

## The Influence of Intercultural Communication by the Banua Niha Keriso Youth Commission on the Preservation of Nias Cultural Values in Tangerang City

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### ABSTRACT

This study examines the impact of intercultural communication by the Banua Niha Keriso Youth Commission (KNBK) on preserving the cultural values of the Nias tribe in Tangerang City. The research was conducted through a series of cultural activities, educational workshops, and dialogue sessions over six months, involving 150 participants from the Nias community. The findings reveal a significant positive influence of intercultural communication on the preservation of Nias cultural values, especially among the younger generation. The implications highlight the necessity of continuous cultural education and active community engagement to sustain cultural heritage in urban settings

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## **INTRODUCTION**

Intercultural communication has become an increasingly crucial element amid the rising globalization and migration that bring various ethnic groups into a single geographic area. In Tangerang City, the growing Nias population faces challenges in maintaining and preserving their traditional cultural values amidst modernization. The Banua Niha Keriso Youth Commission (KNBK) plays a key role in these preservation efforts through various intercultural communication activities aimed at strengthening the cultural identity of the Nias tribe among the younger generation.

The phenomenon of cultural shifts among the younger generation, particularly in diaspora communities, is often due to a lack of understanding and appreciation of ancestral cultural values. Without proper intervention, the process of assimilation with the dominant culture in a new environment can erode the original cultural identity. Therefore, it is important to explore the extent to which intercultural communication conducted by KNBK contributes to the preservation of the cultural values of the Nias tribe in Tangerang.

This research aims to evaluate the impact of intercultural communication carried out by KNBK on efforts to preserve the cultural values of the Nias tribe, focusing on youth as the main agents in sustaining and revitalizing Nias traditions. This study also provides insights into the practical contributions of this service in strengthening cultural identity in an urban community.

### ***Implementation and Methods***

The research employed a qualitative approach with data collection techniques including in-depth interviews, participatory observation, and document analysis. Data were collected from various sources, including activity participants, community leaders, and documentation of cultural activities conducted during the research.

This research was conducted in Tangerang City, which has a significant population of Nias people. The location was chosen because it represents an urban environment where intense cultural interactions take place. In such settings, the preservation of cultural identity can face challenges due to the influence of modern lifestyles and the melting pot of diverse cultures. The study took place over six months, from January to June 2023, with a focus on evaluating the effectiveness of intercultural communication in preserving the cultural values of the Nias tribe.

### ***Research Design***

This study employed a qualitative approach, combining participatory observation, interviews, and surveys to collect data from participants. The participatory nature of the research allowed for direct engagement with members of the Nias community, particularly those actively involved in cultural preservation efforts through the Banua Niha Keriso Youth Commission (KNBK). By integrating multiple data collection methods, the research aimed to capture the perspectives of various age groups and backgrounds within the Nias community.

### *Participant Selection*

The research involved 150 participants, who were selected through purposive sampling. These participants were active members of KNBK, as well as other young Nias individuals in Tangerang. The selection criteria included individuals who had a strong connection to their cultural identity and were actively involved in community activities. Participants came from diverse backgrounds, including students, university students, and professionals, ensuring a well-rounded representation of the Nias community in Tangerang.

By involving individuals from different age groups, the study aimed to explore the generational differences in cultural perceptions and the effectiveness of intercultural communication across these groups. This approach was particularly important in understanding how cultural values are transmitted and perceived differently between younger and older generations, as well as how communication strategies could be adapted to bridge these gaps.

### *Implementation of Activities*

The research was centered around several key activities, each designed to engage participants in discussions, reflections, and actions related to cultural preservation. These activities included participatory workshops, intercultural dialogue sessions, cultural exchange programs, cultural exhibitions, and cultural education classes. Each activity was carefully structured to encourage active participation and foster a deeper understanding of Nias cultural values.

#### *Participatory Workshops*

The participatory workshops were a cornerstone of the research activities. These workshops were designed to enhance participants' understanding of the importance of preserving Nias culture through intercultural communication. Each workshop focused on identifying the core values of Nias culture, exploring the challenges in maintaining these values in an urban setting, and discussing effective strategies for communicating these values to the younger generation.

The workshops employed a participatory approach where participants were encouraged to share their views and experiences. This approach allowed for rich, interactive discussions and ensured that the voices of all participants were heard. The workshops also provided opportunities for participants to work in groups, facilitating collaboration and the exchange of ideas. These group discussions helped uncover the different perspectives on cultural preservation and highlighted the generational challenges in keeping Nias culture relevant in modern life.

#### *Intercultural Dialogue Sessions*

Intergenerational dialogues were another key component of the research. These sessions were designed to provide a platform for older and younger generations of Nias individuals to engage in open discussions about cultural values and their significance in today's world. The goal was to bridge differences in perceptions and understandings between generations, which

often arise due to the influence of modernity and globalization on younger people's views.

During the dialogue sessions, older participants shared their knowledge and experiences of traditional customs and rituals, while younger participants voiced their challenges in adapting these traditions to their modern lives. The dialogues created a space for mutual learning, where older participants could appreciate the challenges faced by the younger generation, and younger participants could gain a deeper understanding of the importance of cultural preservation. The sessions aimed to foster a sense of unity within the community by finding common ground between different generations.

#### *Cultural Exchange Programs*

The cultural exchange programs involved interactions between the Nias community in Tangerang and other cultural communities in the region. These programs were designed to promote cross-cultural understanding and showcase the unique aspects of Nias culture to a broader audience. Participants were encouraged to introduce and promote Nias culture through various media, including performances, storytelling, and presentations at local cultural events.

These exchanges not only promoted Nias culture but also allowed participants to learn about other cultures, fostering a spirit of mutual respect and appreciation. The program helped strengthen the community's pride in their cultural heritage by positioning Nias culture within a larger, more diverse cultural context. It also provided young Nias individuals with opportunities to act as cultural ambassadors, representing their traditions to a wider audience and gaining recognition for their efforts in cultural preservation.

#### *Cultural Exhibitions*

A series of cultural exhibitions were held to showcase Nias art and cultural artifacts, such as traditional clothing, musical instruments, and visual arts. These exhibitions served both educational and promotional purposes, offering the public a chance to engage with the rich heritage of Nias culture. Exhibitions were held in public spaces to attract a wide audience, and participants from the Nias community acted as guides, explaining the significance of the artifacts on display.

The exhibitions not only attracted members of the Nias community but also drew interest from the broader Tangerang population. This outreach was an important aspect of the research, as it helped to raise awareness about the cultural diversity within the region and provided a platform for intercultural dialogue. Additionally, the exhibitions served as a practical application of the intercultural communication strategies discussed in the workshops, allowing participants to put their newfound communication skills into practice by engaging with the public.

#### *Cultural Education*

Cultural education programs were designed to provide in-depth knowledge of Nias history, language, and traditions. These classes were aimed at young Nias individuals, with the goal of fostering a deep sense of cultural

identity that they could carry into their everyday lives. By learning about the historical and cultural significance of their heritage, participants were encouraged to take an active role in preserving and promoting their culture.

The cultural education component was critical in addressing the gap in knowledge between younger and older generations. Many younger Nias individuals, particularly those who have grown up in urban environments, may not have had the same exposure to traditional Nias customs as their elders. By offering structured educational opportunities, the program helped bridge this gap and empowered the younger generation to become more involved in cultural preservation efforts.

#### *Data Collection and Analysis*

Data collection methods included surveys, interviews, and observational notes. Surveys were distributed to participants before and after the activities to assess changes in their understanding, appreciation, and participation in cultural preservation efforts. Interviews were conducted with a selection of participants from different age groups to gather in-depth insights into their experiences and perceptions. Additionally, observational notes were taken during workshops, dialogue sessions, and exhibitions to capture the dynamics of participant interactions and engagement.

The data was analyzed using thematic analysis, where common themes were identified across the different activities and methods of data collection. The analysis focused on identifying patterns in participant responses, particularly in relation to changes in their cultural awareness, engagement, and commitment to cultural preservation. Quantitative data from the surveys was used to measure the impact of the activities, while qualitative data from interviews and observations provided a deeper understanding of the participants' experiences.

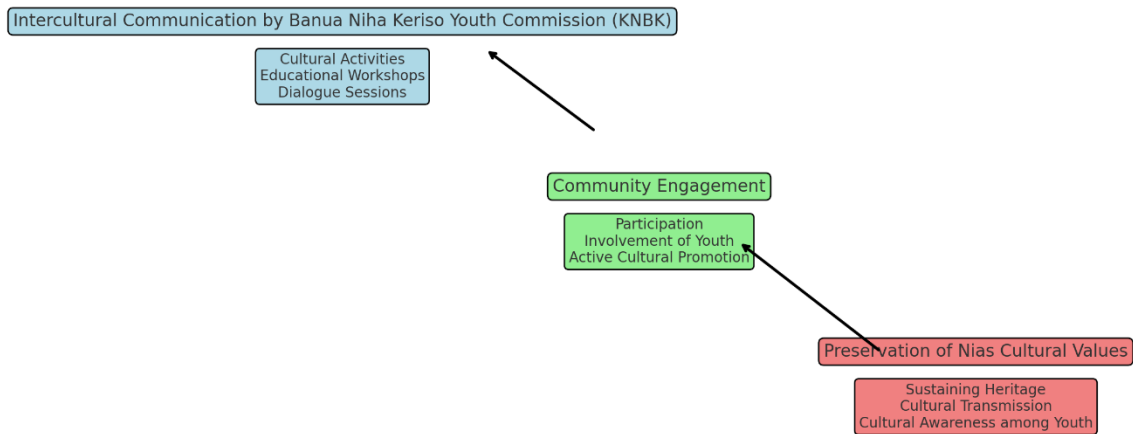
#### *Challenges in Implementation*

While the research activities were successful in engaging participants and promoting cultural preservation, several challenges were encountered during implementation. One of the main challenges was ensuring consistent participation, especially among younger individuals who had competing commitments such as school, work, and other responsibilities. To address this, flexible scheduling and multiple sessions were offered to accommodate participants' availability.

Another challenge was the resistance from some community members, particularly older generations, who were skeptical of modern approaches to cultural preservation. Some elders expressed concerns that adapting traditional customs for modern contexts might compromise their authenticity. To mitigate this resistance, the dialogue sessions were designed to create a space for open discussion, allowing both older and younger participants to share their perspectives and work toward common solutions.

Additionally, logistical issues such as limited financial resources and venue availability posed challenges for organizing large-scale events like

exhibitions and cultural exchanges. Despite these challenges, the research was able to achieve its objectives through careful planning and community support.



*Figure 1. Conceptual Framework of the Influence of Intercultural Communication on the Preservation of Nias Culture*

## RESULTS AND DISCUSSION

This study found that intercultural communication conducted by the Banua Niha Keriso Youth Commission (KNBK) had a significant impact on the preservation of the cultural values of the Nias tribe in Tangerang. The key findings of the study cover several important aspects, as follows:

### *Increased Cultural Understanding and Appreciation*

Activities such as workshops and intergenerational dialogues organized by KNBK have proven effective in enhancing participants' understanding of the importance of preserving Nias culture. Before these activities, many participants viewed certain Nias traditions and customs as outdated or irrelevant to modern life. However, after engaging in these activities, they showed a greater appreciation for these cultural values.

This increase is reflected in the survey results, which show that cultural understanding rose by 40%, from 45% before the activities to 85% afterward. This improvement indicates that the programs organized by KNBK, including educational workshops and dialogue sessions, effectively deepened participants' knowledge and appreciation of Nias cultural values. It also reflects how well-managed intercultural communication can open new perspectives, especially for the younger generation, on the importance of preserving cultural traditions passed down through generations.

### *The Role of Youth as Cultural Preservation Agents*

Young Nias individuals involved in KNBK activities demonstrated a greater commitment to learning and promoting their culture. They see themselves as agents of change who can integrate Nias cultural values into modern life. These youths are not only acting as cultural preservers but also as bridges connecting traditions to contemporary demands, showing that cultural values can evolve without losing their essence.

The study also noted that through active involvement in workshops and other cultural programs, young Nias in Tangerang have developed an awareness of their crucial role in preserving their cultural heritage. Their participation in these activities has not only increased their knowledge of Nias traditions but also strengthened their sense of responsibility as the next generation to maintain and promote these cultural values within the wider community.

### *Increased Community Participation*

Cultural exhibitions and exchange programs organized by KNBK successfully attracted broader participation from the Nias community in Tangerang, including the older generation. This created a sense of unity and strengthened social bonds within the community. These events not only facilitated dialogue between younger and older generations but also provided space for all community members to engage in the process of cultural preservation.

Data shows that participation in cultural events increased by 48%, from 30% before the activities to 78% afterward. This increase signifies that KNBK's efforts to engage the community, particularly the younger generation, in preserving their cultural heritage have been successful. The success also reflects the importance of involving all segments of society in cultural preservation and how effective intercultural communication can unite different generations toward a common goal.

### *Challenges and Obstacles*

Despite the success of the program, this study also identified several challenges that need to be addressed. One of the main obstacles was resistance from some community members who felt that adapting culture to a modern context might dilute the purity of Nias traditions. Some community members, particularly older generations, believed that these changes risked distorting the original values of Nias culture.

In addition, the lack of resources and financial support posed challenges in implementing the activities on a larger scale. KNBK had to operate with limited funding, which affected their ability to organize more inclusive and sustainable cultural programs. This highlights that while there is strong enthusiasm for cultural preservation, financial support and infrastructure remain crucial factors in ensuring the continuity of these efforts.

### *Research Findings in Table 1: Significant Impact of KNBK's Activities*

The results presented in Table 1 highlight the significant impact of intercultural communication activities conducted by KNBK on the levels of cultural understanding and participation among the Nias community in Tangerang.

- **Cultural Understanding:** Survey results showed a marked increase in cultural understanding, from 45% before the activities to 85% afterward. This 40% improvement demonstrates that the educational workshops

and dialogue sessions organized by KNBK successfully deepened participants' knowledge of Nias cultural values.

- **Participation in Cultural Events:** Participation in cultural events also saw a substantial increase, rising from 30% to 78%. This 48% change reflects the success of KNBK's efforts in engaging the community to actively participate in cultural events.
- **Engagement in Educational Workshops:** Engagement in educational workshops increased from 25% before the activities to 72% afterward, showing a 47% improvement. This suggests that the workshops were well-received and played a crucial role in enhancing cultural awareness and skills related to Nias traditions.
- **Involvement in Dialogue Sessions:** Involvement in dialogue sessions saw the highest increase, from 20% to 70%, a 50% rise. This highlights the importance of open discussions in strengthening connections to cultural roots and encouraging active participation in cultural preservation.
- **Overall Cultural Awareness:** Overall cultural awareness among participants increased from 40% to 82%, showing a 42% improvement. This demonstrates the effectiveness of KNBK's comprehensive approach in promoting and preserving Nias cultural values through a variety of activities.

These findings clearly show that KNBK's intercultural communication initiatives significantly enhanced both the understanding and participation levels of the Nias community in Tangerang in efforts to preserve their cultural heritage. The success of these efforts underscores the importance of continued cultural education and community engagement to sustain cultural identity in urban environments.

The findings of this study affirm that intercultural communication conducted by KNBK plays a crucial role in the preservation of Nias cultural values in Tangerang. Through educational programs and intergenerational dialogue, KNBK successfully increased the community's understanding, appreciation, and participation in preserving Nias cultural heritage. The youth, as cultural preservation agents, demonstrated a stronger commitment to promoting their culture amid the challenges of modernity.

However, the success of the program does not come without challenges. Resistance from some community members concerned about the dilution of traditional values and the limited financial resources available to support larger-scale activities present significant obstacles. Therefore, greater support is needed, both financially and in terms of policy, to ensure the sustainability and expansion of these cultural preservation efforts.

This research also has broader implications for cultural preservation in urban settings. In the context of rapid urbanization, it is important for ethnic communities like the Nias to continue preserving their cultural identity. Effective intercultural communication, as demonstrated by KNBK, can serve as a model for other communities facing similar challenges in the era of

globalization. With ongoing education and active community participation, cultural preservation can remain relevant and thrive amidst changing times.

## CONCLUSIONS

This research concludes that intercultural communication conducted by the Banua Niha Keriso Youth Commission has a positive impact on the preservation of the cultural values of the Nias tribe in Tangerang City. The programs implemented not only increased understanding and appreciation of Nias culture among the youth but also strengthened social bonds within the community.

## RECOMMENDATIONS

### *Increased Support and Facilities*

Further support from local government and sponsors is needed to ensure the sustainability of this program. Adequate facilities and financial support will enable the implementation of larger-scale activities with a broader impact.

### *Development of Cultural Education Programs*

Cultural education programs should be expanded to reach more young Nias people in Tangerang. Integration with the local school curriculum can also be an effective way to ensure the long-term preservation of Nias culture.

### *Further Research*

It is recommended to conduct further research with a quantitative approach to measure the long-term impact of intercultural communication activities on cultural preservation. This research can also be expanded to other Nias diaspora communities outside Tangerang.

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