

ABSTRAK

Perkembangan media digital memberikan peluang sekaligus tantangan dalam pelestarian sejarah dan budaya lokal. Di Kabupaten Banyumas, identitas kultural mulai menghadapi degradasi akibat perubahan sosial, globalisasi, dan dominasi budaya populer di media digital sehingga diperlukan upaya pelestarian yang mampu menjangkau masyarakat, khususnya generasi muda. Penelitian ini bertujuan menganalisis upaya *influencer* lokal dalam menjaga resiliensi identitas kultural Banyumas melalui penyampaian kisah sejarah Banyumas pada akun TikTok @jejakpamong. Penelitian menggunakan pendekatan kualitatif dengan metode studi kasus. Informan ditentukan menggunakan teknik purposive sampling yang terdiri atas satu informan kunci dan tiga informan pendukung. Data dikumpulkan melalui observasi, wawancara mendalam, dan dokumentasi, kemudian dianalisis menggunakan model Miles dan Huberman yang meliputi reduksi data, penyajian data, serta penarikan kesimpulan. Keabsahan data diuji melalui triangulasi sumber. Hasil penelitian menunjukkan bahwa upaya *influencer* lokal dilakukan dengan mengemas kisah sejarah Banyumas menjadi konten yang edukatif, komunikatif, dan mudah dipahami sehingga mampu membangun memori kolektif masyarakat. Berdasarkan Teori Memori Kolektif Maurice Halbwachs, pembentukan memori kolektif berlangsung melalui kerangka sosial yang melibatkan *influencer* lokal, pemerintah, budayawan, akademisi, dan masyarakat dalam mempertahankan identitas budaya Banyumas. Penelitian ini mengimplikasikan bahwa *influencer* lokal memiliki peran strategis sebagai penghubung antarkelompok sosial dalam menjaga resiliensi identitas kultural Banyumas melalui media digital.

Kata kunci: Banyumas TikTok, Identitas Kultural, Memori Kolektif, *influencer* lokal.

ABSTRACT

The development of digital media has created both opportunities and challenges for preserving local history and culture. In Banyumas Regency, cultural identity has gradually experienced degradation due to social change, globalization, and the dominance of popular culture on digital platforms, making preservation efforts increasingly important, particularly among younger generations. This study aims to analyze the efforts of a local influencer in maintaining the resilience of Banyumas cultural identity through the digitalization of historical narratives on the TikTok account @JejakPamong. This research employed a qualitative approach using a case study method. Informants were selected through purposive sampling, consisting of one key informant and three supporting informants. Data were collected through observation, in-depth interviews, and documentation, then analyzed using the Miles and Huberman model, including data reduction, data display, and conclusion drawing. Data credibility was ensured through source triangulation. The findings reveal that the local influencer preserves Banyumas cultural identity by presenting local historical narratives in educational, communicative, and accessible digital content that helps build collective memory. Based on Maurice Halbwachs' Collective Memory Theory, collective memory is constructed through social frameworks involving the local influencer, government institutions, cultural practitioners, academics, and the wider community in preserving Banyumas cultural identity. This study concludes that local influencers play a strategic role as digital communicators in reconstructing collective memory and strengthening the resilience of Banyumas cultural identity through digital media.

Keywords: Banyumas, Local influencer; Collective memory, Cultural identity resilience, Digitalization of local history, TikTok.