



The Power of Social Media in the Digital Era in Keeping Cultural Traditions Alive

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Abstract

The study explores the ways in which the use of social media facilitates maintenance and advancement of cultural traditions in the digital age, particularly, among the generation Z. The primary aims were to determine how well such platforms as TikTok, Instagram, Facebook and YouTube supported cultural identity maintenance, to gauge the engagement into cultural contents and to look at the generational applications. Data was collected on 115 respondents all over the world using a quantitative method in the form of structured multiple-choice surveys that were handed out through Google Forms. The results indicate that the majority of the respondents are regularly exposed to culturally related materials on the internet, in particular, food, clothes, and festivals. The best sites of cultural exposure were TikTok and Instagram. Nevertheless, although the consumption of cultural content is an everyday experience, it does not necessarily result in sharing or higher involvement. The paper has come to a conclusion that social media has tremendous potential in the preservation of culture. However, to have significant influence requires proactive and active engagement.

Types of Paper - Quantitative

Keywords: (Social Media, Digital Era, Cultural Traditions, Cultural Preservation)

1. Introduction

1.1 Research Background

Cultural traditions are the customs, practices, and beliefs all are passed down from parents to children. These involve things like traditional food, clothing, music, language, and festivals. These traditions help people feel a better relationship with their families and communities. But in today's rapidly changing world, many traditions are at risk of being lost from us. Globalization has made it easier for people to connect across borders, but it has also made many cultures start looking and feeling the

same according to (Matos, 2025). Despite globalization making people and people's activities more connected, this has led to the globalization of popular culture. It is peaceful that a group is formed through distinguishing factors concerning behaviors and social relationships (Pouloupoulos and Wallace, 2022) while culture through languages, arts, and values as important tools in enhancing cohesiveness and human progress (Podara et al., 2021).

Digital transformation on a global scale threatens cultural heritage conservation and transmission (Panchal and Mago, 2024). Since the old face to face cultural pass down poorly serves the society today due to the fast-growing use of technology, social media provides a new ground on which culture can be relayed. Thus, social networks are the cultural phenomena of the modern world that have changed the forms of people's communication and created new forms of their interaction (Wibowo et al., 2023). The digital domain has become an important space in the documentation and share of cultures (Giaccardi, 2012).

This paper aims at assessing the use of social media in the preservation and promotion of culture in the modern world, which is via Facebook, Instagram, YouTube, TikTok, and WhatsApp (Diego et al., 2024). The study may be relevant due to its focus on the 'doing culture' paradigm in light of concerning trends involving a declined focus on culture, especially by the second and third generations of immigrants in the diaspora as well as Gen Z (Panchal & Mago, 2024).

1.2 Problem Statement

It is hard for people from diaspora communities that move and reside in faraway places away from their home nations to preserve their cultural traditions. Lacking soil where they came from and attempting to fit into a stranger world can result in losing traditional ancestry, native languages and cultural identity. Social media sites such as facebook, instagram and Youtube have developed new means by which these communities can remain connected to their culture. They can be part of retelling stories, sharing traditions, sharing music, sharing festivals, even speaking their native language with the rest of the people online. However, though social media can make culture live, it brings new problems as well.

One large problem is that culture can be diluted or modified on social media. In order to get more likes, views or followers people can make their traditions more entertaining or easier to understand for a large audience by modifying/traditionalizing them. This makes the cultural content lose its true meaning. There is also the risk of introducing carp information quickly (which can alter or tarnish the way people perceive a culture) (Panchal & Mago, 2024). Social media also influences how people view culture and society. Online echo chambers (where people only see opinions like their own), political arguments and culture clashes can create mis-understanding between groups (Wibowo et al., 2023). Also most global languages like English are used online therefore local languages are slowly lost to the younger generation.

It is important to know how the digital world changes our society as explained by Levin and Mamluk (2021b). If we don't take care of cultural customs well, a lot of them can lose out in the swift rush of modernity. These are tangible cultural heritage stories, dances, music, traditional knowledge, a big part of people's identity (Afolabi & Zolkepli, 2023).

Although social media does follow and helps in sharing and protecting the culture, it can also do some harm. Traditions may be changed accordingly to fit in online, the local languages may become lost, and wrong information may spread. This makes it difficult for communities, particularly for young people in a digital generation to maintain their culture real and strong. This research examines both the positive and negative of social media in sustaining cultural traditions alive.

1.3 Research Objective

The research objectives for studying social media effectiveness in cultural preservation include the following:

1. To find out how effective social media is in preserving and promoting cultural traditions in the digital age.
2. To evaluate the cultural preservation methods used by Social media
3. To measure how well social media works for different age groups, especially Gen Z to keep their cultural identity alive and pass it on

1.4 Research Questions

The following are the main three research questions that underpin study on effectiveness of social media in preservation and promotion of cultural traditions:

1. How often do people see or share cultural content on social media platforms?
2. How helpful do people think social media is in keeping their cultural traditions and identity alive?
3. Which age groups use social media to learn about or share their culture and how often?

1.5 Limitations of Studies

There are many limitations of several studies on social media and culture. For instance, some have a binary fixation to particular areas such as the State of Michigan thus making it difficult to generalize their results to broader territories such as the whole United States (Dutton & Reisdorf, 2017c). Also, the research techniques applied can create problems. Self-reported answers in surveys are subjective and can be reports of answers one thinks are more acceptable. Some of the studies utilize mostly student participants or research groups that are not balanced, in terms of gender, therefore, it is difficult to generalize their results to all people or cultures.

Some of the studies only aim to analyze one of the platforms or compare only two types of culture, individualist vs collectivist thus, other cultural perspectives may go unnoticed. Scientists like Sheldon et al. (2017c) note that in order to evaluate cultural values, there is a need for additional research involving those from different nations as well as virtual cultural values at individual levels. Further, some research focuses more on how business culture is shared online but does not investigate how communities, or individuals, keep up their cultural traditions (Hong, 2022d). The platforms themselves as well can also be a barrier. For instance, due to dominance by many platforms, the English language may pressure people into using English rather than their local languages, making cultural sharing hard (Malatji, 2019).

1.6 Significance of Studies

Even in light of these constraints, numerous researches tell how powerful social media can be to keeping cultural traditions alive. The attitudes of people in relation to the internet may influence their use of social media and this allows us to understand digital gaps and ways to support more equal access (Dutton & Reisdorf, 2017c). Social media also engenders a man-made phenomenon called participatory culture where instead of observing culture people not only participate in it but also direct and shape it. This has transformed the way the human being experiences heritage and cultural stories (Giaccardi, 2012).

Interactive documentaries (i-docs) are another case in point. They allow people to interact with cultural stories via digital storytelling and this aspect of interaction makes it more intimate and relevant

(Podara et al., 2021b). Other research examines the digital systems underlying social media, and reveals that these systems influence how cultures are shared and maintained over time (Plantin & Punathambekar, 2018b). Thus Social Medias also support a cultural integration by people from various backgrounds who can associate, understand one another, and share their traditions (Wibowo et al., 2023). It helps artists and cultural groups to gain larger audiences and promote traditional performances more conveniently (Diego et al., 2024). Importantly, through social media endangered languages are easily protected and preserved. They can have online communities in their own languages and live out their cultures in a digital world (Malatji, 2019).

1.7 Definition of key terms and Summary

In the era of digital, social media have taken the advantage of becoming a prime agent of changing communication and cultural presentation. Social media is digital forums such as Facebook, Instagram, YouTube, tiktok, WhatsApp in which users can generate, post and engage with content according to (Vogels, Gelles-Watnick, & Massarat, 2022). These platforms provide robust instruments for connecting culturally with practices across geographical boundaries.

The digital era full of accelerated technological changes and global expansion of the internet has changed the way people generally access and maintain information including cultural heritage. This particular time is commonly known as the digital age, digital society, digital revolution or hyper-connected world, according to (Levin & Mamlok, 2021c). The main feature is the use of information and communication technologies (ICTs) such as the internet, World Wide Web and mobile phones. Nowadays, technologies like smartphones have become so important that they have changed how we live and added new forms of virtual space to common life. It adds to and now blends with what we normally do every day.

Cultural traditions such as language, music, clothing, festivals and beliefs, are the identity and values that are carried from one generation into the next. An excellent case of intangible cultural heritage is the practice from Bosnia and Herzegovina, where men have dived off the Mostar bridge continually since 1664. Over many centuries, people have continued to hold this event and it is known for displaying courage, local traditions and traditions passed down through time (Selmanović et al., 2020).

Cultural preservation is the endeavor to protect these traditions against the press of globalization and modern pressures. It's important to remember that cultural preservation in areas of intangible heritage is not limited to only documenting traditions. Traditional ways such as recording audio and video in museums are helpful for registering traditions, but do not always help keep them alive. To truly preserve heritage, we need to share its context, meaning and the experiences of those who keep it alive. Now, many contemporary methods involve virtual reality (VR) and digital storytelling to address this need. They strive to increase user involvement in virtual environments, so that customs, such as the Mostar bridge diving ceremony can be presented and preserved in more engaging and authentic ways (Selmanović et al., 2020).

2. Literature Review

Today, keeping cultural traditions alive is becoming harder. As people move to different countries and connect with others around the world, it becomes harder to pass down traditional customs, languages, and values. Even though technology can help, it also creates new challenges for cultural preservation.

On account of globalization and migration of people from their native places it has become harder to preserve cultural traditions (Panchal & Mago, 2024). With people settling in locations far from their birth countries, exerting efforts to preserve their conventional customs, languages and traditions, becomes ever so difficult (Panchal & Mago, 2024). Museums now important cultural institutions find it difficult in the digital age to adapt and remain relevant because of lack of motivation and means to modernise. Therefore, cultural institutions today no longer provide effective support in the preservation of cultural heritage through outdated learning experience (Hong, 2022).

2.1 Introduction to Cultural Preservation in the Digital Age

With the aid of cybernetic innovations, it is possible to do the preservation of cultural heritage through digital archiving of critical records, practices, and items to be used for posterity. Through the preservation of these cultural artifacts it helps societies to know a little more about who they are while also fostering a common vision from among its members. In the course of continuous digital transformation, preservation and dissemination of information is altered and therefore creates various challenges and opportunities in that of cultural preservation. De Sousa (2023b) underlines that the protection of historical memory is of paramount importance not just for the understanding but also for the definition of the community's identity. This highlights the value of memory and of documentation in the digital world, and that information about cultural identity endures in everyday life, as well as in scholarly contexts.

Further, there has been a tremendous increase in global talk about intangible heritage. Here, intangible cultural heritage, that is, customs, traditions, and skills that can be passed from one generation to the next suffer increased susceptibility to loss due to globalization and the homogenization of cultures. In accordance with Idris et al (2016b), the international focus of the intangible heritage is a reaction to concerns about cultural homogenisation, lesser diversity, and the decline in human creative expression. Thus, intangible heritage represents both the intellectual/spiritual spirit of a civilization and also strikes at the heart for the flourishing of cultural diversity and innovation.

It has been observed in the works of scholars that digital preservation provides an essential method for preserving access to and appreciation of cultural identity over the long term. According to Laskar, (2025), preservation of cultural heritage is aimed at maintaining the diversity of human creative efforts as well as to allow the future generation to reflect and admire their ancient past. This testifies to the potential of systemic use of modern technology to unite and preserve the legacy between generations. Thus, digital preservation of cultural heritage is therefore an important and necessary cultural and social obligation, rather than a simple technology-based obligation.

2.2 Social Media as a Tool for Cultural Transmission

The disadvantages of earlier models have led social media platforms to establish themselves as vital tools for keeping and demonstrating cultural identities across the networked globe. The social media platforms Facebook, Instagram, YouTube and TikTok maintain and promote cultural heritage as vibrant digital venues for diaspora communities and cultural groups (Panchal & Mago, 2024). The results indicate that 32.43% of librarians surveyed recognized "Social media campaigns for cultural awareness" as an accepted digital preservation technique (Laskar 2025). It shows that there is an ever-increasing recognition by professionals working in the library science field of the promise of social media being used as a way of sharing and celebrating cultural heritage. The data shown reflect on a survey study that aims to study how cultural heritage is preserved in digital contexts specifically in library science (Laskar, 2025). This discovery aligns with general scholarly debates on how to digitally preserve historical memory (De Sousa, 2023b), in which De Sousa examines the issues, advantages, and importance of interactive technologies in cultural heritage education and research.

YouTube channels operate as digital storage facilities to safeguard traditional arts which include both dance and music performances. Through their platforms they organize tutorials that cover traditional cooking methods as well as festival live streams which allow people from distant locations to participate virtually (Panchal & Mago, 2024).

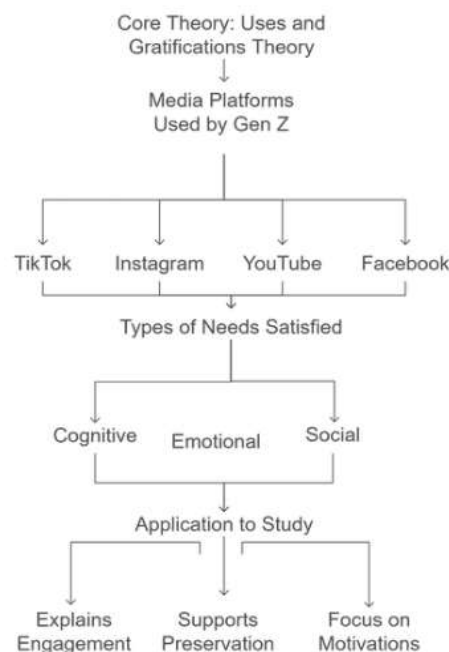
Users of Instagram show traditional items of fashion along with musical performances and culinary art that merges modern preferences to draw modern audiences. Influencers use social media platforms to showcase cultural traditions while displaying both spiritual events and traditional clothing through their shared media content (Wibowo et al., 2023).

Facebook groups alongside online forums help diaspora members maintain discussions about festival celebration methods in unfamiliar settings while sharing culinary adjustments using neighborhood ingredients, which result in cultural blending (Panchal & Mago, 2024).

With its functionality social media lets art communities document activities more efficiently so they can distribute these events to the public effectively for the ongoing maintenance of cultural traditions (Diego et al., 2024). The capability of social media exceeds cultural identity representation because it upholds its importance in modern society according to (Wibowo et al., 2023).

2.3 Theoretical Framework:

Camilleri & Falzon (2020) state that, using UGT, scholars have been able to greatly apply this theory to gain insight on how and why people use various forms of media as well as learning how people are motivated to use certain media. According to Uses and Gratifications Theory, people are active media consumers who actively go looking for particular media to satisfy their personal or social requirements. People will have various reasons for using the same media as well as satisfaction levels.



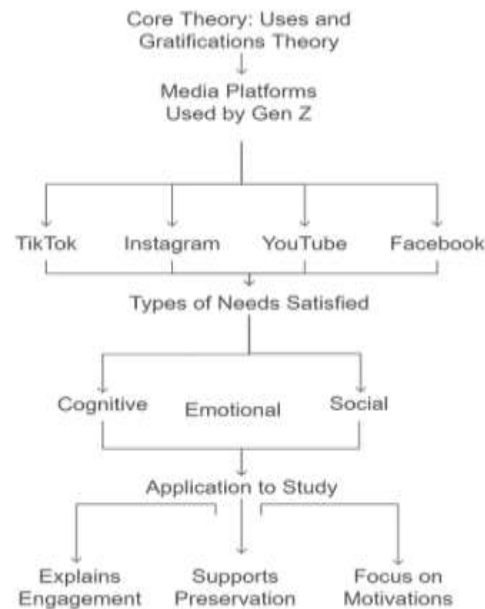


Figure 1: The Uses and Gratifications Theory (UGT)

The Uses and Gratifications Theory (UGT) platforms that individuals are utilizing media to gratify their needs. Gen Z usually relies on such social media as Tik Tok, Instagram, YouTube, and WhatsApp to satisfy various needs. They employ it to gain knowledge about themselves (cognitive), get the sense of belonging to their identity (emotional), communicate with others who share their backgrounds (social). This paper examines the reason behind Gen Z sharing cultural content and the role played by social media in preserving cultural traditions. In the current context of this study, UGT is an intuitive theory to help comprehend how Gen Z uses social media to keep and promote cultural traditions. For example, displaced youngsters can use sites such as TikTok, Instagram, YouTube and WhatsApp to satisfy their cognitive demands (e.g. apprising themselves of traditional customs), emotional demands (connecting to their cultural identity), or social needs (interaction with others from similar cultural backgrounds). With UGT, this research goes beyond the frequency in which Gen Z shares and sees cultural content, but the reasons why they do, and what they get out of it all. This explains the role of social media in ensuring that cultural preservation gets carried out as per habits and preferences of young people of the day.

2.4 Previous Studies

Some researchers have outlined the need for detailed quantitative investigations into digital cultural participation even though these studies currently appear modest in the literature. Online cultural presence evaluation now heavily depends on web analytics coupled with audience metrics as identified in (Podara et al.,2021). Social media big data analysis enables researchers to discover cultural patterns and user conduct through its analytical process (Poulopoulos & Wallace, 2022).

The research field investigates cultural recommender systems that strengthen user profiling techniques and personalize cultural experiences according to (Poulopoulos and Wallace ,2022). Data lakes enable more efficient cultural big data management and analysis through their development process (Poulopoulos & Wallace, 2022). The research project used telephone interviews with Michigan residents to check how Internet-based cultural norms shape disparities within online access and social media participation (Dutton & Reisdorf, 2017). The research findings illustrated that quantitative strategies serve well to study how users interact with cultural heritage online and web behavior trends.

2.5 Digital Participation and Identity

The emergence of social media has made it easier for people to change their own contributions and participation in cultural heritage work. Following Giaccardi (2012), a wide deployment of participatory media and individual memory technologies has created a distinctive arena for grassroots cultural production. These digital network constructions build an inclusive space where knowledge about heritage resources is shared and how communities interact with historical grounds is changed.

Additionally, social media has shaped people's relationship with historical events by rethinking the relationship between time and space. Users gain credibility in digital environments by sharing personal experiences online and, in the process, new social networks and communal stories arise that highlight changes in their identities" (Giaccardi, 2012). By implication, social media through which Anyone can affect the production and spread of cultural forms of material changes the established means of producing and distributing it. It is as a consequence people involved in social media are determinative of shaping and preserving culture expressions through dynamic broad reaction.

In the current digital era, researchers increasingly want to know how social media helps people from Generation Z, born after 1997, connect with cultural experiences. Panchal and Mago, argue in their study for 2024 that we need to study more about Gen Z's use of social media to connect with their cultural backgrounds. They argue that analyzing how Gen Z uses the internet can help them take part in cultural preservation, particularly relative to older people. As write by Podara et al. (2021b), such digital formats have the potential to attract and retain the interest of current audiences, particularly those from Generation Z. Because mobile gadgets are common and online videos and live streaming are preferred, Gen Z typically chooses content that lets them be involved. This finding suggests that innovative forms of digital storytelling are effective for presenting cultural traditions to young people.

2.6 Youth and the Revival of Interest in Culture

Social media has become an important way to protect and share culture. In their paper, Diego et al. (2024) argue that social media like Instagram, TikTok, and YouTube serve as instruments for handing down traditional forms of art, music, language, dance, and ceremonies to later generations. Even though the authors say 'next generation,' what they truly mean are Gen Z users, who dominate engagement with these platforms. Therefore, social media greatly assists in ensuring that culture continues to be important now.

In addition, the use of new technologies like VR, video games, and online platforms can make history and culture education entertaining and interesting for Gen Z. De Sousa (2023b) contends that these tools increase the excitement of learning history and culture. In addition, Laskar argues in 2025 that digital campaigns can improve public awareness about various cultures and help to protect them online. These strategies are successful as Gen Z use technology easily and devote much time to the internet. Social media has become an important way to protect and share culture. In their paper, Diego et al. (2024) argue that social media like Instagram, TikTok, and YouTube serve as instruments for handing down traditional forms of art, music, language, dance, and ceremonies to later generations. Even though the authors say 'next generation,' what they truly mean are Gen Z users, who dominate engagement with these platforms. Therefore, social media greatly assists in ensuring that culture continues to be important now.

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2.7 Audience Reception and Engagement with Social Media

The basis of audience engagement on social media requires studying the reasons for their platform use. As it has been provided by the Uses and Gratifications (U&G) Through showing that users are not merely passive consumers, U&G theory throws light on how people take action in trying to access content that addresses their needs on media networking (Sheldon et al., 2017c). For example, Podara et al. (2021b) employed data obtained from website analytics, e.g., how long a user had spent and how many pages a user would have seen, in order to study how audiences responded to an interactive documentary. Their findings show how people react to specific types of digital content and what drives them.

Beyond asking the question that motivates users, we need to also examine how attitudes and the culture behind these impact people's utilization of social media. Dutton and Reisdorf (2017c) examined the effects of personal values and attitudes in the use of the internet and social media, and thereby explaining diversity in engagement rates in different groups. The authors claim that such variations are called "Internet cultures". Feezell (2017b) has researched how apolitical users can be exposed to and affected by political information even on such sites as Facebook. This study proves that social media has influence on what the public thinks even when people do not go out of their way to read specific content. The implication is that these studies show the cornerstones of social media engagement, as well as how individuals process and react when consuming information online.

2.8 Gaps in the Literature:

Levin & Mamlok (2021) point out that the theoretical examination of digital revolution as a classical cultural phenomenon remains insufficiently explored. Studies about Internet user attitudes and values exist but researchers have infrequently applied these findings to detect broader "Internet cultures" which determine digital divides (Dutton & Reisdorf, 2017). The investigation of social media's effects on social conduct and digital-cultural unification needs more thorough examination because studies dedicated to cultural unification analysis are hard to find (Wibowo et al., 2023).

The growing awareness about cultural elements in digital contexts needs more research to establish effective methods of delivering them digitally (Hong, 2022). Research in the future needs to investigate social media algorithms that maintain cultural heritage alongside how different generational groups, specifically young people, use digital platforms to transfer cultural heritage (Panchal & Mago, 2024). The digital preservation of culture connects with serious threats that encompass cultural commercialization together with superficial interactions and digital information dispersal. Researching these issues will help create sustainable cultural continuity approaches for social media times according to (Panchal & Mago, 2024).

3. Methodology

3.1 Research Design

This research was used as a quantitative approach or research design in an attempt to determine how social media helps maintain a traditional culture. Structured and numerical data were collected through the structured MCQs presented through Google Forms in the research. and data was collected from people of different countries, ensuring a diverse and multicultural perspective on how individuals preserve and promote their traditional culture through social media platforms. The focus was on measuring user behaviors, preferences, and the connection between digital content sharing and cultural

heritage preservation. The choice of a particular quantitative design of research, as well as the following processes, such as the consideration of the research sample, data gathering instruments, data analysis techniques, and the final result interpretation, are mostly dependent on the type of research topic, research inquiries, and the problem under research (Ghanad, 2023b).

3.2 Population and Sample

The focus of the research was on social media users age 15–27, which corresponds to Gen Z's demographics. The study involved about 100 respondents of different geographical locations and ethnic affiliations. The participants were regular users of such platforms as Facebook, Instagram, TikTok, and YouTube. The sample consisted of people of different professions who regularly share cultural content online. Such diversity would mean wide representation of people from varying traditions and social media habits. Demographic Overview:

Characteristic	Description
Age group	15 - 27 years
Region	Multicultural
Ethnicity	Mixed
Platform Usage	Facebook, Instagram, TikTok, YouTube

Table 1: Demographic Overview

3.3 Data Collection Tools

The main instrument for the collection of data was a structured Google Form, consisting of a set of in-depth multiple-choice questions aimed at evaluating the participants' social media habits and cultural sharing practices. Considerations of frequency, type of content, and perceived impact on cultural preservation were investigated through the questions asked. Also, general online patterns of behaviors were studied to make correlations between digital engagements and advocacy of heritage. The compilation for statistical analysis was automated for the responses.

3.4 Variables

This study examines the way in which various aspects of social media use affect Gen Z users' cultural preservation. The independent variables in this research include the frequency of using social media platforms and the type of social media platforms (e.g., Facebook, Instagram, Tiktok YouTube, etc.). These variables indicate the frequency and modes of the digital interactions among the users.

The dependent variables are cultural content engagement and knowledge retention. Engagement is the rate of viewing, sharing, or creating cultural production online whereas, knowledge retention is how well the participants understand or recall traditional customs, practices, or languages because of their digital practices.

3.5 Data Analysis Techniques

The data obtained through Google Forms was analyzed using a number of statistical approaches to make interpretation of the results meaningful. Descriptive statistics (percentages and mean values) were used to summarise participants' demographics as well as their overall social media habits.

To analyse relationships between variables, correlation analysis was applied to test the existence of statistical relationship between frequency/type of the social media use and the level of cultural engagement. Also, regression analysis has also been used to establish the predictive strength of social media behaviors on retention and interaction of cultural knowledge. The results were illustrated using charts and graphs for a better comprehension.

3.6 Ethical Considerations

During the course of the research process, the ethical integrity was retained. Before being allowed to undertake the study, participants gave an informed consent, indicating that they understood the purpose of the research and they consented to it on a voluntary basis.

Data privacy was seriously adhered to where all responses were kept confidential and secured. All collected data were not personally identifiable. The participants also had the guarantee of anonymity and this meant that their identities were not revealed during the data collection and reporting stage. This moral structure assisted in building trust and allowed honest and open participation.

4. Findings

4.1 Demographics of Respondents:

In this survey, 115 respondents took part in the survey which comprises a wide and varied geographical origin. The respondents represented different countries and regions in South Asia, Southeast Asia, and Africa, which makes the survey multicultural and international, which is crucial to the study of cultural traditions and online interaction. The breakdown of locations is as follows:

1. **South Asia:** Countries represented include Bangladesh, Afghanistan, Sri Lanka, India, Pakistan, Bhutan, and Nepal. These nations are rich in traditional practices, and respondents from these areas contribute insights into how social media influences their cultural preservation.
2. **Southeast Asia:** Respondents from Malaysia, Myanmar, Indonesia, Thailand, and the Philippines participated, showing how social media platforms are actively used in culturally diverse environments for sharing and sustaining traditions.
3. **Africa:** A significant portion of participants came from African nations such as Sudan, Nigeria, Liberia, Gambia, Zimbabwe, Somalia, Kenya, Ethiopia, Senegal, Guinea, Comoros, Madagascar, Mauritania, and Somaliland. These responses help shed light on how digital tools are bridging generational gaps and promoting cultural identity in African communities.
4. Some respondents also identified their location by region (e.g., South Asia, Southeast Asia, Africa) rather than by country, indicating a pan-regional understanding of cultural identity. 5. Additional countries included in the responses were Japan, Uzbekistan, Tajikistan, and Mauritius, contributing further diversity to the dataset.

4.2 Platform Usage Patterns:

The survey findings introduce important data about the most popular platform to access cultural content and how the consumption habits have evolved over the years. The insights below provide the details on the usage patterns of platforms to consume culture-related content, gathered amidst 115 respondents.

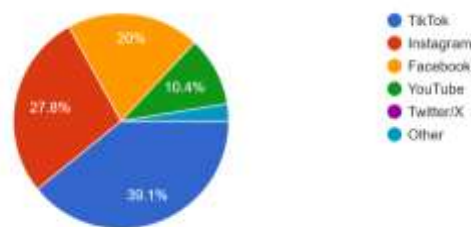


Figure 2 : Most popular social media platforms for viewing Cultural content

According to 115 responses, TikTok is the most popular platform where people view the most cultural content, as 39.1% of respondents selected it. That demonstrates the great potential of TikTok as a platform to share traditions via short videos. In second place is Instagram with 27.8% which is famous due to visual posts and stories. Facebook follows at 20 percent, and it is still used to share culture, mostly among the older users. Longer cultural videos are watched on YouTube (10.4%). The least used were Twitter/X and the others. In general, such video-centered platforms as TikTok and Instagram is the most utilized in terms of cultural content consumption, particularly among young users.

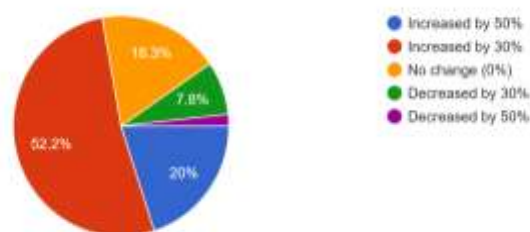


Figure 3: Difference in Cultural Content Exposure over Last Year

According to the chart, the majority of the people (72.2%) claimed to be seeing more cultural content than the previous year. More than half (52.2 percent) had increases of 30 percent or more and one out of five (20 percent) had increases of 50 percent or more. Few (approximately 9%) reported that it had reduced, and 18.3% observed no change. This indicates that there is an increase in the presence of cultural content on platforms which are increasingly becoming apparent.

4.3 Engagement with Cultural Traditions:

The subsequent results discuss the nature of interactions, sharing and being impacted by the cultural tradition through the social media sites.

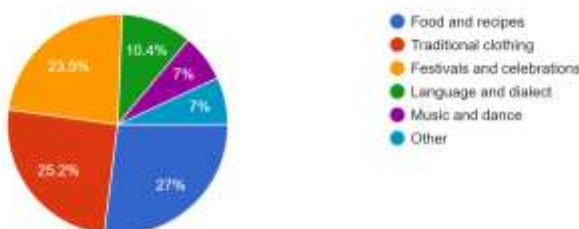


Figure 4: Forms of Cultural Content that Users mostly prefer

According to the chart, the majority of individuals like cultural content about food and recipes (27%), which is closely followed by traditional clothes (25.2%) and festivals and celebrations (23.5%). These findings indicate that individuals are most attracted to culturally Visual, social, and effortless experiences. Language and dialect (10.4%), music and dance (7%), and other forms (7%) were less attended to yet are also of cultural value. On the whole, the data emphasizes the desire to stick to cultural traditions that can be touching, shared, and experienced in daily life.

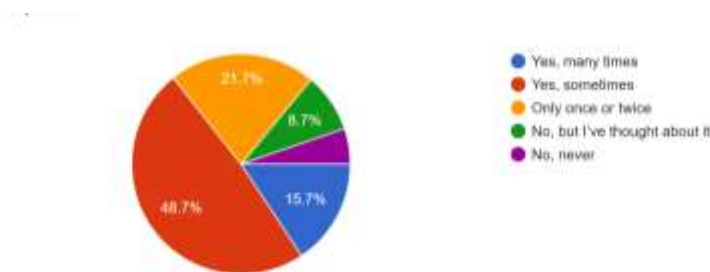


Figure 5: The effect of the Social Media on the involvement in the Cultural Traditions

The graph indicates the role of social media in making people interested in experimenting with cultural practices. With 115 respondents, a big percentage (48.7) answered, “Yes, sometimes,” meaning that social media tends to give individuals the idea of cultural traditions exploration. A fairly high percentage of 15.7 percent replied “Yes, many times” indicating they were very influenced and 21.7 percent had tried it only once or twice. A fewer number (8.7%) have not tried it but considered it, and just a small percentage (5.2%) said no, never. This proposes that social media has a major role to play in promoting cultural participation particularly in stimulating curiosity and sometimes participation.

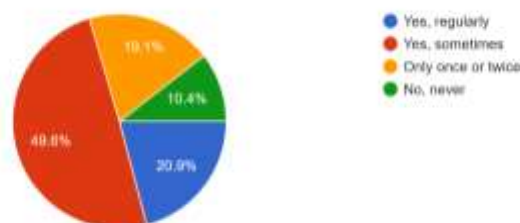


Figure 6: Sharing of Cultural Content by Individuals in the Effort to Educate or Create awareness

The chart indicates the frequency of sharing or posting cultural contents by individuals aimed at educating others or creating awareness. To 115 answers, almost a half (49.63%) responded with Yes, sometimes and 20.93% with Yes, regularly, which reveals that a number of individuals are actually interested in promoting culture online. Approximately 19.1 percent posted statuses one or two times only, and 10.4 percent have never done so. This implies that social media is utilised by many individuals to propagate cultural awareness even though it may be on an occasional basis.

4.4 Significant Results:

The table below provides the results of a statistical test that was used to determine the relationship between the frequency of viewing cultural content and sharing cultural content on social media; the statistical test was a Chi-square test of independence.

Test	Variables	Chi ²	Degrees of Freedom	p-value	Significant
Chi-square Test of Independence	See Cultural Content vs Share Cultural Content	26.026	20	0.1649	No

Table 2 : Statistical Analysis of Cultural Content Engagement on Social Media

According to the Chi-square test of independence run between the variable frequency of seeing cultural content and frequency of sharing it on social media, the findings imply that these two variables are not in statistically significant relationship ($\chi^2 = 26.026$, $p = 0.1649$, $df = 20$). This is an indication that the frequency in which people are exposed to cultural posts on their social media news feeds, does not highly determine the frequency in which they are willing to share or repost the same. Put differently, the more people are exposed to cultural content, it does not mean that they are likely to engage with it by sharing. This observation suggests that when viewers are experiencing cultural content, other forces can determine the intention of the users to actively share or engage in cultural expression on the internet.

5. Discussion

5.1 Interpretation of Results:

The answers obtained show that social media platforms are a prime place of exposure and engagement towards cultural content. The amount of respondents that reported viewing cultural content "Very Often" or "Often" is quite high, indicating that cultural content is effectively integrated into the digital experience of respondents. The most common forms of content are traditional clothes, language, and food, as they are the available and photo-friendly forms of culture.

What is more, the users interact with this information actively: they like, share or comment on it, some of them even make their own posts in order to spread awareness. This pattern of constant involvement shows that the users are not just spectators of what is happening but they too contribute to the cultural discourse. This confirms the supposition that social media is a storehouse as well as a bullhorn of cultural traditions.

5.2 Cultural Impact:

Most of the respondents opine that social media is playing a positive role towards preserving and spreading cultural traditions. The majority of the participants chose the answers like "It preserves traditions among youth" or "It makes people proud of their culture." This implies that there is a widespread agreement that digital platforms play a role in cultural preservation, particularly in young people who would otherwise be alienated to traditional practices.

Strikingly, the most popular content types included food and national costumes, thus indicating that concrete, daily aspects of culture seem to be more appealing than intangible or ritualual ones. These results indicate the way culture is being transformed into the form of digital consumption without necessarily reducing its worth. None of the substantial evidence of negative cultural impact for example loss of authenticity or misrepresentation was discovered, though a few respondents marked "No change" when asked how distinguishable they feel about their culture, possibly indicating that the exposure does not necessarily imply cultural connection on a deeper level.

5.3 Generational Differences:

One of such trends is the fact that it is perceived that young people consume cultural content on social media more than older generations. When Asked how people of their age use social media, many respondents said that it was used a bit more or a lot more culturally by people their age than by the older users. Such an impression corresponds to the digital behavioural pattern, in which the Gen Z and Millennials generations are leading content creation and engagement on apps such as TikTok and Instagram. It is possible that this generational gap also affects the manner and the intensity of cultural participation. Younger audiences are more drawn to shorter, visual media such as Reels, TikToks for example which fosters fast sharing and may not foster as much learning unless accompanied by a story or an educational framework.

5.4 Platform Effectiveness:

This information indicates that the most popular platforms among participants to view and share cultural content are TikTok, Instagram, and Facebook. The younger respondents especially like TikTok and Instagram, as they have short-form videos like Reels and Stories that provide exciting and interesting opportunities to display cultural content. Being more conventional, Facebook, nonetheless, remains important, particularly to those users who like standard posts and interactions organized in groups. Respondents mentioned Stories (on Facebook, Instagram, and Snapchat), Reels or TikToks, regular posts (photos, videos, text), and, less prominently, livestreams as their favorite ways to consume cultural content when interviewed about their ideal options. This implies that the cultural storytelling and participation may be more successful in video-based and interactive format rather than in static or text-dense content because the former can offer visually striking, bite-sized experiences that appeal to the contemporary users of social media.

5.5 Rationale and Purpose of the Study

The reasoning that led to the creation of such a study is based on the fact that cultural content is becoming more and more visible on social media platforms and we need to gain some insight on how such exposure affects personal and group cultural identity. The survey results demonstrated that most participants often come across cultural information on such platforms as Tik Tok, Instagram, and Facebook. This has been indicative of a larger trend in which ordinary users, rather than only cultural institutions, are directly contributing to the creation of cultural narratives that are visible on the Internet.

This research was carried out to understand whether such digital cultural exposure is just a passive consumption or it leads to greater involvement, sense of pride or involvement in the cultural practices. The majority of the participants watch and respond to cultural content For example, food, clothing, language), but a smaller number of participants like to follow cultural pages and add original posts. This implies that there may be a disparity between being seen and engaged effectively.

With the help of the self-reported data based on the behaviors, preferences, and perceptions of the respondents living in several countries (Bangladesh, Malaysia, and Nigeria), this study was supposed to offer helpful information about how social media is revolutionizing manners through which culture is experienced, shared, and preserved. It addresses an essential gap in knowledge by explaining the importance of such concepts as algorithmic exposure, generational media use practices, and the emotional consequences of online Cultural representation, particularly in younger users. In the end, the paper points to the fact that social media is seen as a digital archive, but also a lively, breathing place of cultural production and engagement.

5.6 Unexpected Findings:

A particular surprising pattern is that the number of respondents who appreciate cultural content is rather high, but not everyone actively follows cultural accounts. Rather, they accidentally come across cultural posts via algorithmic suggestion or sharing by their peers. This implies a passive model of consumption in which cultural participation is exploitative as opposed to deliberate.

The next minor yet significant detail is that some of the participants did not report any rise in cultural pride despite frequent experiences of viewing cultural posts. This could be a sign of the engagement or shallow interaction in which liking and looking do not consequently lead to emotional and identity-based relations with culture. This evidence suggests the direction toward more deliberate and immersive digital cultural experiences that would go beyond introducing presence and toward active learning or community-forming.

5.7 Limitations of the Study:

The results of the present study have considerably enlightening implications regarding cultural engagement on social media, there are a number of limitations that need to be mentioned in order to put the findings into perspective. These limitations, and their implications, are set out in the table below:

Limitation	Description	Key Finding / Implication
Sample Size	The sample consists of only 10–20 respondents.	Limits statistical reliability and generalizability to broader populations.
Geographic Scope	Responses were mainly from Bangladesh, Malaysia, and Nigeria.	Findings may not represent cultural engagement globally or across more diverse regions.
Demographic Representation	Age data was not clearly collected or segmented.	Does not allow deeper analysis of the trends by generation and does not allow comparing generations based on age.
Self-Reported Data	Data is founded on personal perception and memory, which is not always consistent with real behavior.	Possible social desirability bias and inaccuracies in self-assessed media use.
Platform Specificity	The platforms popular with the study are mentioned, however, the time spent, type of content, or algorithmic exposure is not available.	Can not determine the depth or impact of user interaction on cultural content on cross platforms.

Table 3: Study Limitations and Implications

6. Conclusion

6.1 Summary of Key Findings

In this research, it was found that social media applications, particularly TikTok, Instagram, and Facebook, are important to the extent of introducing the user to cultural content. Most of the respondents often engage with and see cultural posts, especially the food, traditional clothes, and festival-related posts. Users tend to like, comment or share this content but less respond by following cultural-specific accounts or making their own original cultural posts. A Chi-square test of independence supported the observation that frequent exposure to cultural content was not a statistically significant predictor of frequent sharing behavior, and thus, it appears that the sharing behavior is influenced by other, more sophisticated mechanisms.

It also depicted that younger generations, specifically Gen Z, are most active in terms of consuming cultural content online and they prefer visual-heavy and interactive formats like short videos and stories. Respondents said that they were more proud of their cultural backgrounds and they also mentioned that in most situations, social media prompted them to engage in cultural activities in real life.

6.2 Implications for Cultural Preservation:

The findings highlight the strong potential that social media has as a digital archive and a participatory platform of cultural preservation. The simple manner of sharing and consumption of the content enables the traditions to be preserved beyond the borders and generations. Yet, the reality that exposure does not always result in enhanced cultural connection means that being preserved needs more than being seen it needs to be experienced, to be real, and to be a part of a community. Social media has the power to reinforce cultural identities particularly among diaspora populations and the younger generations but it has to be cultivated with purposefulness so as not to be diluted or misrepresented.

6.3 The Ways This Research Can Guide Future Efforts

Based on this research, NGOs, educational and cultural heritage organizations can be informed about the necessity to take action to support cultural content makers and educators in the online environment. Self-reflexive campaigns aimed at ensuring that more real cultural stories are told especially within underserved communities can utilize the popularity of short-form media and incorporate longer messages related to tradition, identity, and values. Social media assists the cultural tradition to diffuse across the borders. It enables individuals in other nations and particularly, the diaspora communities, to preserve and transmit their culture. Cultural content is also accessible through these platforms, particularly among the young individuals who frequently rely on digital technology (Dutton & Reisdorf, 2017c).

To go even further, the insights request platforms and algorithms that would support niche and regional content much more effectively so that cultural diversity would not be swept under the rug of the digital mainstream. Well-organized cultural narrations, online cultural fairs, as well as awareness programs hosted by influencers, can be equally effective in this regard.

6.4 Policy or Educational Recommendations:

Incorporating digital storytelling in the classroom, schools can assist students in reconnecting with their culture. It will imply allowing the students to discuss their traditions, languages, food, and values with the help of such tools as videos or social media. It makes them feel proud of their identity as well as develop digital skills. Museums ought to have powerful digital strategies and enhance digital skills within

cultural institutions. This involves application of technology in making digital copies of the cultural objects accompanied with comprehensive information. By doing so, technologies are turned into the so-called culture carrier and connector that creates the communication between past and future cultures (Levin & Mamlok, 2021b)

The governments ought to provide such support to cultural organizations and local groups by availing funds, equipment, or skills in the development of digital content. These must be in local languages and have to be disseminated in forms that are accessible and attractive to the youth over the internet. The content makers and sites can also play a part. The makers ought to be urged to report culture in a considerate and sincere manner. Social media companies can assist by providing badges or hints on sharing cultural material in a responsible manner. They can as well feature cultural posts more frequently using special hashtags or cultural campaigns.

6.5 Suggestions for Future Research:

This research paves way to future research. One is to conduct long term research to observe how affiliation to culture amongst the youth increases or alters with time as they utilise social media. The other thing that comes to mind is interviewing or having group discussions with some people in order to gain more insight on how cultural content makes them feel or what it represents to them as individuals.

Researchers also had an opportunity to compare various cultures or communities to discover how they use social media to preserve their traditions in various forms. Cultural dilution or giving out of wrong information about culture can at times be encouraged by social media. How and why it occurs is worth investigating as well as how to avoid it or remedy the situation. Recognizing these hurdles may safeguard the actual definition of cultural traditions (Dutton & Reisdorf, 2017c). You might also want to consider the inner mechanics of social media algorithms. This is how the systems that determine what we watch are called. They can influence the degree of the amount of cultural content the people are exposed to. Last but not least, smaller or less evident cultures should be studied more to ensure that all the cultures are represented and stored in the digital universe.

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Data Collection Link:

https://docs.google.com/spreadsheets/d/1XoliaG92rN57tZJux3m_qUOKGaF_5DQWOUhT51F7gLw/edit?usp=sharin

https://docs.google.com/forms/d/e/1FAIpQLSffQGdLN_PpKtGBBfIj-kj_sjRxra0rTt1q974H2sh3fhMA3g/viewform?usp=sharing&ouid=118087106649889686826

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