One of the main challenges in preserving traditional culture through social media is how to present the culture authentically in cyberspace. Social media, which tends to prioritize fast consumption and entertainment, often forces traditional culture to be presented in a more "light" format and adapted to digital tastes. For example, traditional dances or ceremonies that have deep meaning are often presented in short videos or separate clips, which focus solely on entertainment without including the context or philosophy that accompanies it. This risks causing the audience to only understand the culture superficially, without being aware of the values contained in it. This simplified presentation format can also obscure the diversity of traditional cultures. Many cultures have variants based on specific regions or ethnic groups, and when those cultures are presented in an overly simplified form, the uniqueness of each tradition can be lost. Over-presentation in a homogeneous form can cause the audience to lose understanding of the cultural diversity that exists. Therefore, while social media offers a wide range of opportunities to introduce culture, it often fails to convey the complexity and depth of values that exist in each tradition.

Another challenge is to maintain a balance between entertainment and education. To attract the attention of audiences accustomed to light and fast content, a lot of cultural content is presented in a way that prioritizes the entertainment side, without providing sufficient explanation of the meaning or philosophy of the culture. In order for traditional culture to remain authentic and preserved, it is important for content creators to continue to introduce historical values, philosophies, and cultural contexts in a way that is engaging yet still in-depth (Seraj., 2022). This will ensure that traditional culture is not only understood visually, but also appreciated in a broader context and preserved for future generations.

## 2. Challenges of Authenticity and Cultural Commodification

The presentation of traditional culture through social media often faces a dilemma between preservation and commodification (Evens & Hauttekeete., 2021). A lot of cultural content shared on digital platforms tends to be focused on entertainment and engaging visuals, in order to capture the attention of a wider audience. Traditional dances



or traditional ceremonies, which previously had a specific spiritual meaning and purpose, are now often posted without adequate explanation of the cultural context or the values contained within them. Culture is often presented only to attract attention or get "likes", rather than being a means of educating and preserving traditions. This cultural commodification can cause traditional culture to lose its essence. When culture is only seen as an economically profitable consumption product, as in the case of viral videos or cultural products marketed for sale, there is a risk that the core values contained in that culture are neglected. It can also affect the understanding of millennials, who, despite being interested in and engaged with the culture, lack understanding of the true meaning of the tradition. Culture presented without depth of meaning and context can give rise to misunderstandings about the philosophy and purpose of cultural practices themselves (Beech., 2023). For this reason, it is important to maintain a balance between using social media to attract the attention of the audience and ensuring that traditional culture remains respected and presented in an authentic way. The content presented needs to be supported by education that explains the meaning and importance of each element of culture. This will help the audience gain a deeper understanding of the culture they consume, as well as ensure that these cultural values are maintained and preserved for future generations.

### 3. Learning and Education as the Key

Education plays a very important role in strengthening the role of the millennial generation in preserving traditional culture, especially through the use of social media. Social media has great potential as an educational tool, but in order to be effective, it is necessary to carefully monitor and curate content to avoid information distortion. Many cultural actors, such as artists, artisans, and cultural figures, are beginning to utilize digital platforms to do more than just showcase their work. They use social media to teach audiences, especially the younger generation, about the process of making works, historical values, and the philosophy that underlies certain cultures. This opens up space for more in-depth and applicable learning about local culture. In addition, various online education platforms now also offer courses on local culture, regional languages, and traditional skills that are increasingly rare.

These courses serve as a link between the virtual world and real cultural practices, providing an opportunity for millennials to access and learn things that are not only limited to theoretical knowledge, but also to practical experience (Dreher *et al.*, 2019). This initiative is important in providing insight to the younger generation, who may not have direct access to the cultural experience in their daily lives. Cultural experiences presented through digital platforms can provide a more comprehensive understanding of the rich local culture, while enriching their cultural identity. The government and educational institutions also play an important role in creating programs that can increase public knowledge and awareness about cultural preservation. Campaigns through social media or digital-based educational programs can introduce cultural values to a wider audience in an engaging and accessible way. Collaboration with influencers and content creators on social media can strengthen these efforts, as they have a wide reach and ability to convey information in a way that is relevant to millennial and Gen Z audiences.

### 4. Positive and negative influences on cultural literacy

Social media provides a great opportunity for the millennial generation to play a role in popularizing traditional culture. Many accounts now promote traditional arts, crafts, music, dance, and cuisine, reaching a wider audience. In addition, the millennial generation can also participate in cultural preservation by actively promoting local cultural activities, such as cultural festivals, traditional art exhibitions, and traditional

ceremonies that are often held in various regions. By sharing such content, they can attract the attention of people who may not have previously known or appreciated the existing cultural diversity. This not only provides benefits for cultural preservation, but also introduces Indonesia's cultural wealth to the world. However, while social media can have a positive impact, there are also downsides to be aware of. The content presented on these platforms is often not equipped with a deep understanding of the values embodied in the culture (Seaver., 2017).

Presenting culture in a short and concise form, without providing enough context, can lead to a decrease in appreciation of the values and meanings that should be maintained. Millennials who only access traditional culture through social media, without experiencing or engaging in the practice of that culture, may only see it as entertainment or a lifestyle trend (Helal *et al.*, 2018). In fact, traditional culture should be seen as an important part of a nation's identity and history, which goes beyond the mere aspect of entertainment. These negative impacts can lead to a superficial understanding of traditional culture, which can reduce respect for ancestral heritage. Therefore, it is important to ensure that the content shared on social media about traditional culture is not only visually appealing, but also educationally insightful. By providing adequate explanations of the cultural context, the values it contains, and the importance of preserving that heritage, social media can be a more effective tool in cultural preservation. Without sufficient understanding, the culture popularized through social media is at risk of becoming commodification that reduces its depth and meaning.

## CONCLUSION

Overall, social media has great potential in introducing and promoting traditional culture to the millennial generation. Platforms such as Instagram, YouTube, and TikTok provide space for local culture to be known by a wider audience, even abroad. Millennials who are familiar with technology can easily access and learn about various aspects of traditional culture, from art, music, dance, to culinary and traditional ceremonies. With visual and interactive content, social media is able to attract the attention of a larger audience, arouse curiosity, and raise awareness of the importance of preserving cultural heritage. However, to ensure that social media functions properly in preserving traditional culture, it needs to be balanced with the presentation of authentic and educational content. Without a careful approach, culture can be distorted and perceived as mere entertainment, losing its deeper values and meanings. In order for the millennial generation to truly appreciate and understand traditional culture, it is necessary to have in-depth education about the history, philosophy, and role of this culture in daily life. Collaboration between cultural actors, governments, and educational institutions through social media can ensure that traditional culture is promoted in a way that respects its original and deep essence, while maintaining its sustainability in the digital age.

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