THE DIGITALIZATION OF CULTURE THROUGH ASSISTANCE IN CREATING THE PURANA JERO PANDAK WEBSITE, PANDAK GEDE VILLAGE, TABANAN

I Komang Try Adi Stanaya[1*], Anak Agung Ayu Meitridwiastiti[2], I Gusti Bagus Agung Kusuma Atmaja[3], Komang Ari Setya Dharma[4], I Gde Jananuraga Susena[5], Katharina Diaz[6]

[1]Institut Seni Indonesia Denpasar, Denpasar, 80235, Indonesia
[2,3,4,5,6]Institut Teknologi dan Bisnis STIKOM Bali, Denpasar Selatan, 80221, Indonesia
[2]

stanayart@gmail.com, *agungayumey23@gmail.com*,
agungkusumaatmaja@yahoo.com, *setyadharma6@gmail.com*,
igdejananuraga@gmail.com, *ninadiaz003@gmail.com*

Talking about culture cannot be separated from a legacy of past life passed down from generation to generation. Culture is a key element and plays an important role in sustainable living. It is an integral part of life in every country, shaped by the environment, social situations, and economic factors. The function of culture goes beyond serving as an identity; it also acts as a lifestyle and a guide for society. Today, culture is known personally by its owners and can be widely recognized by anyone through technological intermediaries. In this regard, technology is inseparable from the language used in its presentation. With technological advances, language and culture can be significantly shaped and transformed. The Jero Pandak family owns cultural artifacts, namely the *Purana* Jero Pandak and *keris* (traditional Indonesian daggers). The *Purana* Jero Pandak tells the origins of the family's ancestors, who possess 13 *keris*. The community partner aims for this cultural heritage to be recognized by the older or previous generations and serve as a means of education or learning about history and cultural heritage for the younger generation of the Jero Pandak family and society in general. This is expected to enhance understanding of the family's history and the details of the keris they own. Through digitalization in the form of a website, it is hoped to positively introduce this cultural heritage and highlight the importance of preserving and maintaining cultural aspects from extinction due to the younger generation's lack of knowledge. This community service activity aims to document the *purana* and *keris* that have been passed down in digital form via a website. Through this community service, there is a positive change in education and communication regarding the origins and history of the ancestors of the extended family. This is expected to lead in a more advanced, connected, and inclusive direction.

Keywords: Purana, Keris, Website, and Digitalization

INTRODUCTION

The word *Purana* comes from the words "Pura" and "Ana," which combine to form the word *Purana*. "Pura" means ancient or from ancient times, and "Ana" means to tell. Therefore, *Purana* refers to ancient history. The *Purana* contains stories of gods, kings, and ancient sages. *Purana* also means ancient stories, storytellers of history, or a collection of stories. The word "pura" in *Purana* has two meanings: what has passed and what is yet to come. Scholars who do not fully understand this secret are often surprised when they read about the future kings (world leaders) described in the *Purana* texts. (Titib, 2004)

The *Purana* is a collection of stories about the validation of laws, religious ceremonies, the principles of life, songs, dances, dramas, paintings, governance, the rights and obligations of citizens, customs, health, and much more. The *Purana* aims to present the sources of good and evil. Doing good leads to *swarga loka* (heaven), while doing evil leads to *neraka loka* (hell) (Nala & Wiratmadja, 1991). The various contents of the *Purana* reflect highly imaginative thinking, containing universal truths about humanity as its foundation. The word *Purana* means old. This term is used to name a type of book that contains stories and descriptions of traditions that were prevalent in ancient times. In terms of its form and nature, the *Purana* is essentially an *itihasa* (historical text) that records past events with historical significance.

The *keris* is a type of art object created using metallurgy technology, and it is also a work full of artistic touches, high artistic quality, and significant aesthetic value. The *keris* serves as a language of expression, capturing various aspects of human life. A complete *keris* consists of three main parts: the blade (*wilahan*), the sheath (*warangka*), and the hilt (*danganan*). Only when these three parts are combined can it be called a *keris*. The anatomy of a *keris* is divided into three main sections: the blade, the sheath, and the hilt.

Regarding blade shape, the *keris* can be classified into two types: the straight blade (*keris lurus* or *leres*) and the wavy blade with curves (*luk*). The carving or embellishment, which includes the *deder*, *jejer*, or *handle*, is an essential part of the *keris* as it serves as the grip for the hand. The carving is crucial because, without it, the *keris* would appear less beautiful and could be uncomfortable or even dangerous to hold, as it might injure the hand. Among the various components of the *keris*, the most prominently displayed part is the sheath (*warangka*). The *warangka* is a protective cover, sheath, or guard for the *keris* blade.

Keris is one of Indonesia's cultural heritages that needs to be preserved, in this era *keris* has benefits and functions as a symbol of family ties, a sign of service, social status, accessories and even as a weapon with its value. The results of forging metal in the form of weapons can be said to be *keris* if they meet several criteria, including the manufacturing process by forging, *keris* has two main parts, namely the *keris* blade (including the *pesi* part) and the ganja part, the *keris* blade must always make a certain angle to the ganja so that the position of the blade looks tilted or inclined (Harsrinuksmo, 2004). *Keris* is one of the sharpest weapons with the most parts of anatomy in the world, followed by Katana, the weapon of the Samurai in Japan. This shows that the ancestors of the Indonesian nation already had a high civilization, so they could create a sharp weapon that had very detailed and beautiful parts.

Today's technology can serve as a medium of expression for culture and the language used to convey it. This also relates to how interactions are conducted, which can influence society's values, language, and culture. However, technology can also widely introduce cultural heritage personally and publicly. Art that utilizes digital tools and social media is an example of using technology to create contemporary culture. However, technological advancements can also lead to ethical conflicts in social life, influencing cultural values and norms. Therefore, there is a need for an appropriate platform to preserve cultural heritage while leveraging modern technology. The issue of ethics in social media reflects how technology can affect

cultural values and norms. A website is an information page provided via the internet that can be accessed worldwide as long as it is connected to the internet. A website is also a component or collection of text, images, sound, and animation, making it appealing to visit (Supri et al., 2022). In this digital era, using websites as a medium for branding and promotion has several advantages (Ratnawati et al., 2023). In the current digital age, technology, particularly websites, is very useful for providing extensive information to attract visitors (Komalasari, 2020).

The partner in this activity is the extended family (*Pasemetonan*) of Jero Pandak, who owns the *Purana* and 13 *keris* stored in a storage building. The partner's address is Jl Raya Tanah Lot, Kediri, Tabanan. As a partner, the extended family wishes for this cultural heritage to be known by future generations. The effective dissemination of information is a crucial aspect of the knowledge and preservation of sustainable cultural heritage. With the official Jero Pandak website, the extended family will have easy and quick access to important information about their ancestors' origins or history and learn about their cultural heritage, including the 13 *keris* that are still carefully maintained and regularly undergo cleansing ceremonies.

The digitalization of culture through the assistance in creating the Purana Jero Pandak website is expected to apply knowledge related to information technology within the activities of the Jero Pandak family. Essentially, activities conducted through the website serve as a way to showcase the existence of the partner, the extended Jero Pandak family, so that the public can learn about the various activities the family has undertaken through a website accessible to anyone, anytime. This aligns with the needs of the community, in this case, the extended family, to obtain information quickly and easily, as information has become a necessity for society today, playing a vital role in educational activities and other purposes. The knowledge gained from this community service initiative is hoped to provide new enthusiasm for the partner to share knowledge and motivation and contribute to the wider community.

PROBLEM STATEMENT

The partner, who possesses a *purana* and cultural heritage in the form of carefully preserved *kris*, requires a digital platform to provide information about the family's historical origins to the extended family. Therefore, there is a need for assistance in building a website by selecting a platform or content management system that suits the partner's needs and capabilities and sustainable content management. This necessitates support in optimizing website usage and overcoming potential challenges that may arise during management. The partner, a large family comprising various generations—old and young—faces unique challenges in using digital content such as a website. This makes it essential to design website content that is intuitive, easy to navigate, and responsive so that different generations and the general public can access it.

The community service team's solution to the partner's issue is to create a web-based information system that can share information about the family's history, activities, and cultural heritage. This includes training and assisting in developing the *Purana* Jero Pandak website, helping to enhance the capacity of the extended family's human resources to manage and update the website content independently.

METHODOLOGY

Work Procedure

The work procedure for this activity is outlined in Figure 1. The first step in the community service activity is to conduct a briefing with the partner regarding the planned activities. This is followed by the main activity, which is assisting in the creation of the website. The final stage is the evaluation of the implementation of the training activities that have been conducted.
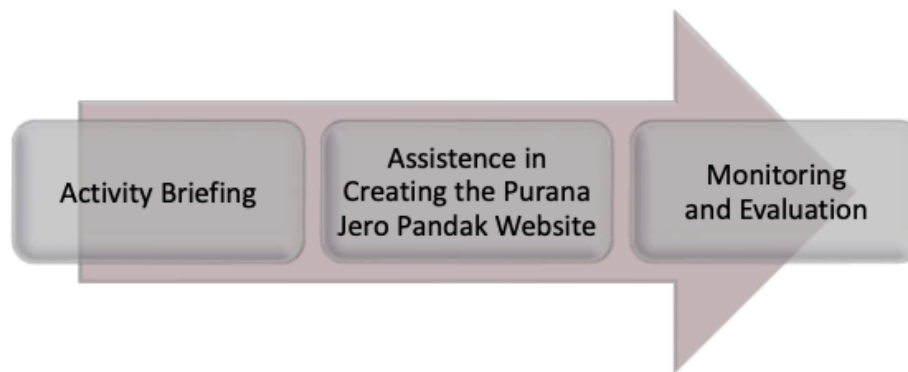
Figure 1. Work Procedure

Activity Plan

Based on the work procedure outlined in Figure 1, the planned activities for this community service project are as follows:

1. Conduct a site survey and provide a briefing on the objectives of the community service project, as well as explain the activities to be carried out during the training and the goals to be achieved.

2. Assisting in creating the Jero Pandak website to digitally document the cultural heritage to introduce it positively so that the partner can preserve and maintain their cultural aspects communally.

3. The next activity evaluates whether the assistance aligns with the goals and objectives.

Partner Participation in Community Service

In this community service training activity, the partner is expected to play an active role and contribute in the following ways:

1. The partner, represented by Jero Pandak's extended family, will prepare participants and the venue for assistance and training activities.

2. The implementation team will provide the necessary technology, such as laptops and human resources, for the community service activities.

Method for Creating the *Purana* Jero Pandak Website

The choice of method for developing the *Purana* Jero Pandak website is based on the suitability of the process stages, which have undergone various considerations, primarily technical aspects of system development. Therefore, the community service team has agreed to use the Multimedia Development Life Cycle (MDLC) methodology to create the *Purana* Jero Pandak website.

The Multimedia Development Life Cycle (MDLC) includes several stages in developing the *Purana* Jero Pandak website, such as: Concept; Design; Material Collecting; Assembly; Testing; and Distribution. Each stage of the MDLC method has specific scopes and focal points, supporting the process of creating interactive media (Stanaya et al., 2023), particularly in the form of the *Purana* Jero Pandak website.
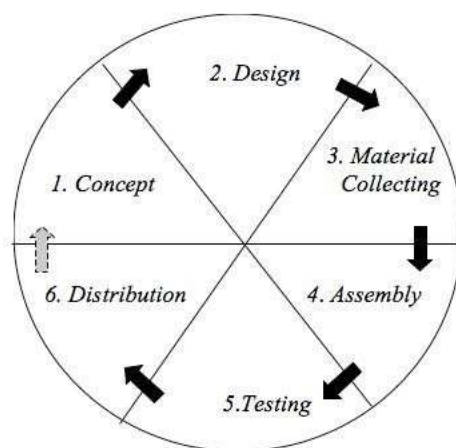
Figure 2. The Multimedia Development Life Cycle (MDLC) Method

The first stage, concept, involves detailed formulation of the foundational elements for creating the *Purana* Jero Pandak website. The main focus of this stage is to produce a comprehensive website concept, including definitions, scope, menus, and features.

The second stage, design, involves creating the website based on the concept flow. This stage's main focus is producing the website design, covering the entire process from the initial to the final stages.

The third stage, Material Collecting, involves gathering details needed to support and complete the website. The main focus of this stage is to produce diverse data materials, such as supporting images, documentary videos, survey results, and other data that will be processed and developed into digital content.

The fourth stage, Assembly, involves executing the detailed concept and design, where various data sources are integrated to create the website. The main focus of this stage is developing the complete *Purana* Jero Pandak website and implementing the interactive and informative digitalization concept.

The fifth stage, testing, involves evaluating the website's usability. The main focus of this stage is to assess the website's performance and gather direct feedback from users to refine and enhance the *Purana* Jero Pandak website according to user needs.

The sixth stage, Distribution, occurs once the website has been fully updated to meet user requirements and function effectively. The main focus of this stage is to distribute the completed website to the wider public, particularly to Jero Pandak's extended family. Distribution is done through direct access to the *Purana* Jero Pandak website, with testing conducted on a local host.

RESULTS AND DISCUSSION

The results of the community service activity involving the digitalization of culture through the creation of a website for Purana Jero Pandak are as follows:

Activity Schedule

The schedule of the community service activities conducted for the Pasemetonan Jero Pandak is outlined in Table 1 below:

Table 1. Activity Schedule

NO.	Activity Schedule	Implementation Schedule
1.	Activity Briefing	October 3, 2023 (11:00 AM - 3:00 PM WITA)
2.	Assistance in Creating the Purana Jero Pandak Website	October 19, 2023 (10:00 AM - 5:00 PM WITA)
3.	Monitoring	November 30, 2023
4.	Evaluation	December 5, 2023

Activity Briefing

Our community service team conducted an in-depth needs analysis by actively communicating with representatives of the extended family (*Pasemetonan*) Jero Pandak in Desa Pandak, Pandak Gede Tabanan. We aimed to understand their primary needs related to the rapid, accurate, and accessible dissemination of information about the family's origins, ancestral history, and cultural heritage, including the collection of *keris*.

This understanding helped us formulate an appropriate strategy and plan for the assistance. We held a briefing with a team of information technology experts and web developers to introduce our activities. During the briefing, we introduced the team and provided information about the community service project's background, targets, and objectives. We then discussed the mechanisms of the assistance to be provided.

Figure 3. Activity Briefing

Assistance in Website Development

Next, in collaboration with the community service partner and the extended family representatives, we provided comprehensive initial assistance. This guidance included a fundamental understanding of information technology, content management systems, web design, and website security. After the initial assistance, we and the partner began developing a functional and responsive *Purana* Jero Pandak website. The community service team selected a platform that suited the partner's needs and capabilities and designed an attractive, user-friendly interface.

Figure 4. Initial Assistance in Website Development

In this process, we provided ongoing technical assistance to the partner, ensuring they were actively involved and understood the steps in building their own *Purana* website. Following this, we provided guidance on how to manage website content effectively. The partner was given training on creating relevant and engaging content, scheduling content updates, and best practices for managing information. During this phase, we offered continuous guidance and technical support to ensure the partner could independently manage and update the website's content. Given that information on a website is dynamic and subject to constant change, it is expected that the partner will be able to maintain the website's appearance and manage and update its content independently.

While implementing the community service activities, the team provided ongoing support in managing the developed website. Additionally, regular evaluations and monitoring were conducted to ensure the successful implementation of the Jero Pandak website and the effectiveness of the assistance provided. We collected feedback, suggestions, and additional inputs from the partners, who were the family representatives, to enhance the website's functionality. The team also addressed any issues that arose during the website's management.

Figure 5. Content Management Assistance

The MDLC Method has successfully resulted in the creation of the Purana Jero Pandak website, which can be accessed at jeropandak.com.

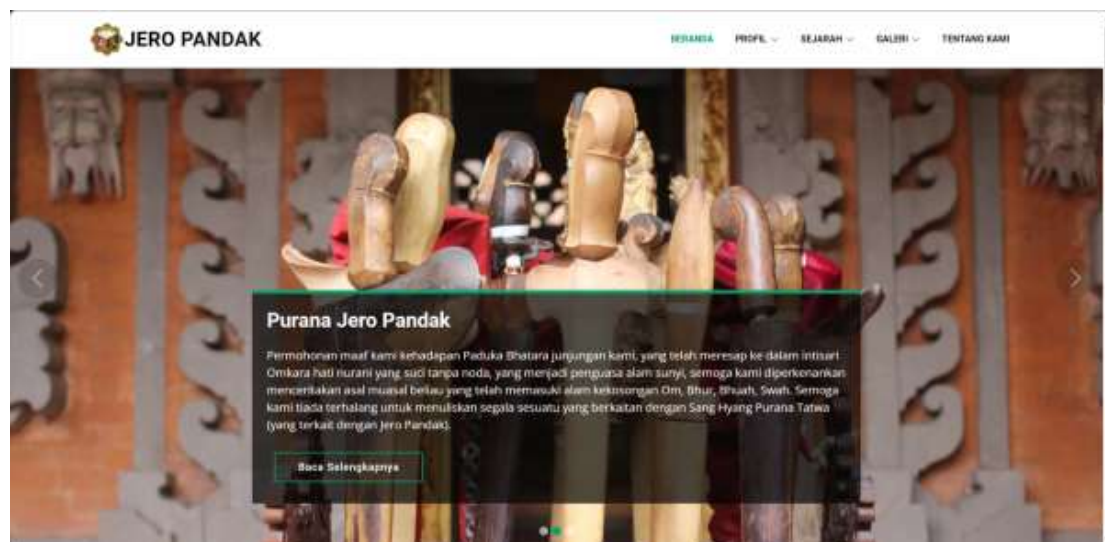The website's appearance can be seen in the following image.

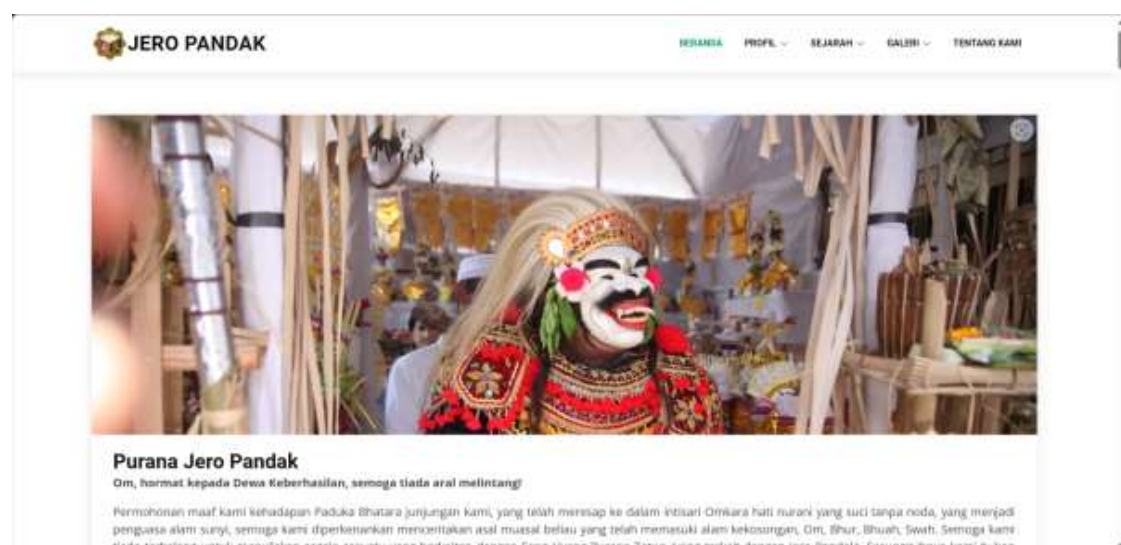Figure 6. Homepage of the Website

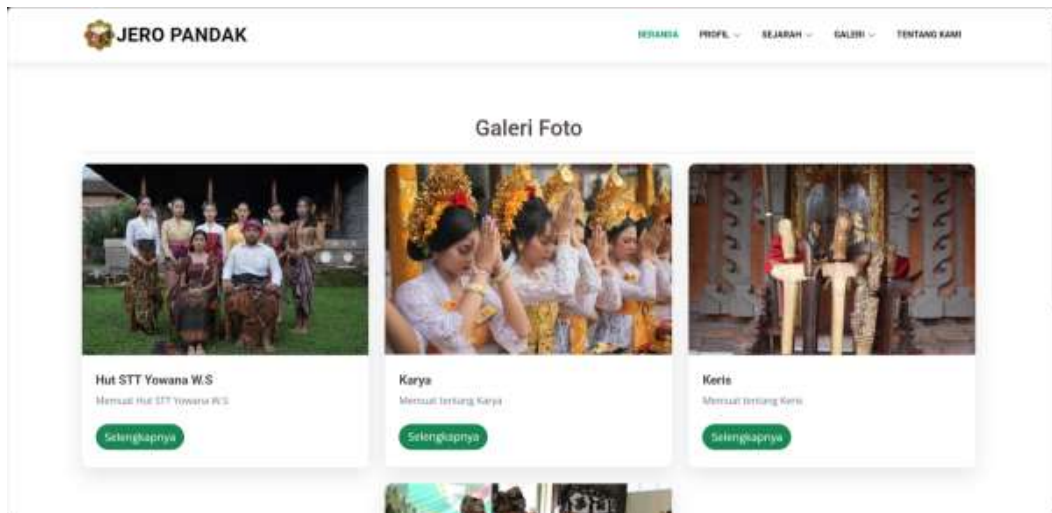Figure 7. Purana Jero Pandak Page

Figure 8. Photo Gallery and Activities Page

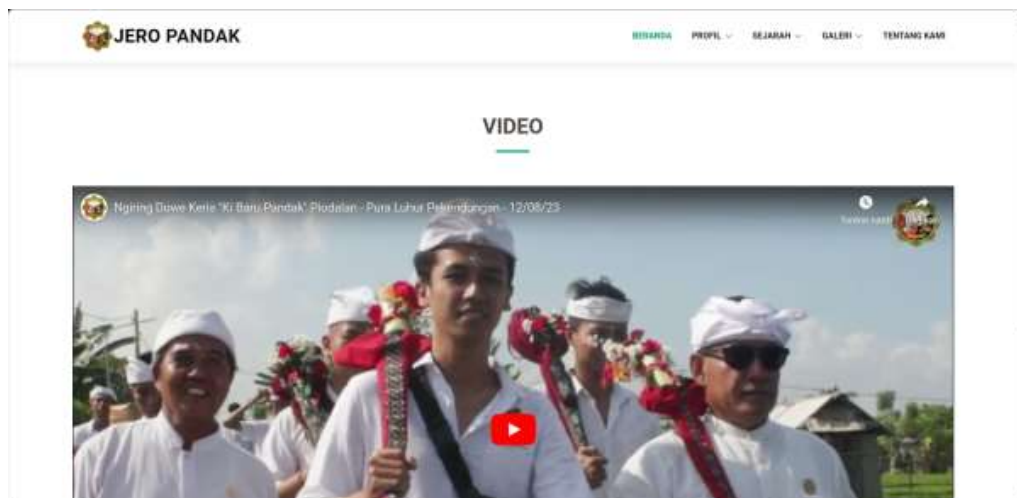Figure 9. Babad Arya Telabah Page
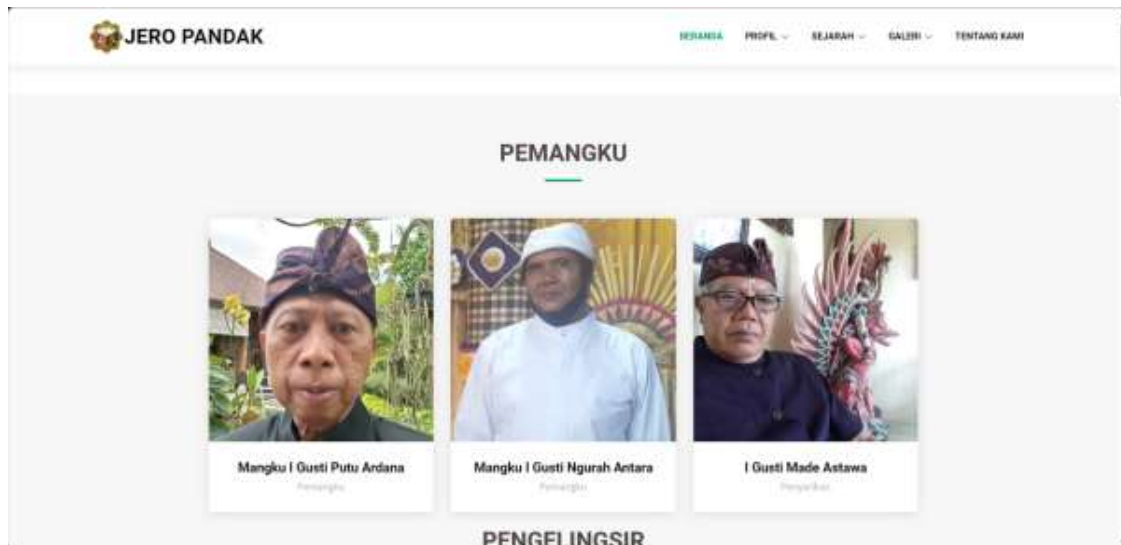

Figure 10. Video Page
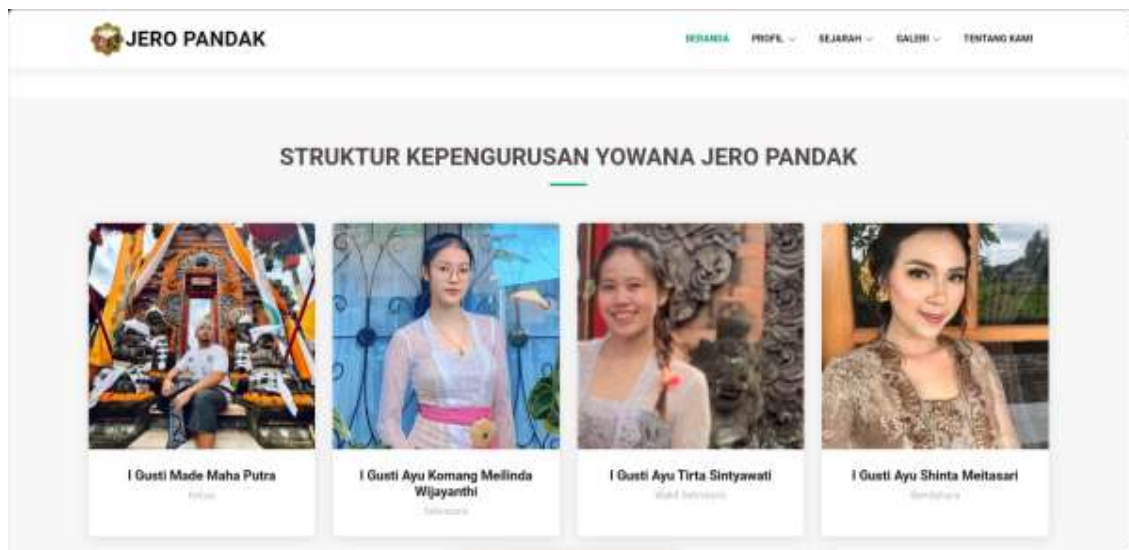
Figure 11. Jero Pandak Structure Page

Figure 12. Yowana Jero Pandak Page

During the community service activities, the team conducted regular evaluations and monitoring to ensure that implementing the Jero Pandak website and the assistance provided met expectations. The team monitored the project by responding to feedback from the partner and addressing any issues that arose during the website's management. Through this process, we observed a significant improvement in information accessibility, family participation, and the efficiency of disseminating information about the *Purana*, history, origins, and cultural heritage of the family. The most important outcome of this community service is successfully creating the *Purana* Jero Pandak website, which functions effectively. The website has become an essential source of information for the entire family and the general public interested in learning about the Jero Pandak community.

Monitoring and Evaluation

Monitoring and evaluation were conducted to assess the partner's understanding of the assistance provided and how effectively they could implement the material to benefit from the support.

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Based on the evaluation results, the community service activity involving helping create the Purana Jero Pandak website received positive feedback from the representatives of the Jero Pandak family.

Evaluation results: If the evaluation results are presented in the form of a pie chart, they will appear as follows:
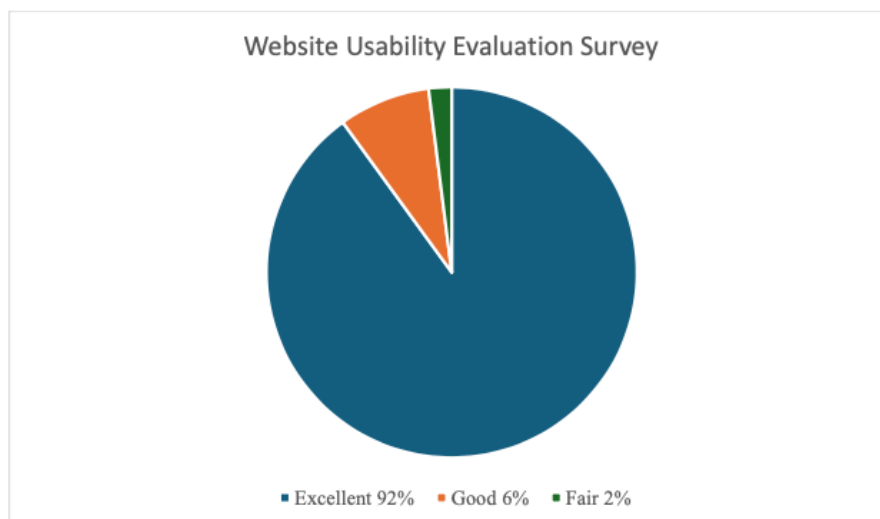

Figure 13. Website Usability Evaluation Survey

Of the 78 respondents who evaluated the Purana Jero Pandak website, the results visualized in the pie chart are as follows: 92% rated the website performance as Excellent, 6% rated it as Good, and 2% rated it as Fair.

The partner was enthusiastic about participating in the support activities and felt that the assistance was valuable in positively introducing the cultural heritage and emphasizing the importance of preserving and maintaining cultural aspects to prevent their loss due to generational ignorance. The community service activity successfully achieved its main goal: to disseminate information about the family's origins and history by creating the website. Jero Pandak now has improved information accessibility for both the family and the general public. This is anticipated to lead to increased family participation and sustainable website content management.

CONCLUSION

From the community service activity conducted, the project of Digitizing Culture through the Creation of the *Purana* Jero Pandak Website proceeded smoothly, as evidenced by the positive response and appreciation from the partner during the support activities. This assistance provided additional knowledge to the partner on how to digitally document the *Purana* and the inherited Keris through a website.

The implementation of the Multimedia Development Life Cycle (MDLC) method proved effective in realizing the design of the *Purana* Jero Pandak website, which applied an informative and interactive website concept. As a result, the partner and the Jero Pandak family can now understand and access various information related to the *Purana* and *Keris* in digital format.

This community service has led to positive changes in education and communication about the origins and history of the extended family. We hope this progress will continue in a more advanced, connected, and inclusive direction.

Utilizing and employing digital technology effectively means using it to its fullest potential without misusing it. A website is key for communication and interaction among the community, for transparency of public information, and for promoting tourism and cultural activities. The effective use of technology is crucial in various fields such as work, education, office environments, and government systems. This training particularly benefits the younger generation in making the most of information technology media.

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