The role of hyperlocal media in cultural preservation: an analysis of the *Three Cs* implementation at Galuh Prambanan TV in Klaten

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ABSTRACT

This paper explores implementing the "*Three Cs*" principles (*Community, Commitment, and Continuity*) proposed by Agnes Gulyas and Kristy Hess within the context of hyperlocal media as a cultural preservation. A case study was conducted on Galuh Prambanan TV in Klaten, a local media outlet focused on Javanese cultural content. The research employs a qualitative approach by gathering data through in-depth interviews, direct observation, and case study analysis. The primary informants in this research are media practitioners and local cultural figures. The findings indicate that local community engagement is crucial in ensuring cultural preservation. The community's long-term commitment to the production and consumption of local cultural content is also a critical factor in the success of this preservation. Continuity in the presentation and management of content through applying the hyperlocal media model, as demonstrated by Galuh Prambanan TV, enables operational sustainability and strengthens relationships with the community. Implementing these principles positions Galuh Prambanan TV as an active agent in preserving Javanese culture while providing an example of how hyperlocal media can support cultural preservation in the face of globalization and modernization challenges. Therefore, this study concludes that applying the "*Three Cs*" is crucial for the sustainability of hyperlocal media and the successful preservation of local culture. Consequently, this research provides practical contributions to developing more effective cultural preservation strategies through hyperlocal media.

1. Introduction

The rapid development of information technology in recent decades has brought significant changes to various aspects of life, including the preservation of local cultures [1], [2]. Globalization, often accompanied by the homogenization of cultures, poses a major challenge to the efforts to sustain local cultural heritage [3], [4]. Local cultures, which reflect the identity and history of communities, are threatened by foreign cultural influences that gradually erode the uniqueness and richness of these cultures [5]. These technological advancements and globalization pose opportunities and challenges for sustaining local cultural heritage. While technology enables broader access to cultural knowledge and facilitates the documentation of traditional practices, it also intensifies exposure to foreign influences, which can contribute to cultural homogenization [6], [7], [8]. Globalization often promotes a dominant global culture, threatening to overshadow local communities' unique and diverse cultural expressions. Local cultures embody communities' identity, values, and historical experiences and continuously struggle to maintain their distinctiveness in an increasingly interconnected world [9], [10]. This dynamic is particularly evident in regions with rich cultural legacies, such as Java, where global trends and modern lifestyles increasingly influence traditional arts, customs, and values [11],

[12], [13]. The impact of modernization often leads to shifts in social values, preferences, and practices, which may only sometimes align with or respect local traditions [14], [15], [16]. For instance, Javanese culture, known for its intricate arts, traditional ceremonies, and community-oriented practices, is pressured to adapt to new cultural norms prioritizing individualism and consumerism. This shift can undermine the communal and spiritual aspects central to Javanese identity [17], [18]. The gradual erosion of these local cultural elements highlights the need for concerted efforts to safeguard cultural heritage in the face of rapid technological and social change [19], [20], [21].

In this context, hyperlocal media emerges as a potential solution to support the preservation of local culture [22], [23]. Hyperlocal media, with its specific focus on local communities, can document, promote, and facilitate the transmission of cultural knowledge from one generation to the next [24], [25]. Through a community-centered approach, hyperlocal media not only provides a platform for disseminating information but also serves as a custodian of cultural heritage, which is crucial in maintaining a community's collective identity. The community-centered approach is an increasingly recognized paradigm in various fields, particularly in public health, social justice, and community development. This approach emphasizes the active involvement of community members in the decision-making processes that affect their lives, thereby fostering empowerment, ownership, and sustainability of initiatives. The literature highlights several critical aspects of the community-centered approach, including its principles, methodologies, and outcomes. One of the foundational elements of CCA is the recognition of community voices and cultural contexts. Serrata *et al*. [26] argue that by focusing on community perspectives, the Community-Centered Evidence-Based Practice (CCEPP) model allows for integrating culturally specific knowledge to understand what interventions are effective within particular communities. This aligns with Levy's assertion that a nuanced understanding of "community" is crucial for participatory research, especially in contexts like urban policing reform, where power dynamics and diverse experiences must be acknowledged [27]. The emphasis on community voices enhances the relevance of interventions and promotes a sense of ownership among community members, which is critical for the sustainability of health initiatives [28].

Furthermore, the community-centered approach is closely linked to participatory research methodologies, prioritizing collaboration between researchers and community members. Swierad *et al* [29] propose a Value-Based Framework for Community-Centered Research, emphasizing the importance of aligning research with community values and needs. This humanistic approach fosters trust and engagement, vital for successful partnerships. Similarly, Wallerstein *et al* [30] highlight how Community-Based Participatory Research (CBPR) is a transformative paradigm that bridges the gap between scientific inquiry and community action, promoting health equity through mutual benefit and reciprocal knowledge translation. The effectiveness of community-centred initiatives is often attributed to extensive community involvement in the planning and implementation phases. Powell [28] notes that successful health and behaviour change initiatives are strongly linked to community co-design and empowerment. This is echoed in the work of Trapl [31], who emphasizes the importance of understanding community perspectives to facilitate engagement in scientific research. Researchers can develop more effective community engagement strategies by recognizing and addressing barriers to participation, such as cultural mistrust and logistical challenges [32].

Moreover, the community-centered approach is increasingly being applied to address specific health disparities, such as maternal mortality among Black women. Falako *et al*. [33] demonstrate how empowering community members to participate in their health actively can lead to improved outcomes and reduced disparities. This empowerment is further supported by strength-based approaches that focus on protective factors within communities, as noted by Blackburn [34]. By shifting the narrative from risk to resilience, community-centred strategies can foster a more positive and proactive stance towards community health. In conclusion, the community-centred approach is a multifaceted paradigm emphasizing community engagement, cultural relevance, and participatory methodologies in addressing health and social issues. By centring community voices and fostering collaborative partnerships, this approach enhances the effectiveness of interventions and promotes equity and sustainability in community development efforts.

This research focuses on applying the "*Three Cs*" principles – Community, Commitment, and Continuity – in hyperlocal media as a strategy for cultural preservation. These principles, emphasizing active community involvement, long-term dedication, and continuity in content production, are

deemed essential to ensure that efforts to preserve culture can be carried out effectively and sustainably amidst the challenges of globalization and rapid social changes. However, cultural preservation through hyperlocal media is not without its challenges. In a case study involving Galuh Prambanan TV, a hyperlocal media focusing on Javanese culture, several key issues were identified. First, how can hyperlocal media like Galuh Prambanan TV attract and sustain community engagement over the long term? Community engagement is crucial to the success of cultural preservation, yet maintaining high levels of participation in the face of competition from mainstream media and limited resources is a significant challenge. Second, how can hyperlocal media ensure long-term commitment from both the community and the media itself? This commitment is essential to ensure that cultural preservation efforts do not become temporary projects but have a lasting impact. The challenge of maintaining this commitment is tied to financial and operational constraints, which often hinder the support of cultural preservation activities. Third, how can hyperlocal media maintain continuity in the production and dissemination of cultural content? Continuity is vital to ensuring that hyperlocal media can continue to function as an effective platform for cultural preservation despite facing technological and economic challenges. These challenges must be addressed so that hyperlocal media can optimally fulfill its role in supporting the preservation of local culture.

This research aims to address these identified problems by developing effective strategies for implementing the "*Three Cs*" principles in hyperlocal media. The primary goal is to understand how these principles can be optimally integrated into the operational framework of hyperlocal media to more effectively and sustainably support cultural preservation. The research also aims to identify the key factors that influence community engagement in cultural preservation through hyperlocal media and to develop a model that hyperlocal media can use to overcome challenges in cultural preservation. Additionally, the study seeks to provide practical recommendations for media practitioners and policymakers on utilizing hyperlocal media as a tool for cultural preservation. By combining literature analysis, case studies, and interviews with media practitioners, this research aims to make a significant contribution to enhancing community engagement and ensuring the sustainability of cultural preservation efforts. This research is rooted in the concept of the "*Three Cs*," adapted from the framework of digital local journalism [35], which is then implemented in the context of hyperlocal media for cultural preservation. This concept emphasizes the importance of three key elements: community engagement, long-term commitment, and operational continuity. In the context of cultural preservation, these principles are seen as essential for ensuring that preservation efforts are deeply rooted in local communities, receive sustained support, and can adapt to technological and social changes. The "*Three Cs*" concept is also linked to the theory of social capital, which highlights the importance of networks, norms, and social trust in facilitating participation and collaboration within society. Social capital plays a crucial role in cultural preservation [36], [37], as it enables communities to enhance their engagement, strengthen cultural bonds, and ensure the continuity of their traditions. Therefore, the application of the "*Three Cs*" in hyperlocal media not only supports cultural preservation but also reinforces social networks and cultural capital within communities.

Previous research has extensively explored the role of local media in cultural preservation, including how local media maintains cultural identity and supports communities. Additionally, several studies have discussed the use of social media and new technologies in the context of local media to engage communities and support cultural preservation efforts. However, there remain research gaps that need to be addressed. One of these is the lack of studies on the long-term impact of cultural preservation initiatives through local media on the communities and cultures being preserved. Many studies also tend to be general or theoretical, highlighting the need for more in-depth empirical research in specific local contexts, especially in underrepresented regions. Moreover, research on the integration of local media and public policy to support cultural preservation is still limited. To bridge these gaps, several new areas of research can be further explored. One potential area is assessing the economic impact of local media focused on cultural preservation and how this can provide economic benefits to communities. Research could also expand the exploration of the use of new technologies in cultural preservation efforts through local media. Additionally, more specific case studies on communities or cultures that use local media for cultural preservation, particularly in underrepresented regions, would make a significant contribution to the existing literature. Fig. 1 is a visualization of the research gap.
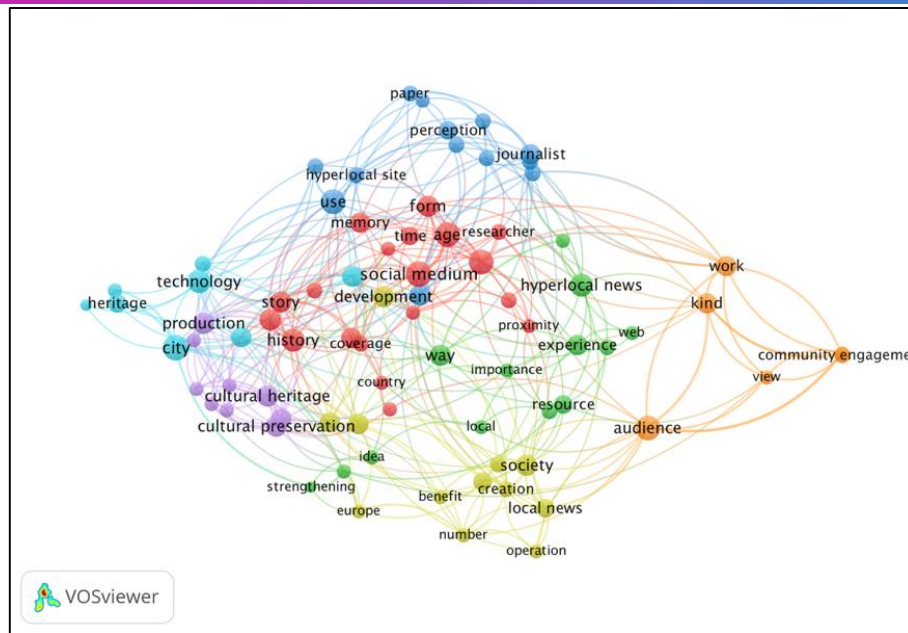
Fig. 1 Research Gap Visualization Image with VOSviewer

2. Method

This research adopts a qualitative approach aimed at gaining an in-depth understanding of how the "*Three Cs*" principles (*Community, Commitment, Continuity*) are applied in hyperlocal media for cultural preservation. A qualitative approach was chosen because it provides ample space for exploring social and cultural phenomena in depth, aligning with the research objectives. Through this approach, the study can explore various aspects related to social dynamics, community interactions, and the factors that influence the effectiveness of cultural preservation through hyperlocal media. The research method employed is a case study, with the primary focus being on Galuh Prambanan TV, a hyperlocal media outlet dedicated to the preservation of Javanese culture in Central Java. Galuh Prambanan TV is located on Jalan Manisrenggo, Klaten. The case study strategy was selected as it allows for an in-depth analysis of a particular entity or phenomenon in a real-world context [38], [39], [40]. Galuh Prambanan TV was chosen as the main subject because this media has consistently applied the "*Three Cs*" principles in its operations, thus providing a rich context for study. The case study is supported by several data collection techniques designed to obtain a comprehensive understanding of how the "*Three Cs*" are implemented in hyperlocal media. These techniques include in-depth interviews, participant observation, and document analysis.

The research subjects are media practitioners and local stakeholders directly involved in the operations of Galuh Prambanan TV. They include cultural content coordinators, technical managers, and members of the local community participating in the media's activities. Respondents were selected based on criteria such as their level of involvement in the production and distribution of cultural content and their understanding of technical strategies for cultural preservation through hyperlocal media. The research object in this study is the application of the "*Three Cs*" principles by Galuh Prambanan TV in efforts to preserve Javanese culture. Focusing on this object allows the research to explore how community engagement, long-term commitment, and operational continuity are executed in the context of hyperlocal media. Data collection techniques in this research include in-depth interviews, participant observation, and document analysis. In-depth interviews were conducted with media practitioners and community members who play significant roles in the application of the "*Three Cs*" principles. The interview questions were designed to explore respondents' understanding of the cultural preservation strategies employed by Galuh Prambanan TV, the challenges they face, and the impact of applying the "*Three Cs*" principles. Participant observation was conducted by attending various activities organized by Galuh Prambanan TV, such as cultural content production, community events, and live broadcasts. This observation allowed the researcher to directly understand how the "*Three Cs*" principles are implemented in practice. Additionally, document analysis was

conducted on various relevant archives and materials, such as operational reports, event documentation, and audience data.

The data collection process in this research included 15 in-depth interviews with key stakeholders, including managers of Galuh Prambanan TV and leaders of Javanese cultural communities in Klaten. These interviews were designed to gain a nuanced understanding of participants' perspectives on the cultural preservation strategies employed by Galuh Prambanan TV, the challenges encountered, and the impact of applying the "*Three Cs*" principles (content, community, and commerce). The participant observation from 2022 to 2024 provided comprehensive insight into Galuh Prambanan TV's cultural activities, such as cultural content production, community events, and live broadcasts. This longitudinal approach offered a robust view of the station's evolving practices and challenges in applying cultural preservation strategies. The collected data were analyzed through a thematic approach using qualitative analysis. This method was chosen to identify patterns, themes, and relationships between the variables emerging from the collected data. The process of analysis went through several stages, beginning with data coding, followed by grouping the identified themes and culminating in the interpretation of the results. The data coding stage involved labeling relevant units of data, which were subsequently grouped into key themes connected to the "*Three Cs*" principles. Once these themes were identified, the next step involved interpreting how Galuh Prambanan TV applied each principle and how this affected cultural preservation. The analysis followed a systematic procedure, beginning with the transcription of interviews and documentation of observations. Afterward, the transcribed data were manually coded to extract the main themes that were aligned with the research focus. These themes were then integrated into a broader analysis to help explain the relationship between the application of the "*Three Cs*" principles and the effectiveness of cultural preservation efforts. Respondents for this study were carefully selected based on their roles in cultural preservation through Galuh Prambanan TV. The respondents chosen had considerable experience and deep knowledge of hyperlocal media practices and cultural preservation, ensuring that the data collected offered comprehensive and accurate insights.

3. Results and Discussion

This research aims to understand the application of the "*Three Cs*" principle – *Community, Commitment,* and *Continuity* – in the context of hyperlocal media, especially Galuh Prambanan TV, to support the preservation of Central Java culture. The main findings of this study reveal that the application of the "*Three Cs*" principle effectively strengthens the role of hyperlocal media in preserving local culture. Through data collection techniques that include in-depth interviews, participatory observations, and document analysis, this study gained comprehensive insights into Galuh Prambanan TV's strategy for engaging local communities, maintaining long-term commitments, and ensuring continuity in media operations. The results of interviews with media practitioners, such as the coordinator of cultural content organizers and technical manager Galuh Prambanan TV, show that active community involvement is a key factor in the success of cultural preservation through hyperlocal media. They emphasized that community participation not only enriches the content presented but also increases the relevance of that content to local audiences. For example, the content program of the Karawaitan Association, which Galuh Prambanan TV routinely organizes, has succeeded in attracting the attention of the local community, not only as spectators but also as active participants in cultural activities.

Based on the results of observations, Galuh Prambanan TV consistently implements strategies that allow continuity in the presentation of cultural content. The media maintains a fixed airtime schedule and ensures that all programs are tailored to the preferences and needs of the local community. For example, the live broadcast program of *Wayang Kulit*, which is also broadcast on a delayed basis through the YouTube platform every month, has succeeded in maintaining a fixed audience and even increasing participation from the community. This shows that when hyperlocal media focus on continuity in content production and dissemination, they can build closer relationships with communities and create lasting bonds. In the context of long-term commitment, this research finds that Galuh Prambanan TV has built strong networks with various arts and cultural communities in Klaten, Central Java. Collaborations with local art groups, such as the *Paguyuban Karawitan*, reflect Galuh Prambanan TV's commitment to preserving traditional arts and culture. Sinam Sutarno, a community media practitioner from JRKI (*Jaringan Radio Komunitas Indonesia* or Indonesian Community Radio Network), emphasizes that this commitment is not only related to financial support

but also to the dedication to the sustainability of cultural heritage. Through these long-term partnerships, Galuh Prambanan TV has been able to overcome various challenges, including limited funding and resources. Table 1 on Audience Engagement at Galuh Prambanan TV shows the high level of interest and participation from the community in cultural programs broadcast online through YouTube. Programs such as *Pagelaran Wayang Kulit Lakon Wahyu Purbo Sejati* and *Koes Plus RKB Bayat* have garnered significant viewership, with each attracting 8,500 views, demonstrating the content's ability to reach a broad audience. This reflects the application of the "*Three Cs*" principles—Community, Commitment, and Continuity—in maintaining local community engagement. This active involvement not only enriches the content but also strengthens the relationship between the media and the community, which is at the heart of strong social capital.

The findings of this study highlight that Galuh Prambanan TV's success is not only based on its technical ability to present content but also on its ability to build and maintain strong social ties with the local community. The social capital formed from these close relationships allows the media to sustain its cultural programs, as evidenced by the high levels of audience engagement in the *karawitan* (traditional Javanese music) and *wayang kulit* (shadow puppet) performances. Thus, the implementation of the "*Three Cs*" principles has proven to support cultural preservation through hyperlocal media, where the community not only consumes the content but also becomes an integral part of the preservation process itself. This research demonstrates that media technology is increasingly significant in supporting cultural preservation by hyperlocal media. Galuh Prambanan TV uses streaming technology to expand the reach of its content, including connecting with the Javanese diaspora abroad. Through the use of digital technology, this media outlet not only disseminates cultural content to a wider audience but also strengthens community engagement through interactive platforms that enable direct feedback from viewers, see Table 1.

Table 1. Galuh Prambanan TV Audience Engagement (*YouTube Streams*)

Program	Views	Likes	Duration
Pagelaran Wayang Kulit Lakon Wahyu Purbo Sejati	8500	63	90 min
Koes Plus RKB Bayat	8500	62	170 min
Galuh Prambanan Live Stream Karawitan SMKN 8 Surakarta	5500	58	320 min
Pagelaran Wayang Kulit Lakon "Romo Bargowo"	4700	31	305 min
Pagelaran Wayang Kulit Lakon "Abiyoso Kromo"	4100	45	358 min
Pagelaran Wayang Kulit "Sang Setyaki" Galuh Prambanan Live Stream	3900	30	304 min
Paguyuban Karawitan Mekarsari	2800	37	188 min
Gurp Keroncong Manisrenggo	2800	37	303 min
Pagelaran Wayang Kulit Lakon Kongso Adu Jago	2700	18	195 min
Paguyuban Karawitan Kridho Laras - Krakitan Bayat Klaten	2700	19	225 min

However, the study also identifies several challenges Galuh Prambanan TV faces in implementing the "*Three Cs*" principles. One of the main challenges is the lack of participation from younger generations, who are more interested in digital content based on popular culture than in local cultural traditions. This poses a serious challenge to cultural preservation, given the crucial role of the younger generation in sustaining traditions. Galuh Prambanan TV has attempted to address this challenge by integrating modern cultural elements into traditional programs, such as combining *gamelan* music with contemporary dance. However, the outcomes still need to be closely monitored and evaluated. Further discussion of these challenges shows that the success of hyperlocal media in cultural preservation is highly dependent on their ability to adapt to social and technological changes. In this regard, Galuh Prambanan TV has shown quite good flexibility, but there is still room for improvement, especially in terms of increasing the attractiveness of traditional cultural programs for the younger generation. By continuously developing innovative and relevant strategies, hyperlocal media can ensure that local culture is not only preserved, but also evolves over time.

Another finding from this study is that the principle of "*Three Cs*" also helps to increase the legitimacy and authority of Galuh Prambanan TV as a custodian of local cultural heritage. Through strong community engagement and long-term commitment, the medium has managed to build trust and loyalty among its audience. This is important because in the digital age, information can be easily accessed from various sources, having trust from the community is one of the key factors to maintain the relevance and sustainability of the media. This study also confirms that the concept of social capital theory can be implemented effectively in the context of hyperlocal media. Social capital, which

includes elements such as beliefs, norms, and networks, plays an important role in driving community engagement and ensuring long-term support for cultural preservation efforts. In the case of Galuh Prambanan TV, strong social capital allows this media to maintain continuity and relevance in the midst of existing challenges. This emphasizes the importance of maintaining close relationships with communities, not only as a source of content, but also as a partner in cultural preservation efforts.

Overall, the results of this study reveal that the application of the "*Three Cs*" principle in hyperlocal media has a significant impact on the preservation of local culture. Despite its challenges, especially related to demographic and technological changes, Galuh Prambanan TV has shown that through the right strategies, hyperlocal media can play an important role in preserving and promoting local culture. By continuing to adapt, both in terms of technology and audience preferences, Galuh Prambanan TV has great potential to become a model for other hyperlocal media in efforts to preserve culture. The key to this success lies in the ability to blend tradition with innovation, as well as maintaining high community engagement. Fig. 2 is the involvement of the Karawitan Association in Galuh Prambanan TV.

Fig. 2: Performers of the Karawitan Association at Galuh Prambanan TV

One of the key factors that supports this sustainability is the systematic application of the "*Three Cs*" principle. Community involvement serves as the main foundation that maintains the relevance of this media in the midst of social change. Galuh Prambanan TV is increasingly integrated with the support of the Bali Buja Community or the Javanese Cultural Care Association, which consistently presents karawitan content. This community consists of various art groups spread around the Klaten Regency area. Galuh Prambanan TV actively involves various community groups in content production, both as participants and as contributors to ideas. This approach not only strengthens social bonds within the community but also ensures that the content produced has significant value for local audiences. Long-term commitment is the second factor that is no less important. Galuh Prambanan TV has consistently shown dedication to supporting cultural preservation, both through its programs and through collaborative activities with local communities. This dedication is not only limited to the content production aspect but also includes efforts to educate the younger generation on the importance of preserving cultural traditions. In this way, Galuh Prambanan TV acts as the custodian and successor of cultural heritage, ensuring that local values and traditions remain alive and respected by future generations. Operational continuity is the third pillar that ensures that cultural preservation efforts can run continuously. Through effective resource management and adaptive business strategies, Galuh Prambanan TV is able to maintain its operational stability despite facing various external challenges. This continuity is not only seen from the consistency of the program's broadcast schedule but also from efforts to update and adjust content to stay relevant to changing times and audience tastes.

In the discussion of these findings, it is important to relate the results of the research to the social capital theory used as a conceptual foundation. Social capital, which includes aspects of trust, norms, and networks, has proven to play a central role in ensuring the successful implementation of the "*Three Cs*" principle on Galuh Prambanan TV. By leveraging strong social capital, the media is able to create

an ecosystem that supports community engagement, maintains long-term commitment, and ensures operational continuity. Nevertheless, the study also highlights several areas that require further attention. For example, in an effort to engage the younger generation, Galuh Prambanan TV needs to continue to innovate in the way they present cultural content. The biggest challenge in this regard is how to combine traditional cultural elements with more modern and digital media preferences without losing the essence of the tradition that it wants to preserve. For this reason, a more interactive and technology-based approach can be an effective solution, such as the use of social media for cultural campaigns or the development of mobile applications that facilitate access to local cultural content.

Additionally, from a sustainability perspective, it is important for Galuh Prambanan TV to continue to look for alternative funding sources that can support its long-term operations. These can be collaborations with government agencies, sponsors from the private sector, or *crowdfunding* from communities concerned with cultural preservation. By diversifying funding sources, this media can be more flexible in dealing with economic fluctuations and maintaining the continuity of programs that have been running. This research also opens up space for further exploration of the implementation of the "*Three Cs*" principle in the context of other hyperlocal media in Indonesia. Although the focus of this research is Galuh Prambanan TV, the findings can be applied to other hyperlocal media that have a similar mission in cultural preservation. A comparative study between different hyperlocal media in different regions will provide additional insights into how local contexts affect the application of these principles and how media can adapt to the specific challenges they face. In conclusion, the application of the "*Three Cs*" principle by Galuh Prambanan TV shows that hyperlocal media can play a role as an agent of significant change in the preservation of local culture. With a focus on community engagement, long-term commitment, and operational continuity, this media not only manages to maintain the continuity of Central Java's culture but also strengthens the identity of the local community in the era of globalization. Other hyperlocal media need to learn from this experience and adopt similar approaches so that they can also contribute to the wider cultural preservation efforts in Indonesia. This research makes an important contribution to the literature on cultural preservation through hyperlocal media, but there is still a lot of room for further development. An in-depth study of the influence of digital technology on the success of hyperlocal media in preserving culture, for example, could be the focus of subsequent research. In addition, the analysis of how demographic and social changes affect the sustainability of cultural preservation through hyperlocal media is also important to pay attention to. Thus, efforts to preserve culture through hyperlocal media such as Galuh Prambanan TV not only require the implementation of the right strategy but also a sustainable commitment from all parties involved. The success of cultural preservation is highly dependent on the ability of the media to continue to adapt to the changes that occur, both in terms of technology, audience preferences, and social dynamics in society.

4. Conclusion

The findings of this research reveal that applying the "*Three Cs*" principles—Community, Commitment, and Continuity—by Galuh Prambanan TV demonstrates the vital role of hyperlocal media in preserving and safeguarding local cultural heritage. Through these principles, Galuh Prambanan TV has successfully developed a cultural preservation model that strengthens ties with the community and actively involves local people in maintaining their cultural identity. The community's active participation in traditional programs, such as *karawitan* music and shadow puppet performances, has been vital to Galuh Prambanan TV's success in creating a sustainable model that encourages cultural stewardship and deepens the community's connection to its heritage. The research shows that Galuh Prambanan TV has a strong bond with its community. This connection is established through the station's consistent community engagement in the production of traditional content, which enriches the cultural relevance of the programs presented and motivates the community's active participation in preservation efforts. In this way, hyperlocal media bridges modern media practices and traditional arts, allowing local people to connect more closely with their cultural heritage. Furthermore, Galuh Prambanan TV shows a solid commitment to supporting cultural activities despite various challenges, particularly funding. This dedication is reflected in its collaboration with local arts groups, which aims to showcase traditional arts and educate the younger generation on the importance of preserving local culture. Through these partnerships, Galuh Prambanan TV actively contributes to cultural education, encouraging younger members of the community to preserve inherited traditions.

This long-term commitment shows that the station's dedication goes beyond merely producing content; it also ensures that local culture remains respected and passed down to future generations.

Operational continuity is another essential pillar that guarantees the longevity of cultural programs at Galuh Prambanan TV. This stability is achieved through consistent program scheduling and effective resource management. With this operational stability, Galuh Prambanan TV can provide cultural content continuously, which not only sustains audience engagement but also reinforces the station's role as a committed agent of local cultural preservation. By maintaining continuity in the presentation of cultural programming, Galuh Prambanan TV can remain relevant amid industry challenges, create space for traditional culture amidst changing times, and preserve the integrity of the cultural content presented. Based on these findings, several recommendations emerge for future research. Further studies should explore the impact of digital technology on the capacity of hyperlocal media to reach and engage younger audiences. Digital platforms, such as social media and mobile applications, can increase reach and engagement among younger viewers while preserving the essence of traditional culture. Additionally, comparative studies that examine the application of the "*Three Cs*" principles in other hyperlocal media across different cultural contexts would offer further insights into how local contexts influence cultural preservation strategies. Such studies could provide valuable perspectives for adapting the "*Three Cs*" framework across diverse regions with distinct cultural dynamics. Further research on audience demographics is also needed to analyze the evolving preferences of younger audiences and develop strategies that integrate modern digital formats with traditional cultural content, ensuring that local culture remains relevant to today's viewers. By addressing these research recommendations, the understanding of the role of hyperlocal media in sustainable cultural preservation will deepen. The ability of hyperlocal media like Galuh Prambanan TV to continuously adapt to changing audience needs and leverage digital advancements presents a significant potential in efforts to protect local cultural heritage amid globalization and the rapidly evolving digital age.

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