

ABSTRACT

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Intergenerational Communication Adaptation in the Geo Sentra Edutainment Community in an Effort to Preserve Sundanese Culture in the Digital Age

Keywords: Communication Adaptation; Generation; Community; Sundanese Cultural Preservation; Digital Age.

(XII + 100 + Appendices)

This study aims to analyze intergenerational communication adaptation in the Geo Sentra Edutainment Community in an effort to preserve Sundanese culture in the digital age. The focus of the study is on communication adaptation, factors that drive and hinder adaptation, the meaning of digital technology for each generation, and the use of digital technology in preserving Sundanese culture. This study uses Robert K. Yin's qualitative case study approach with a constructivist paradigm. Data collection methods were conducted through in-depth interviews, observations, and documentation of informants from various generations, namely baby boomers, Generation X, millennials, and Generation Z. The theories used in this study are Burgoon et al.'s (1995) Interaction Adaptation Theory (IAT) and Davis' (1989) Technology Acceptance Model (TAM). The results show that intergenerational communication adaptation in the Geo Sentra Edutainment community occurs through adjustments in communication style, language, and communication media. The driving factors for adaptation include a shared awareness of cultural preservation and the use of digital technology, while the inhibiting factors include differences in digital literacy and the use of the Sundanese language between generations. Digital technology is seen as an effective means of communication and cultural preservation, although the level of acceptance varies between generations. The conclusion of this study shows that intergenerational communication adaptation plays an important role in maintaining the sustainability of Sundanese cultural preservation in the digital era through cultural communities.

Bibliography (1984-2025)