

## ANALYSIS OF GOVERNMENT COMMUNICATION STRATEGIES IN CULTURE PRESERVATION IN NORTH SUMATRA

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### Abstract

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This study aims to find out the communication strategies carried out by the government both at the central and regional levels and related agencies in order to preserve culture, traditions and also the local wisdom in North Sumatra. And this research is to look at the obstacles experienced in implementing communication strategies in order to preserve the unique Malay culture and also the regional culture in North Sumatra. The research subjects are related agencies and also the community who have a role in preserving culture in North Sumatra as well as traditional and cultural institutions and organizations that have this connection. Data collection techniques from this study used observation methods and in-depth interviews with informants or research respondents and used literature or documents that support the research. Data processing used is a qualitative descriptive approach. The results of the descriptive analysis of the research show that the communication strategy used is quite effective or is it just repetition as before both in conveying messages, using methods, and also the role of the media. Then the obstacles that occur and don't run as they should, so that programs in preservation can be hampered and also other things that can make the strategy not run smoothly. Preservation methods such as the Redundancy and Persuasive methods in the form of approaches and establishing cooperative relationships with related parties can facilitate the communication process.

Keywords: communication strategy, government, culture

### 1. INTRODUCTION

Indonesia is well known as a nation that has a great diversity of cultures and customs. The diversity of ethnic groups and cultures is of course a wealth of cultural treasures in Indonesia which is complemented by local wisdom, arts, customs and traditions. And of course it can make this cultural diversity a characteristic of the Indonesian nation. This cultural heritage has become a national identity and also a characteristic that is known as the culture of the Indonesian Nation in the eyes of the world and also other countries.

Ethnic and cultural diversity also exists in all regions. This is what makes Indonesia a country with a culture that is quite diverse and varied. One of the provinces that has cultural diversity is North Sumatra. In addition to culture, tribes in North Sumatra are also quite diverse. There are Batak, Malay and even Javanese tribes who also migrated to Andalas land in the northern part. This certainly makes the mix of customs, arts and culture even more varied.

Apart from art and culture, historical buildings are one of the attractions of this diversity. Like the palaces of ancient Malay kings and also mosques to art which has become one of the special icons in North Sumatra. Practically making Indonesia more diverse in the sector of culture, traditions and local wisdom. In each of these cultures, traditions and local wisdom, there are many moral messages that are conveyed to future generations or the younger generation regarding how the way of life of the former community was one with nature. Many noble values are owned by every element of art and culture.

The noble values that exist in every culture, art, tradition and also local wisdom become one of the reflections and also the identity of people's lives in every region, especially in North Sumatra. The reflection of this identity becomes the formation of social values that make art, culture and also tradition a sign that this culture is evidence of the progress of ethnic groups which will continue to progress and develop if it is preserved and validated without eliminating the identity of the culture.



Original elements of art, culture and also traditions can be a reflection of how people live around the area.

In order to protect ancestral heritage in the sectors of culture, arts, traditions and local wisdom, of course, the participation of the government is needed both at the central and regional levels to protect this heritage. The government through the related agencies, namely the Ministry of Culture and Tourism itself issued several regulations and also claimed to assign the Intangible National Cultural Heritage or WBTB to arts that have the ancestral values of the Indonesian nation. This is one of the steps for the government, especially the central government through related ministries and agencies, to preserve this culture. And many cultures, arts and traditions have become national assets and also the entire Indonesian nation as intellectual property for this country.

The steps taken by the Ministry of Culture and Tourism to designate several arts and culture as one of the national cultural heritages are of course a very brilliant step as an initial step to preserve and also maintain local cultural heritage as well as local wisdom and art so that they remain a reflection of community identity, especially Indonesia. But of course this step is still not optimal if the community does not participate in maintaining their identity on the cultural side.

The communication strategy must be carried out by the local government through related agencies so that it can be an effective way to preserve and also maintain the existence of culture, traditions, arts and also local wisdom from the invasion of foreign cultures that enter through information and communication technology. Local governments and related agencies must take the same method to prevent and filter these foreign cultures so that the original Indonesian culture is not eroded and also disturbed by the influx of these foreign cultures.

According to Middleton's narrative in Cangara (2013: 61) that the strategy used in the communication plan is a fairly good combination of all elements ranging from communicators, messages and also the media. Then the recipient of the message and also the influence of the message must be designed in advance so that it is more efficient and can also achieve the goal optimally. The relevant offices in the regional government are the parties that carry out the task of planning, developing and also organizing and providing guidance to all individuals and also arts and cultural groups. So that the diversity of arts and culture can be properly preserved.

These efforts and efforts of course require a communication strategy to convey the message of the importance of preserving national art and culture so that it continues to exist and is also developed in people's lives. This strategy is believed to be able to prevent drastic attacks from foreign cultures that threaten Indonesian culture, especially regional cultures that have been passed down from generation to generation among the people. Foreign cultures that come, especially the entry of foreign pop culture, have actually become *a national threat* that can threaten national identity and also the identity of the Indonesian people. Especially now that many young people are more interested and also have their attention diverted to these foreign cultures.

This phenomenon of course can make the country's own cultures not be glimpsed by the next generation of the nation. Even art events or performances in each region are also starting to be neglected. Events such as cultural performances, ceremonies, and weddings have also begun to be abandoned, causing deep concern from the community, especially those who are interested in the culture and traditions that exist in that community. The threat that culture, tradition and local wisdom will disappear and become extinct and will only become memories continues to be imagined in the minds of the people if efforts are not made to maintain, preserve and also introduce them to the younger generation.

And of course this research was conducted to see how far the efforts and efforts of the regional government through related agencies and also the central government have carried out a communication strategy to preserve culture, traditions and local wisdom in North Sumatra. The formulation of the problem from this research itself is how the communication strategy carried out by the government in an effort to preserve culture, art and also traditions and local wisdom has been optimal or not. Then the purpose of this research is of course to find out the communication strategy carried out by the local government in preserving culture and also the supporting factors and also the obstacles and obstacles encountered by the local government, especially related agencies and the local community in order to preserve their cultures.



## 2. LITERATURE REVIEW

Based on the thoughts of Kriyantono (2007: 46) it is said that theory helps strengthen the interpretation of researchers so that it can be accepted as truth from other parties. Meanwhile, according to Soemanagara (2006) that human life cannot be separated from the role of communication and also the scope within it. In the context of humans as social beings, of course communication is a tool to make contact between individuals and also a tool for humans to survive in society. From several opinions of experts, communication has an understanding as a means of conveying messages as well as symbols and skills in the form of art with efforts to preserve and also maintain these elements of art and culture so that they can live in the midst of society. And of course it can be an intermediary to preserve culture and art. If there is no communication, culture as well as arts and traditions in the local community will be destroyed and also die. It could even disappear from human civilization so that there are no more generations to come who know and know the cultures and arts that once existed around people's lives.

Based on the thoughts of Cangara (2011: 24-27) there are several elements of communication that are needed to preserve culture and also maintain the noble values of culture and art. And these elements consist of:

1. Source Communicator

Of course, all communications that are carried out must involve the main source who is the maker or sender of the information. And in this case it is communication between humans where the source can consist of 1 person or even in the form of a group of people. And the source of communication or communicator becomes one of the important roles in carrying out this communication.

2. Message

The message is one of the elements that must exist. The message in the communication process is something that will be conveyed from the sender or source to the recipient. This message can be conveyed in various ways. According to Cangara (2011: 24) that messages can be conveyed face to face and also through the communication media.

3. Media

Media is a tool that is used as a means of transferring messages from the source of the message to the recipient. The communication media has many forms and channels. According to Cangara (2011: 24), this media can take the form of interpersonal channels, group media and also mass media that can help the communication process.

4. Recipient

The recipient is the party that is the target of the message sent by the source or communicator. Recipients can be personal or individuals as well as community groups.

5. Influence

Influence can occur in knowledge as well as behavior and attitudes of a person. This influence can be in the form of changes that occur in personal opinion or personal opinion and also public opinion. In addition, the majority opinion and also attitudes and behavior, views and perceptions to ideas become one of the influences in communication. Likewise with trust and also image which is one of the elements of influence in the world of communication.

According to Effendy's narrative (2013: 55) it is stated that in a communication process, the source or communicator will have a goal to convey to the recipient. There are 4 types of communication objectives consisting of:

1. Change attitudes
2. Changing Opinion or opinion
3. Changing behavior
4. Changing society.

The purpose of the communication used in the communication strategy is to preserve the culture and traditions in each region, which can be a way to convey information and also provide an understanding of the culture and traditions that exist in each region. In addition to giving a sense of community belonging to culture and also changing the interests and attention of the community,

especially the younger generation, so that they are more interested in art and culture and traditions in the Indonesian region.

In order to achieve success in an effective communication process, of course there must be a good and competent strategy. Communication strategy is basically a plan or planning to convey a message to the recipient of the message. And of course the communication management plan can be used to achieve a common goal and also this achievement must show how the operational role of this communication strategy can work well. The communication strategy must be able to display the tactical side which must be carried out with an approach *that* is adapted to the conditions and situations that exist in each region.

According to the thoughts of Fajar (2012: 56 – 57) in the narrative regarding the Communication Strategy Development, that the context of communication in developing the strategy must be done as follows:

1. Recognize communication goals  
Before communication is carried out to the recipient, of course the source or communicator must first introduce the target to be addressed. And in this case the relevant agencies in the local government must develop programs that will be carried out in an effort to preserve culture and art that must be carried out by the community and the government
2. Compose communication messages.  
Composing a communication message must be done by the communicator or message source so that it can be conveyed to the recipient of the message. The preparation of the message must have the main requirement in the form of a message that can influence the general public which can arouse attention and also the desire of the community to preserve culture as well as arts and traditions. The message must have an actual theme and is happening right now.
3. Set method  
One of the steps in determining the communication strategy is to determine the delivery method which can be seen from 2 important aspects. Which consists of the way of implementation and also the form of the contents of the message. The contents of messages that have been adapted to the actual conditions in each area have 2 forms which consist of the redundancy method and also the channelization method. Meanwhile according to the content of the message, it consists of informative, educative and also persuasive methods.
4. Media selection  
The choice of communication media also has a very important role. Media selection is one of the strategies in order to achieve goals so that expectations can be achieved easily. The selection of communication media is carried out in order to achieve these communication goals.

According to the thoughts and narratives of Arifin (2014: 73) that this communication strategy can be realized in the following forms:

1. Redundancies  
This redundancy or repetition is the repetition of messages that have the aim of influencing the general public so that the message can be conveyed properly and also a number of benefits can be repeated so that it is conveyed to the public.
2. Canalizing  
It is an understanding and research of the influence of groups on individuals and audiences. In order to determine the success of this communication, it must meet the standard values of groups and elements of society that can gradually change in the desired direction.
3. Informative Engineering  
This technique is a form of message content that has the goal of influencing audiences by providing information about the contents of the message.
4. persuasive  
Persuasive is a way to influence by persuading so that the general public can be moved by the contents of their thoughts and feelings after getting the contents of the message.
5. Educational Engineering

One of the strategies used to influence the audience is by providing facts that can be accounted for in terms of truth and also in an orderly and planned manner that has the goal of changing the behavior of the public in the desired direction.

Sedyawati (2010: 166) there are several efforts to preserve culture which are divided into several aspects as follows:

1. Protection

Protection efforts are one of the ways to keep artistic and cultural values and results from being damaged and also lost from the midst of society. With the support of arts and culture actors as well as cultural observers, policy making to protect the preservation of culture, arts, traditions and local wisdom can be carried out optimally. This is a form of art protection effort that can be done by means of documentation as a source of reference and also inspiration for processing this art and culture. You do this by holding cultural festivals, ceremonies that showcase regional culture to the education sector.

2. Development

This development effort can be seen through 2 things consisting of quantitative and also qualitative. The quantitative effort itself is the development of the performing arts by presenting an expansion of the area in terms of introducing art and culture, as well as presenting it in an attractive way. While the qualitative efforts themselves will increase the possibilities for processing and updating the appearance of the arts and culture.

3. Utilization

These utilization efforts include efforts to produce culture as a necessity in people's lives. This can provide an opportunity to introduce art and culture to the younger generation.

In every effort, of course there are some obstacles that occur. According to Fajar's (2012) thinking, there are several obstacles in the communication strategy which consist of:

1. Obstacles from the source of sending messages

Obstacles that usually occur are from the sender of the message or communication source. The message to be conveyed is sometimes unclear to the sender of the message and also to the source of the communicator himself. This is heavily influenced by feelings and also the emotional side of the individual or personal of the sender of the message. Of course it will have a big influence on the motivation sector so that someone acts according to their wishes and also personal needs.

2. Barriers in the symbol sector

This barrier usually occurs because the language used is not clear which has more than 1 meaning. The symbols used between the message sender and the message recipient are not the same so that the delivery of the message cannot be done perfectly.

3. Media barriers

Obstacles that occur in the use of communication media are sound and signal interference when using radio media, so the message is not conveyed clearly.

4. Barriers in ciphers

The obstacle in coded language is that there are multiple interpretations received by the recipient of the message so that the delivery of the message is not conveyed properly.

5. Barriers from the recipient of the message

Lack of attention when receiving and also listening to messages can of course give wrong prejudices. And of course the information presented cannot be received to the fullest.

### 3. METHODS

According to Sugiono's thought (2012: 11) that the research method which adheres to descriptive and also qualitative methods is a method that uses relationships between variables in objects with interactive properties and also influences each other among other objects. This study uses informants as well as respondents who have the following criteria and categories:

1. Informants or respondents were directly involved in this research, especially on the issue of the local government's communication strategy in the effort to preserve culture in North Sumatra. This is due to his work, livelihood as well as his attention to culture and the arts.





2. Relevant agencies in the local government, such as the Culture Office, have a special responsibility for preserving arts and culture in North Sumatra with their policies as one of the steps to preserving culture and arts and traditions in the area. All elements of officials in the Department of Culture became the informants as well as the respondents.
3. Customary and cultural organizations and institutions became one of the informants as well as respondents who entered the study. Cultural organizations as well as traditional institutions have a role in efforts to preserve culture and art in North Sumatra
4. Community leaders who pay attention to issues of culture and art.

In order to obtain the data needed in the research process, of course, several steps were taken to collect data and also through the process of library research and also research conducted. And the differences between the two studies are:

1. Library Research

This research is research that will examine the library materials used in this study. The library materials consist of books that contain theories as well as scientific papers and other materials that are very relevant to the research.

2. Field Research

This research was carried out directly on the object of the research being carried out. This method uses 2 types of methods consisting of observation and also interviews with informants or respondents from this study.

According to the explanation from Soekanto (2012: 2) regarding the meaning of the qualitative data analysis, it was found that a research method that could produce descriptive analysis data was what was conveyed by respondents either in writing or orally which could be one of the real behaviors. And the method that is researched and also studied becomes a whole thing. This data analysis method is divided into 3 parts according to Sugiyono (2012: 247 – 252) consisting of:

1. Data reduction

Data reduction is a data obtained requires reduction because all the data obtained has a relevant source. And with a more centralized research focus, it must be reduced or removed so that only data sources that are considered relevant can be used in the research.

2. Data Presentation

The presentation of this data has a close relationship with the process of drawing conclusions according to the thoughts of Sugiyono (2012: 249) which will present data which has undergone a data reduction process so that what is presented in the form of words, descriptions, charts so that the relationships between these categories are presented in full. and complete and relevant.

3. Verification

At this stage, it will explain the researchers who conducted the research, present initial conclusions that are non-permanent or temporary in nature and of course can change along with the findings and also the evidence obtained in the field during the research process.

#### 4. RESULTS AND DISCUSSION

The Department of Culture, which is under the regional government of North Sumatra, is a related agency that seeks to carry out a communication strategy in preserving regional culture in North Sumatra. And the Culture Service has a Head of Service whose job is to carry out regional government affairs in the cultural, artistic and cultural sectors based on the principle of autonomy and also the assistance task. In carrying out these tasks, the agency will carry out the following functions:

1. Formulation of Government Affairs Policy in the Field of Culture
2. Implementation of Government Affairs Policy in the Cultural Sector
3. Implementation of Evaluation and Reporting of Government Affairs in the Cultural Sector
4. Administrative implementation of the service in accordance with the scope of work
5. Implementation of Co-Administration Tasks based on laws and regulations and also the implementation of other functions.

From the above functions, of course the Head of the Culture Office has a responsibility that must be carried out in order to preserve and also develop cultural growth in North Sumatra so that it can become part of the life of the people of North Sumatra and can also be recognized by younger

generations. The communication strategy carried out by the relevant agencies must of course present the moral message contained in every art and culture, so that the noble values from the cultural side are conveyed to the public.

The Department of Culture has duties and functions as the executor of local government affairs in the cultural sector. This effort is of course manifested in the form of a work strategy where one of them is a communication strategy with an effort to protect art, culture, traditions and also local wisdom. This communication strategy is also one of the efforts to develop and also utilize and collaborate with various parties so that the preservation of culture, arts, traditions and local wisdom in North Sumatra can be well maintained.

Efforts are being made by communicating to the public, that Indonesia has a rich variety of cultural treasures in each region. And in each of these cultures there are noble values as well as positive moral messages that can support people's lives in these areas, especially in North Sumatra. The communication strategy must be prepared by presenting a communication context that can support local government.

Knowing the target of communication must be done before carrying out the communication process to other parties. The communicator or source of the message must know in advance the target of the communication to be addressed. And in this case the Culture Office has set a clear target where the target is the target of the program's objectives to carry out cultural preservation in North Sumatra. And as a task bearer in cultural affairs in the area, the Culture Service conducts training to the community to consult in preserving culture and arts in the area where they live. For example, dance studios are constantly looking for new personnel to be trained in dances typical of North Sumatra so that the art of dance can continue to be preserved and will not become extinct with time.

The communication strategy carried out by the Culture Office is also carried out in order to collaborate with various parties who are intended as target audiences who are used as partners in efforts to preserve and also develop traditional culture. The Department of Culture conducts data collection and also provides guidance to all cultural and customary institutions and organizations so that work programs to preserve culture can be carried out by all aspects involved in it. In addition, the Culture Office is also trying to hold various artistic events such as competitions, art performances or art festivals to programs within local government agencies so that culture and art are preserved within the government itself.

In the process of compiling the message, of course, it must have a considerable influence on the general public or the public of the message. Messages that are able to arouse enthusiasm and also concern, of course, have themes that are very actual and are happening right now. This of course must be communicated among related agencies, the community and also other elements involved in the process of cultural preservation in the province of North Sumatra. So that the culture and art can be presented to the younger generation as well as outsiders or tourists who come to North Sumatra

Many media can help in the communication process. Especially now that promotion techniques through social media, websites and also certain pages can be one of the prioritized ways so that the dissemination of this information can be done properly. Moreover, this method turned out to be much more effective. Because the spread can be very massive and also spread quickly. It can even spread to various regions and countries. It only needs an attractive presentation and is also able to grab the attention of the general public on social media and the website. With an attractive presentation, of course it can make people, especially the younger generation, more interested in art and culture.

The content of the message must also have an implied meaning. The content of the message is one of the important things where the contents of the message must reach the recipient of the message so that it can be channeled properly. In the context of preserving culture, arts and traditions as well as local wisdom, the relevant agencies must present the contents of messages that contain this context. And the contents of this message can be packaged in an attractive and interesting way. Starting from the noble values and moral content of each culture in North Sumatra, then the history of culture, which is complemented by pictures and also attractive packaging. And usually these things are quite important by communicating non-verbally such as brochures, websites, social media to communications using media. This can generate understanding and also interest from the community,



especially the younger generation, to study and also listen to the culture, traditions and arts in North Sumatra.

The method of implementing the message itself is also carried out by the Culture Office in carrying out an effective communication strategy. On the basis of the contents of the communication strategy that is informative, persuasive, educative and also coercive. And the message conveyed by the Culture Office through these 4 forms is in accordance with the determination of the method for carrying out the delivery of messages to the public as well as traditional institutions and cultural organizations, so that the process of cultural preservation and also an invitation to maintain the dignity of Indonesian culture from foreign cultures can be conveyed well.

The informative method itself is carried out by related agencies by holding art festivals or art and cultural performances as well as art competitions so that people can find out about the existence of art and culture from the ancestors in North Sumatra. And it is hoped that the younger generation will begin to glance at and be influenced or interested in these art and cultural performances so that they want to witness them. In addition to informative methods, persuasive methods can also be carried out by the Department of Culture by providing guidance to the community, especially traditional and cultural institutions so that they can maintain regional culture and arts. By realizing various kinds of arts and cultural performances, of course these traditional organizations or institutions can survive and can also maintain the original culture of North Sumatra so that it does not disappear. In addition, there is a place to channel their creations and ideas in the arts and culture sector.

The educational side carried out by the Culture Office is to provide guidance and also encourage them to be more productive in conducting training and also education regarding arts and culture such as dance, to other North Sumatran regional specialties so that more and more people will be attracted to the culture in own area. Likewise with the agendas in schools where the regional education curriculum is presented in every school, both at the elementary level and up to the senior level. This method is carried out to provide guidance as well as knowledge or education to school children so that they get to know art and culture from their own area.

The strategy of providing regional funds is one of the ways carried out by the Department of Culture as a step so that artists can continue to develop amidst the onslaught of these foreign cultures. Especially now that the cultural aspects of people's life are indeed difficult. The government's attention to carrying out a communication strategy and also providing services to cultural institutions or organizations by providing funds is one step that is very helpful and also opens up opportunities to preserve culture.

In conveying messages and policies, the Culture Office uses several media that are considered appropriate enough to convey messages regarding the preservation of culture and art. Television media and also media such as radio are one of the most appropriate communication media to convey messages in cultural preservation. Apart from that, media such as the government's official website and also the installation of billboards when there are art performances or cultural festivals to the use of social media, are one of the methods carried out by the relevant agencies.

From this process, of course, there are various kinds of obstacles in the implementation of the communication strategy. Of course, this obstacle will reduce the impact of accelerating efforts in terms of cultural preservation and development. The main obstacle that occurred was budget problems in the local government to hold various kinds of events and also injection of funds. Practically the local government must attract the interest of the sponsors so they want to be the financing for these events. From a quantitative point of view, the development of the performing arts certainly provides the possibility for expanding the area of introduction to the culture and arts as well as a fairly large presentation volume. While on the qualitative side, it increases the availability of possibilities for processing and updating performances in the arts and culture sector based on the ideas of Sedaryati (1981).

Preserving culture is intended to create a sense of pride and also a sense of nationalism in the joints of society so that it continues to live in the midst of society. Art and culture in North Sumatra, such as Batak and Malay culture, can certainly be an asset to be proud of for Indonesia, which is one of the nation's cultural treasures. And become the identity and identity of the Indonesian nation.



Efforts to preserve traditional culture are one of the duties of the Department of Culture with various efforts consisting of:

1. Protection

The Culture Office seeks to guarantee protection for arts and culture in North Sumatra by registering several arts such as the Serampang Dua Belas dance with the Directorate General of Indonesian Culture in 2014, in November to be precise. This dance is even included in the Intangible National Cultural Heritage or WBTB. This is one way for the Culture Service to provide protection for regional arts and culture in North Sumatra.

2. Development

The Department of Culture made several development efforts while still taking into account the communication strategy side which consisted of 2 sides, namely the quantitative and also qualitative sides. The service related to arts and culture develops art performances and performances to increase the opportunities for the community, especially the younger generation, to know and also know art, culture, traditions and also local dances in North Sumatra. And of course this cultural introduction is carried out in all aspects. One of them is in elementary schools that hold art performances. Elementary school children are starting to be taught about culture such as the Serampang Dua dance, the Serampang dance, Tor-Tor, Sigale-gale and also Piso Surit. Likewise with the introduction to the local language and also traditional ceremonies. Meanwhile, from a qualitative point of view, changes and updates in terms of the appearance of the presented cultural arts are of course functioned to attract the interest of the younger generation in the culture and traditions that still exist in the community.

3. Utilization

One of the efforts made by the Culture Office is to make efforts to utilize it in order to preserve traditional art and culture so that it has the opportunity to popularize cultures in North Sumatra to the public. The use of arts and culture, such as dances, ceremonies and traditional clothing in government events and community events, can be an effort to preserve culture in North Sumatra.

The communication strategy carried out by local government agencies is of course carried out with work programs that are carried out periodically and continuously. Guidance is also carried out to traditional institutions, cultural organizations and also schools to get to know the culture in North Sumatra. Data collection every year as well as consultations from actors and practitioners as well as arts and culture academics, is one of the efforts of the local government to preserve culture in North Sumatra.

According to the thoughts of Harun & Ardianto (2011: 165 – 166) that the implementation of the participation strategy carried out by the Department of Culture is one way to realize the preservation of arts and culture. However, in reality, this implementation has not yet yielded results with many obstacles in carrying it out. The first is the problem of the Covid 19 pandemic which has prevented the implementation of the participation strategy. The reason is that this participation strategy can cause crowds and also crowds so that it becomes a separate obstacle. Meanwhile, events with online media cannot be carried out optimally.

Cultural performances and art festivals are one of the efforts of the Department of Culture in preserving culture in North Sumatra. The work program that has been announced, of course, must automatically experience changes and delays due to the Covid 19 pandemic that has hit Indonesia. And now the Covid 19 protocol has begun to be relaxed, so that the opportunity for services from the local government can carry out the work programs that have been planned before. Step by step the Culture Office carries out a work program so that the process of cultural preservation in North Sumatra can be realized. If you stop for too long, of course the opportunity to carry out a communication strategy can be hampered and you have to go back to the beginning.

Culture and traditional art in North Sumatra really need real responses and anticipation so that they can become the pulse in the midst of people's lives. With this communication strategy, of course it can provide an opportunity for success for the Culture Office to make art and culture known to the public. The inclusion of arts and culture into the education curriculum is one surefire step so that people, especially school children, can get to know more about the arts and culture where they live. It

is hoped that it will become a cornerstone of life for the community, especially the younger generation in North Sumatra.

The inclusion of arts and culture lessons into the school curriculum is expected to be a lesson and also explore and deepen culture so that they are more in love and proud of their own culture. From community respondents, this step is one of the most effective ways to introduce local culture to young people, especially elementary school children earlier. The sense of pride in having their own art and culture is expected to make young people not forget their ancestral traditions.

## 5. CONCLUSION

The results of the research as well as discussion of the efforts and analysis of local government communication strategies in cultural preservation in North Sumatra found that North Sumatra has a variety of arts and culture such as dances, regional clothing, regional languages, regional songs and also regional weapons to historic buildings. which has high historical value. The culture in the northern province of Andalas Island is a traditional art that is included in the work program of the relevant departments in the Field of Historical Traditional Arts and Museums which are being preserved and developed.

This communication strategy to preserve culture is manifested in various kinds of conservation efforts. With the analysis of the data obtained, the Culture Office provides guidance to the community, traditional institutions and cultural organizations as well as school children in North Sumatra. Apart from that, funding to carry out training and also hold art and cultural festivals is one of the efforts made by the Culture Office.

The Regional Government of North Sumatra presents a communication strategy using informative, persuasive as well as educative and coercive methods. This communication strategy must know the target to be addressed. Then the preparation of messages that will be conveyed to the community. Then coaching to all aspects and elements in society related to culture. Periodic visits to traditional institutions and cultural organizations such as dance studios are one of the ways the local government participates in every government event as well as art events in North Sumatra.

The obstacles that occurred were due to a lack of budget and also the problem of the pandemic, making it difficult for several work programs from the North Sumatra regional government to carry out these work programs. With the absence of cultural and artistic performances, the North Sumatra regional government had to rack its brains to continue implementing their work program so that the targets they set did not go stalemate or even experienced setbacks. The potential for crowds is indeed one of the obstacles to work programs in terms of art and cultural performances and festivals. Therefore, the regional government is promoting an arts and culture education curriculum for school children so that their efforts to preserve culture can still be carried out.

The Culture Office of the North Sumatra regional government must continue to carry out a communication strategy that supports the preservation of traditional arts and culture in North Sumatra. Communication strategies that are adaptive and also adapted to conditions in society, certainly have a bigger impact in influencing the community to know, understand, which is then expected to be interested in preserving the culture of North Sumatra, especially the future younger generation. Local governments also need to carry out new work programs every year to provide guidance to the community, especially to the younger generation. This is of course in order to adapt to the current developments that are now increasingly rapid. By providing support and also holding regular traditional art and cultural festivals, it is hoped that they can play an important role in preserving culture in North Sumatra.

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