

ANALYSIS OF THE IMPLEMENTATION OF EFFORTS TO INCREASE THE VALUE OF LOCAL WISDOM FOR THE MILLENNIAL GENERATION IN THE DIGITAL AGE

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Abstract

Entering the millennial era which is called the technological era where technology is developing rapidly in various regions and this technology is developing rapidly in various millennial generations. With today's technological sophistication, the ability to increase local cultural wisdom is certainly very influential and not all millennial generations can adapt to this. The role of the millennial generation is very important in maintaining local wisdom culture today. This role will affect the surrounding environment. In responding to technological developments, it is very difficult for the millennial generation to carry out the role we take in local wisdom and sometimes there are still those who cannot maximize this situation. One of their roles is that as the millennial generation "Agents of Change" they must have a sense of pride in their respective regional cultures and respect each other's local wisdom from other cultures. Getting to know art and culture, as a millennial generation, you must first know about regional culture, especially those found in areas around Duu Baru, other areas.

Keywords: Value of Local Wisdom, Millennial Generation, Digital Age

INTRODUCTION

The digital era is an era where everything has become completely digital using sophisticated technology. According to Wawan (Anshory & Sanjatmiko, 2023) the digital era was born with the emergence of digital internet networks, especially computer technology. The digital era is also an

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