

Embracing Digital Horizons: Preserving and Reviving 'Dodoi' Lullabies in Contemporary Culture

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INTRODUCTION

- *Bedondong (Dodoi Anak)* Siak in Riau Province has been listed in the 2019 Intangible Cultural Heritage of Indonesia in the Tradition and Oral Expression domain.
 - ❖ Significance as oral cultural heritage
 - ❖ Challenges in preserving and reviving
 - ❖ Digitalization
- How does digitalization affect efforts to preserve and revive *dodoi* in contemporary culture?



LITERATURE REVIEW



Media and Cultural Theory

- How digital formats influence understanding, storage, and accessibility (Marshall McLuhan)



Cultural Adaptation Theory

- Adapting "Dodoi" lullabies into digital contexts
- Ensuring relevance for contemporary generations (Clifford Geertz)

METHOD

Collecting Data

- Identified digital sources
- Interview 5 informants in Siak Regency (Sungaipit, Mempura, and Koto Gasib Districts), Riau

Analysis Data

- Content analysis for exploring messages and content
- Cultural analysis of digital impacts on traditional practices



FINDING AND DISCUSSION

Digitized Dodoi

Mendodoi Anak

Dengan bismillah bunda dodoikan
Tidurlah sayang permata intan
Cepatlah besar bunda doakan
Jadilah anak yang penuh iman

Buai anakku buai
Buah hati pengarang jantung
Penyejuk hati dikale sepi
Penawar jiwa dikale bingung

Wahai anakku mustika bunda
Adil dan benar hendaklah bela
Jaganlah dengan sehabis daya
Supaya hidup beroleh pahala

Traditional Dodoi

Dodoi Mempura

Lailahailallah, Nabi Muhammad kekasih Allah

Tidowlah, Nak, tidow.
Ngapolah engkau menangis jugo
Sakit perut agaknyo, ni.

...

Apo agaknyo ni. Nak sesembou?
Tunggu kechap, yo. Mak ambikkan sesembou untuk
engkau, ye.

Mano pulak cekur jo jelangau tadi?
Padahal lah disimpan di bawah ni tadi
Mana pulak agaknyo ye?



FINDING AND DISCUSSION

Formalization of Language and Structure	Digitized <i>dodoi</i> lullabies often exhibit a formalized language and poetic structure.
Religious and Moral Themes	Many digitized <i>dodoi</i> lullabies emphasize religious and moral themes
Transmission Across Generations	Digital platforms facilitate the transmission of <i>dodoi</i> lullabies across generations and geographical boundaries.
Cultural Adaptation and Continuity	The digitalization of <i>dodoi</i> lullabies allows for cultural adaptation and continuity by integrating traditional cultural elements with modern technology.
Community Engagement and Participation	Digitized <i>dodoi</i> lullabies encourage community engagement and participation through online platforms.
Educational and Pedagogical Value	Digitalized <i>dodoi</i> lullabies offer educational and pedagogical value by serving as resources for language learning, cultural education, and intergenerational knowledge transfer.

Traditional Digitized Dodoi



01 Mediation

Digital media mediation (digitized *dodoi*) shows how oral traditions are transferred into written or digital form, influencing the way cultural messages are conveyed and accessed.

02 Power and Control

Digital media can be a tool to strengthen and maintain certain cultural values or vice versa, to change or simplify cultural messages according to digital formats and contexts.

03 Cultural Repression

Digitized *dodoi* may present a more formal and structured representation of oral traditions, which in turn may influence the way culture is passed on and understood by younger generations.

04 Negotiation and Adaptation

Traditional *dodoi* passed down orally may undergo adaptation in digital form or formal writing (digitized *dodoi*), but fundamental cultural values are maintained in this process.



Cultural Adaptation

1. Process of cultural change and continuity. Culture can adapt without losing its essence.
2. The influence of media format on content. A more formal structure influences how the message is conveyed.
3. Accessibility and reach. Digitizing *dodoi* can increase its accessibility globally.
4. Consideration of cultural context and values. It is necessary to consider the integrity and authenticity of existing cultural values.
5. Changes in social and family practices in caring for children.



CONCLUSION

1. Digital platforms enable broader access to *dodoi* lullabies beyond their traditional geographic and cultural boundaries.
2. Digitalization allows for the systematic documentation and preservation of *dodoi* lullabies in various formats.
3. Digital platforms can serve as tools for reviving and transmitting *dodoi* lullabies to new generations.
4. Digital spaces facilitate cultural exchange and collaboration between communities, researchers, and cultural practitioners.
5. Digitalization challenges include issues of authenticity, ethical considerations regarding intellectual property and cultural ownership, as well as ensuring that digital initiatives are inclusive and respectful of local knowledge and practices.



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