

RESEARCH ARTICLE

**CREATIVE TRAINING IN CULTURAL PRESERVATION: REPACKAGING MENTAWAI CUSTOMARY KNOWLEDGE FOR EDUCATIONAL MEDIA AND SOCIALIZATION****Dian Hasfera¹, Zulfa², Yudas Sabaggalet³, Zahra Lathifah Marfi⁴, Indri Isdarwanti¹**¹, Universitas Islam Negeri Imam Bonjol Padang, Padang, Sumatera Barat, Indonesia², Universitas PGRI Sumatera Barat, Padang, Sumatera Barat, Indonesia³Universitas Taman Siswa, Padang, Sumatera Barat, Indonesia⁴Universitas Negeri Padang, Padang, Sumatera Barat, Indonesia**Article History**

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ABSTRACT

This community service aims to describe the process and impact of creative training in an effort to preserve culture through repackaging the indigenous knowledge of the Mentawai people into educational and socialization media. The background of this research is based on concerns about the fading of local cultural values due to the flow of globalization and the lack of documentation and delivery of indigenous knowledge to the younger generation. The method of implementing this activity is carried out to provide solutions in order to overcome partner problems. Through needs analysis, work plans, activity implementation and evaluation. Activities realized in community service include: providing material on creative training in an effort to preserve culture through repackaging the indigenous knowledge of the Mentawai people. Based on the results of technological guidance, descriptions of the results and discussions of this activity, it can be concluded that with this creative training, the Mentawai people, especially the younger generation who participated in creative training involving local artists, traditional figures, and youth, were able to create educational media such as documentary videos, cultural infographics, and interactive performances that are easy to understand and interesting for teenagers. In addition to increasing awareness of the importance of cultural preservation, this activity also encourages active community participation in the process of inheriting indigenous values. Thus, repackaging indigenous knowledge through a creative approach is an effective strategy in maintaining local cultural heritage in the modern era.

Introduction

Indonesia's cultural richness is reflected in the diversity of tribes, customs, and traditions spread throughout the archipelago. One tribe that has a unique cultural wealth and traditional knowledge is the Mentawai tribe, who inhabit the Mentawai Islands in West Sumatra Province (Fadly, 2017) (Myrna, 2007). Mentawai traditional knowledge, including traditional medicine, environmental wisdom, belief systems, and cultural arts, is a priceless heritage that needs to be preserved (Sabagalet, 2024) (Reimer, 1991). However, in the midst of modernization and globalization, the existence of local cultures such as Mentawai culture faces major challenges. The decline in interest of the younger generation in local culture, changes in lifestyle, and the lack of documentation and educational media have caused Mentawai traditional knowledge to be increasingly marginalized and at risk of being lost (Delfi, 2014) (Delfi, 2017). Therefore, preservation efforts

are needed that are not only conservative, but also innovative and adaptive to the development of the times (Anngarini, 2024).

The Mentawai Islands, located in West Sumatra, Indonesia, have a unique and diverse cultural wealth. The Mentawai tribe, as the indigenous people of this area, has a belief system, customs, and traditional knowledge that has been passed down from generation to generation (Zulfa, 2022) (Zulfa, 2023). However, along with the development of the times and the entry of foreign cultures, many aspects of this traditional knowledge have begun to erode and are threatened with extinction.

Preserving local culture is a challenge amidst the currents of modernization and globalization that are increasingly eroding traditional values (Yulia, 2018). Traditional knowledge that is passed down orally is at risk of extinction if it is not repackaged to be relevant and attractive to the younger generation. Therefore, creative efforts are needed to repackage Mentawai traditional knowledge through educational media and socialization that can reach and attract the attention of the younger generation (Yulia, 2019). That is why the community service team held this training so that the younger generation would want to preserve Mentawai customs digitally.

Creative training is one of the strategic approaches in repackaging Mentawai traditional knowledge to make it more relevant and attractive, especially for the younger generation. Through this training, local communities and related parties can be trained to process and present local wisdom in a more communicative format, such as visual media, digital, cultural performances, and interactive educational content. This effort is not only aimed at preserving culture, but also to educate the wider community and build pride in local identity (Yulia, 2019).

This approach to repackaging traditional knowledge also allows for a broader cultural socialization process through social media and other digital platforms. Thus, Mentawai culture is not only preserved in local community spaces, but is also introduced globally, increasing awareness and appreciation for Indonesia's cultural diversity.

This community service will examine the importance of creative training in preserving Mentawai culture, effective strategies for packaging traditional knowledge, and the potential of educational and social media as a means of disseminating local cultural values. Through this study, it is hoped that a sustainable approach can be found in maintaining the existence of Mentawai culture amidst the dynamics of changing times.

Mentawai is an archipelago in the province of West Sumatra. This regency consists of several large islands, including Siberut Island, Sipora Island, North Pagai Island, and South Pagai Island. The Mentawai Islands are known as the home of the Mentawai Tribe, one of the indigenous tribes of Indonesia that has a very unique and well-preserved culture, customs, and traditional knowledge.

The area of the Mentawai Islands Regency is around 6,011.35 km², consisting of:

- Land area: ± 6,011.35 km²
- Ocean area (administrative waters): much wider, reaching tens of thousands of square kilometers, because it is located in the Indian Ocean and consists of islands.

For more details, see the map of the Mentawai Islands below:

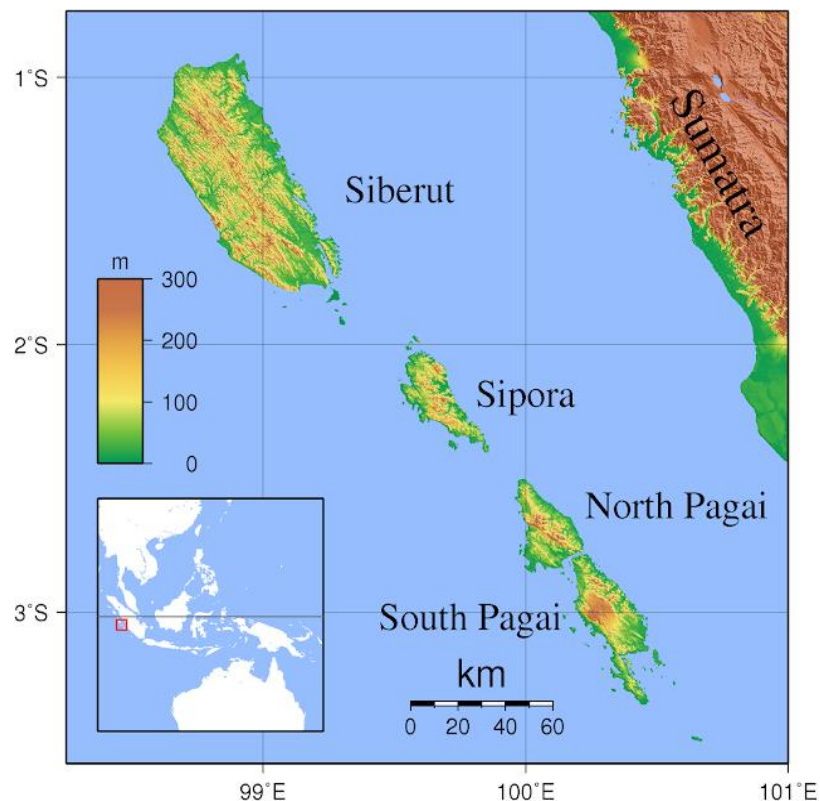


Figure 1. Map of the Mentawai Islands, West Sumatra Province (Source: Google)

This training was conducted for 6 months for students from the Mentawai Islands in the West Sumatra region. This implementation was carried out at the Citra Mandiri Foundation (YCM), a foundation engaged in the humanitarian field that cares about the environment, forests and customary lands of Mentawai (Coronese, 1986). The lack of concern of adolescents or the younger generation of Mentawai about the importance of their knowledge of their customs, therefore creative training is needed in efforts to preserve culture by repackaging the indigenous knowledge of the Mentawai people into the form of educational and socialization media (Anngarini, 2024) (Yulia, 2019). The background of this study is based on concerns about the fading of local cultural values due to the flow of globalization and the lack of documentation and delivery of indigenous knowledge to the younger generation.

Materials and Methods

The method used in this activity is a participatory approach involving indigenous communities, cultural activists, and the younger generation. The stages of the activity include:

1. Identification and Documentation: Collecting information about indigenous knowledge through interviews, group discussions, and field observations (Sugiono, 2015).
2. Creative Training: Providing training to indigenous communities and the younger generation on documentation techniques, digital content creation, and the use of social media as a means of socialization.
3. Educational Media Development: Creating documentary videos, infographics, and other digital materials that package indigenous knowledge in an attractive and easy-to-understand format.
4. Socialization and Evaluation: Disseminating educational media through digital platforms and evaluating the impact of activities on community awareness and participation.

Results and Discussion

This training activity was carried out at the Citra Mandiri Foundation (YCM) from February 22, 2025 to August 22, 2025. This creative training activity increases the capacity of local communities, especially the younger generation and cultural actors, in repackaging Mentawai customary knowledge in an interesting and relevant way through various educational and socialization media. The goal is that the cultural values contained in Mentawai customs are not only preserved from generation to generation, but can also be understood, appreciated, and disseminated to the wider community in a more modern and communicative form.



Figure 2. Presenter (Source: Zulfa Documentation)



Figure 3. Discussion of Figures, Speakers and Youth Groups (Source: Zulfa Documentation)

This training also aims to:

- Encourage active community participation in preserving local culture.
- Develop creative skills such as storytelling, visual design, video production, and the use of digital media.
- Increase awareness of the importance of documenting traditional knowledge.
- Open up creative economic opportunities based on local culture.

Thus, this training is expected to be a bridge between tradition and innovation, between ancestral heritage and current technology, so that Mentawai culture remains alive and relevant in the lives of modern society.

This activity has succeeded in producing several educational media products, including:

- Documentary video about Mentawai traditional ceremonies (<https://youtu.be/OJQLpnNecJc>).
- Infographics about the philosophy of life and belief systems of the Mentawai tribe.
- Learning modules based on Mentawai local wisdom.

In addition, the creative training carried out has succeeded in improving the skills of indigenous people and the younger generation in creating digital content and using social media as a means of cultural socialization. Active community participation in the documentation process and creation of educational media shows awareness and commitment to preserving Mentawai culture (Nurmalinda, Zulfa, 2024).

The impacts of this activity include:

- Increasing community knowledge and skills in the field of information and communication technology.
- Availability of educational media that can be used for socialization and preservation of Mentawai culture.
- Increasing public awareness of the importance of preserving local culture.

Conclusions

Creative training in repackaging Mentawai traditional knowledge through educational media and digital-based socialization is an effective strategy in preserving culture. A participatory approach involving indigenous peoples and the younger generation in the process of documenting and creating educational media can increase community awareness and participation in preserving local culture. This activity also opens up new opportunities in integrating traditional values into a learning system and social communication that is more adaptive to the development of the times.

Declaration of Conflicting Interest

The authors state that there is no conflict of interest concerning the publication of this paper.

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