

Digital Wayang: The Feminine Influence on the Global Stage of Traditional Puppetry through YouTube

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Abstract

Wayang kulit is one of the traditional performing arts that rich in philosophy and local wisdom values. The puppeteer in wayang kulit shows acts as a key character. The puppeteers of wayang kulit have always been male, but digital technology, especially YouTube, provide opportunities for female puppeteers to perform easily, quickly, and effectively. This study aims to explain the contribution of female puppeteers as cultural diplomacy actors in introducing wayang kulit globally through Youtube. The theories used are cultural diplomacy and postfeminism with qualitative approach in a case study by exploring the activities of Solo Raya female puppeteers during wayang kulit performances through Youtube. Data were collected from primary sources through interviews with Solo Raya female puppeteers from Surakarta City, Sragen, Sukoharjo, and Boyolali Regency, and secondary data from literature review, Data analysis in this qualitative research is in the form of data selection and data interpretation. Data selection is based on the results of interviews. Data interpretation is carried out by researchers by narrating the voices of informants into text according to the needs of research data. The results show that wayang kulit shows through YouTube channels reflect the Nusantara cultural diversity and the dissemination of local values. Introduction of wayang kulit performed by female puppeteers through YouTube is a means of empowering women, building cultural intelligence among nations, increasing intercultural dialogue, and strengthening cooperation between nations based on cultural diversity.

Key words: wayang kulit, female puppeteers, cultural diplomacy, YouTube