ABSTRACT

The Bandung City Culture and Tourism Office through its Instagram account, @disbudpar.bdg, has produced #ReboNyunda content which contains information about the use of Sundanese. With high engagement and positive responses, Rebo Nyunda content has proven to be an effective tool in strengthening the use of Sundanese amidst the rapid flow of globalization that causes its speakers to no longer use the language, especially the younger generation. The purpose of this study is to find out the reasons why Rebo Nyunda is carried out for the younger generation through social media, the process of managing Rebo Nyunda content through Instagram social media, and the obstacles in the process of managing Rebo Nyunda content. This study uses a qualitative approach with a case study method on the Instagram account @disbudpar.bdg to understand more deeply about the content management that occurs. This study refers to the concept and theory of Design Thinking. The results of the study show that the younger generation needs an understanding of Sundanese so that the language and culture of the region are not lost, this shows that there is alignment with the stages of Design Thinking, namely information collection and problem analysis and definition. Furthermore, the preparation of Rebo Nyunda content is carried out through the stages of idea generation, Synthesis Through Modeling, and Critical Evaluations. In addition, the obstacles that occur during the compilation process are technical obstacles, creative blocks, and content publication. The conclusion of this study is that the Rebo Nyunda content has alignment with design thinking. However, what is new in this study is that the management of Rebo Nyunda content involving cultural elements must go through several evaluation processes both at the planning stage, before publication, and after publication to ensure that the message conveyed is correct and accurate.

Keywords: content management, instagram, rebo nyunda, sundanese language.