

The Impact of the 8th Aceh Cultural Week (PKA) Exhibition on the Cultural Literacy of Aceh Province Students

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Abstrack - Pekan Kebudayaan Aceh (PKA) merupakan ajang perhelatan kebudayaan terbesar masyarakat Provinsi Aceh yang dilaksanakan setiap 5 tahun sekali. Tujuan penelitian ini yaitu untuk mengetahui dampak pameran Pekan Kebudayaan Aceh (PKA) ke-8 terhadap literasi budaya pelajar di Provinsi Aceh. Metode penelitian ini menggunakan metode kuantitatif dengan pendekatan regresi linier sederhana. Penelitian ini dilakukan di Taman Sulthanah Shafiatuddin pada saat Pekan Kebudayaan Aceh (PKA) ke-8 berlangsung pada tanggal 8-14 November 2023 dengan sampel yang berjumlah 96 siswa SMA yang mengunjungi Pekan Kebudayaan Aceh (PKA) ke-8. Penggunaan sampel menggunakan rumus lemeshow yang diambil dengan menggunakan teknik purposive sampling. Teknik pengumpulan data yang digunakan dalam penelitian ini yaitu kuesioner dan dokumentasi. Adapun teknik pengelolaan data menggunakan rumus regresi linier sederhana dengan program SPSS Versi 25. Berdasarkan hasil uji regresi linier, diperoleh hasil persamaan regresi $Y = 7,659 + 0,267 X$. Konstanta mempunyai nilai sebesar 7,659 yang artinya apabila variabel pameran Pekan Kebudayaan Aceh (PKA) konstan, maka peningkatan literasi budaya sebesar 7,659. Pameran Pekan Kebudayaan Aceh (X) sebesar 0,267 yang artinya apabila mengalami kenaikan sebesar 1 satuan maka akan meningkatkan Literasi budaya siswa sebesar 0,267. Hasil uji signifikan menunjukkan nilai $0,000 < 0,05$. Hal ini membuktikan bahwa diterima sehingga adanya pengaruh yang signifikan antara pameran Pekan Kebudayaan Aceh terhadap literasi budaya pelajar Provinsi Aceh. Koefisien determinasi (R Square) diperoleh sebesar 0,259 yang berarti bahwa dampak variabel X (Pameran Pekan Kebudayaan Aceh) terhadap variabel Y (Literasi Budaya Pelajar) adalah 25%, sedangkan sisanya dipengaruhi oleh faktor lain yang tidak diteliti dalam penelitian ini.

Kata kunci: Literasi budaya, Pameran, Pekan Kebudayaan,

Abstrack - The Aceh Cultural Week (PKA) is the largest cultural event held by the people of Aceh Province, which takes place every five years. The purpose of this research is to determine the impact of the 8th Aceh Cultural Week (PKA) exhibition on cultural literacy among students in Aceh Province. This research method utilizes a quantitative approach with simple linear regression. The research was conducted at Taman Sulthanah Shafiatuddin during the 8th Aceh Cultural Week (PKA) held from November 8th to 14th, 2023, with a sample size of 96 high school students who visited the 8th Aceh Cultural Week (PKA). Sampling was done using the Lemeshow formula with purposive sampling technique. Data collection techniques included questionnaires and documentation. Data management utilized simple linear regression formula with SPSS Version 25 program. Based on the results of the linear regression test, the regression equation is obtained as $Y = 7.659 + 0.267 X$. The constant has a value of 7.659, indicating that when the Aceh Cultural Week exhibition variable (X) is constant, cultural literacy increases by 7.659. The Aceh Cultural Week exhibition variable (X) is 0.267, meaning that an increase of 1 unit will increase student cultural literacy by 0.267. The significant test result shows a value of $0.000 < 0.05$, indicating acceptance and significant influence of the Aceh Cultural Week exhibition on student cultural literacy in Aceh Province. The coefficient of determination (R Square) is obtained as 0.259, meaning that the impact of variable X (Aceh Cultural Week Exhibition) on variable Y (Student Cultural Literacy) is 25%, while the rest is influenced by other factors not examined in this study.

Keywords: Cultural Literacy, Cultural Week, Exhibition.

Introduction

In the discourse of cultural literacy, it is important to understand the concept as a social dialogical implementation that considers various alternative perspectives. This dialogical perspective emphasizes a high tolerance for ambiguity, with a positive, flexible, and open attitude to uncertainty. In Indonesia, cultural literacy plays a crucial role as a form of understanding and appreciation for the cultural diversity that is the nation's identity.

Cultural literacy not only plays a role in understanding local culture, but also builds tolerance for human diversity in complex cross-cultural contexts. As a learning tool, cultural literacy helps the younger generation understand past events, providing key perspectives in understanding social, political, and cultural dynamics.

To increase interest and understanding of cultural literacy, local governments can hold various cultural events, including cultural exhibitions. These exhibitions can be art performances, cultural artifact exhibitions, or historical exhibitions, all of which are tangible manifestations of cultural preservation efforts that are appreciated by the community.

However, the real challenge comes in the context of 21st-century education, where cultural literacy is often overlooked. Many educational institutions reduce or even eliminate learning about local culture. In Aceh Province, for example, some educational institutions have reduced local content lesson hours or even eliminated them altogether, marking a decline in interest in cultural literacy.

To overcome this decline in interest, the Aceh government has launched efforts such as the Aceh Cultural Week (PKA). However, although PKA aims to promote and preserve Acehnese culture, its impact on students' cultural literacy is still not optimal. Research shows that the level of cultural literacy of students in Aceh is still low, with many students having difficulty understanding and translating cultural content in the Acehnese language.

Therefore, this study aims to delve deeper into the impact of the Aceh Cultural Week (PKA) Exhibition on the cultural literacy of students in Aceh Province, especially at the high school (SMA) level. Titled "The Impact of the 8th Aceh Cultural Week (PKA) Exhibition on Cultural Literacy for Students in Aceh Province," this research aims to provide a deeper understanding of how cultural exhibitions can affect cultural literacy among Aceh students.

Literature Review

In this era of globalization, cultural exhibitions are one of the important aspects in enriching cultural literacy among students. Previous studies have traced the impact of cultural exhibitions on students' cultural literacy. One of them is a study conducted by Maimun in 2020¹. In his research entitled "Internalization of National Character Values through Cultural and Civic Literacy in Senior High School", Maimun explored the process of implementing cultural and civic literacy in high schools throughout Banda Aceh City. The research aims to describe how the process of implementing cultural and civic literacy is carried out in the high school, as well as to identify national character values that are internalized through cultural and civic literacy. The research method used is a qualitative descriptive method using interview instruments as a data collection tool. The results of the study show that the process of implementing cultural and civic literacy in high schools in Banda Aceh City is carried out through various activities that provide an understanding of cultural multiculturalism and the rights and obligations as citizens. The implications of these findings are very relevant in the context of increasing cultural literacy among

¹ Maimun Hema Mthia Sanusi, Rusli Yusuf, "Internalisasi Nilai-Nilai Karakter Kebangsaan Melalui Literasi Budaya Dan Kewarganegaraan Di Sekolah Menengah Atas (SMA) Kota Banda Aceh," Universitas Syiah Kuala vol. 8, no. 1 (March 2020): hal. 8-15. Diakses pada tanggal 23 november 2023 pada situs: <https://journal.ummat.ac.id/index.php/CIVICUS/article/>.

students, as well as in efforts to strengthen national character values in the midst of increasingly complex community life dynamics.

This research is a valuable foundation in understanding the relationship between cultural exhibitions and cultural and civic literacy, and makes an important contribution to the development of character education in Indonesia.

1. Cultural exhibitions

Culture, a concept rooted in diverse languages and cultures, contains deep and complex meanings. Not just a term, but also a conception that reflects human civilization. Derived from the words "Culture" in English, "Cutur" in Dutch, "Tsaqafah" in Arabic, and "Colore" in Latin, the concept of culture describes human activities to cultivate, change, and nourish nature..²

In anthropological studies, one of the well-known figures who emerged a profound concept of culture is Clifford Geertz. Geertz argues that culture is an orderly system of meanings and symbols. According to Geertz quoted by syakhrani³, these symbols are extrasomatic sources of information that have an important role in developing individual knowledge and shaping a good and correct way of behaving in society. Thus, culture does not only include practices and traditions that are observed with the naked eye, but also includes the meanings contained in them.

In the context of this study, Geertz's concept of culture as a system of regularity of meanings and symbols provides a strong theoretical foundation in understanding the role of cultural exhibitions in shaping cultural literacy. Through the interpretation and analysis of the symbols contained in cultural exhibitions, it is hoped that it can be revealed how the process of developing knowledge and forming good and correct attitudes is carried out through interaction with culture.

By combining Geertz's concept with a current understanding of cultural exhibition and cultural literacy, this study aims to make a meaningful contribution to deepening our understanding of the complexity of culture and its influence on the formation of human identity and thought.

Cultural exhibitions, as a form of artistic and cultural expression, have varied main purposes. Basically, the main purpose of an exhibition is to display or exhibit a product or artwork to a wide audience. In this context, exhibitions are an important means for artists and cultural figures to communicate their messages to the public, as well as to introduce and appreciate the cultural richness that a society has.

² Eman Supriatna, "Islam Dan Kebudayaan (Tinjauan Penetrasi Budaya Antara Ajaran Islam Dan Budaya Lokal/Daerah)," *Jurnal Soshum Insentif*, vol. 2, no. 2, (2019): hal. 282-287. Diakses pada tanggal 20 oktober 2023 pada situs: <https://www.learntechlib.org/p/209286/article>.

³ Abdul Wahab Syakhrani, Muhammad Luthfi Kamil, "Budaya Dan Kebudayaan: Tinjauan Dari Berbagai Pakar, Wujud-Wujud Kebudayaan, 7 Unsur Kebudayaan Yang Bersifat Universal," *Sekolah Tinggi Agama Islam Kandungan* vol. 5, no. 1, (June 2022): 782–91. Diakses pada tanggal 22 oktober 2023 pada situs: <https://journal.iaisambas.ac.id/index.php/Cross-Border/article/download/1161/916>.

Not only as a forum to exhibit works of art, cultural exhibitions are also an important platform to explore opinions and appreciation from the wider community for the products or works of art exhibited. Through the interaction between audiences and the artworks displayed, cultural exhibitions can spark rich cultural dialogue and stimulate critical thinking on various aspects of social, political, and economic life.

2. Cultural Literacy

The development of literacy has become the main focus in the world of education and human development today. Literacy is no longer just about reading and writing skills, but also includes a person's ability to understand, interpret, and use various forms of information in diverse contexts. In addition, literacy also includes the ability to think critically about social, cultural, and technological contexts that are increasingly complex in this digital era.

In the midst of growing cultural dynamics, cultural literacy is becoming increasingly relevant in understanding and appreciating the cultural diversity that exists in society. Cultural literacy is not only about the ability to recognize and understand one's own culture, but also about the ability to interact, cooperate, be tolerant, and understand other different cultures.⁴

According to Giorgi Kobakhidze, an expert in the field of culture, the main goal of cultural literacy is to facilitate an understanding and appreciation of the various aspects of culture that surround the individual. Cultural literacy focuses not only on understanding, but also on respect for the diversity of values, norms, and traditions that exist around us.

In this context, cultural literacy also has a broader purpose, which is to help individuals to become more connected to the surrounding society. Through a deeper understanding of culture, individuals can build strong bridges between themselves and the society in which they live. Thus, cultural literacy not only shapes individuals personally, but also strengthens social bonds and solidarity between members of society.

Furthermore, cultural literacy assists individuals in understanding the values, norms, and traditions that underlie social and cultural life in this world. By understanding and internalizing these values, individuals can become active and productive members of society, as well as contribute to sustainable and harmonious development.

Research Methodology

In this study, the approach used is a quantitative research methodology, which is defined as a form of research method based on a certain philosophical foundation, which is used to investigate the conditions of a certain object or population. Data collection is carried out using appropriate research instruments, as well as quantitative/statistical data analysis, with the aim of describing and testing the hypotheses that have been determined. This research was carried out at Taman

⁴ Tia Nur Aeni, "Implementasi Literasi Budaya Sebagai Solusi Disintegrasi Bangsa Di Tengah Pandemi," *Jurnal Dinamika Sosial Budaya*, vol. 25, no. 2, (June 2023): hal. 325-334. Diakses pada tanggal 3 november 2023 pada situs: <https://journals.usm.ac.id/index.php>.

Sulthanah Shafiatuddin, located on Jl. Senangin Bandar Baru, Kuta Alam District, Banda Aceh City, Aceh Province, in the period from November 8 to 14, 2023.

In this study, the researcher used a heterogeneous population, namely people who visited the 8th Aceh Cultural Week (PKA) in 2023. The researcher chose students as the object of the population because students have the potential to influence and strengthen cultural literacy skills in society. Thus, it is hoped that the community will be able to strengthen their understanding of Aceh's cultural history, and play a role as a generation that can preserve and develop Acehnese culture. Sampling was carried out on 96 high school students who visited the 8th Aceh Cultural Week (PKA).

Discussion

In this study, an evaluation was carried out on the validity and reliability of the statement questionnaire used in data collection. The results of the analysis showed that all statements contained in the questionnaire were declared valid and reliable. The validity of variables X and Y has been confirmed with greater r_{hitung} than r_{tabel} , while reliability is measured using Cronbach Alpha values, which indicate that the reliability values of variables X and Y are 0.813 and 0.693, respectively, exceeding the 0.60 values that are the reliability standard. This indicates that all the variables tested are reliable in the measurement.

Linear regression analysis shows that variable X (cultural exhibition) has a significant influence on variable Y (cultural literacy). Although the value of the determination coefficient (R Square) of 0.259 indicates that only about 25% of the variation in cultural literacy can be explained by cultural exhibitions, while the rest is influenced by other factors not examined in this study. However, the results of the significance test confirm that the relationship between cultural exhibitions and cultural literacy does have strong statistical significance ($p < 0.05$), as seen in Table 4.4.

From the results of linear regression, a constant of 7.659 was obtained which shows that when the cultural exhibition variable is fixed, cultural literacy has an initial value of 7.659. Furthermore, the regression coefficient of 0.267 shows that every one unit increase in cultural exhibitions will increase cultural literacy by 0.267. Therefore, it can be concluded that cultural exhibitions have a significant positive impact on improving cultural literacy among students in Aceh Province.

Based on these findings, it is recommended that cultural exhibition activities continue to be maintained and improved in their implementation. This is expected to have a greater impact on improving cultural literacy among students, thereby helping in developing their understanding of local culture and strengthening regional cultural identity.

Conclusion

From the results of research and discussion on the Impact of the 8th Aceh Cultural Week (PKA) Exhibition on Cultural Literacy for Students in Aceh Province, it can be concluded that there is a significant influence of the Aceh Cultural Week on increasing cultural literacy for students in Aceh Province. This is strengthened by the acceptance of an alternative hypothesis (H_a) which states

that there is an impact of the Aceh cultural week on cultural literacy for students. The results of the linear regression test showed that there was a positive relationship between the cultural exhibition variable and the cultural literacy of the community. The regression coefficients and constants obtained from the analysis show that every one unit increase in cultural exhibitions will increase people's cultural literacy. The significance test also confirmed that the relationship between cultural exhibitions and cultural literacy was statistically significant. However, although cultural exhibitions have a significant impact, there is still a 74% variation in cultural literacy that is influenced by other factors not discussed in this study. Thus, it can be concluded that the Aceh cultural exhibition makes a positive contribution to improving cultural literacy for students in Aceh Province, but further research is still needed to understand other factors that affect cultural literacy.

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