
A Bibliometric Analysis of Studies on Cultural Preservation, Youth Engagement, and the Seren Taun Ceremony

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ABSTRACT

Cultural preservation is a crucial effort to maintain national identity while confronting the challenges of globalization, which have the potential to erode local wisdom values. This study aims to map the development of academic studies on cultural preservation, particularly regarding local wisdom, youth generation, and the Seren Taun ceremony. The method used is bibliometric analysis with Publish or Perish (PoP), collecting data from Google Scholar for the period 2015–2025. Eighty articles were analyzed using VOSviewer to generate three types of visualizations: network, overlay, and density. The results show a significant upward trend in publications, with the highest number in 2025. Network visualization analysis identified four main clusters dominated by cultural heritage, local wisdom, community, and tradition, while Seren Taun appeared fragmented. The overlay visualization showed that the issues of the youth generation and Seren Taun emerged prominently during 2023–2025, indicating a shift in research focus. Density visualization represented high density in Indonesia, local wisdom, and Seren Taun, but the involvement of the youth generation and the term cultural preservation remained restricted. These findings identify a research gap in the roles of youth in cultural preservation, specifically in the context of the Seren Taun ceremony. This study is expected to provide an overview of the research map and direction for the development of more participatory and contextual cultural research in the future

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1. INTRODUCTION

Cultural preservation is the action of protecting, developing, and utilizing traditions within a community, which are passed down from generation to generation, as stated in the Regulation of the Indonesian Minister of Education and Culture No. 10 of 2014 (Kementerian Pendidikan dan Kebudayaan Republik, 2014). This effort has significant meaning, not only as a means of preserving national identity but also as a way to ensure the sustainability of noble values in society. However, cultural preservation faces various complex challenges in practice. One of the main obstacles is the erosion of local wisdom values caused by the rapid influx of foreign cultures through globalization. Values of local wisdom found in society, such as mutual cooperation, deliberation and consensus, and tolerance, are increasingly rare in today's social life (Atmoko, 2018) In line with Mubah's (2011) view, local culture must strengthen its resilience so that it is not easily eroded by the influence of foreign cultures (Mubah, 2011; Atmoko, 2018).

Article 32 of the 1945 Constitution also emphasizes that the state is obliged to advance the national culture of Indonesia amid global civilization, while at the same time guaranteeing the freedom of the people to preserve and develop their cultural values (Republik Indonesia, 1945). The national culture can be understood as the accumulation of the finest values from local cultures, which together form the nation's cultural heritage. This affirms that the preservation of culture is indeed a shared responsibility between the state and society (Budiwibowo, 2016). However, the actualization of local culture in daily life has not yet been implemented optimally. Cross-cultural interactions among nations often make people more familiar with foreign cultures than with their own cultural heritage (Triwardani & Rochayanti, 2014).

The younger generation plays a very important role in cultural preservation. Their position is not only as passive inheritors but also as active agents in determining the direction of cultural continuity in the future. With globalization characterized by the rapid flow of information and cultural exchange, the youth generation faces a couple of challenges. On the one hand, they are expected to be adaptive to technological, social, and economic developments to avoid being left behind. However, on the other hand, they are also expected to have the awareness to safeguard, revive, and participate in cultural practices that have been passed down (Triwardani & Rochayanti, 2014). Cultural preservation is a strategic necessity for engaging the youth. The existential values can continue to be preserved and transmitted from generation to generation, as they have a strong sense of concern that they are not disrupted by the passage of time (Handayani, Putri, Juniantari, & Arnawa, 2023).

The Seren Taun Ceremony is one of the traditions reflecting this dynamic. This ceremony originated from the life of the Sundanese agrarian society as an expression of gratitude to god for the blessings of fertile land, abundant harvests, and a harmonious life with nature. The tradition not only has a spiritual dimension but also carries social meanings that strengthen solidarity and togetherness in the community. Up to the present time, the Seren Taun is carried out by traditional communities as an entity of cultural preservation (Ferescky, Safitri, & Sujarwo, 2024). The ceremony includes moral teachings, ethics, and values relevant to strengthening the nation's cultural identity. Furthermore, it functions as a cultural education space where the younger generation can learn about ancestral traditions through cultural symbols or by participating in the activities. Therefore, the ceremony plays a crucial role in ensuring the continuity of cultural heritage, which can be internalized into the lives of future generations (Hasybullah, 2018).

Based on this explanation, the relationship between cultural preservation, the involvement of the young generation, and the seren taun ceremony is important to map, both conceptually and academically, demonstrating that cultural preservation is inseparable from the role of the young generation, and how local wisdom values such as the seren taun can serve as a vibrant and dynamic platform for cultural learning. Therefore, a bibliometric analysis is needed to map the development of research addressing cultural preservation. This analysis not only maps publication trends, author collaborations, and dominant keywords but also identifies the direction of research development and provides a comprehensive overview of the academic research landscape (Puspita & Sujarwo, 2025). This article is based on data collected through Google Scholar using the Publish or Perish (PoP) tool and analyzed with VOSViewer.

The purpose of this study is to provide a comprehensive overview of studies on cultural preservation in Indonesia from 2015 to 2025, particularly those addressing the involvement of the younger generation and the preservation of the Seren Taun Ceremony. To achieve this goal, this study seeks to answer three main questions:

RQ1: What are the publication and citation trends regarding cultural preservation in Indonesia from 2015 to 2025?

RQ2: What dominant clusters or topics emerge in cultural research?

RQ3: To what extent are studies on youth engagement related to research on the Seren Taun Ceremony?

Therefore, this research is expected to contribute to a deeper understanding of the dynamics of studies on cultural preservation, particularly those related to the involvement of the younger generation in maintaining the sustainability of local traditions, such as the Seren Taun Ceremony. Through a bibliometric approach, the research results not only provide an overview of the direction of research and the intensity of academic attention on cultural preservation issues but also help identify research gaps that can serve as a basis for further research to strengthen the role and involvement of the younger generation as guardians of the nation's cultural heritage.

2. METHODS

A bibliometric approach is employed as the main method to analyze the development of research in the field of cultural preservation. Bibliometrics was selected because it can provide a quantitative overview of publication trends, article distribution, author collaboration, and the interconnection of concepts discussed in the scientific literature (Mugiadi & Rusmana, 2024). A systematic mapping can be conducted using bibliometric methods to identify issues such as cultural heritage, cultural preservation, local wisdom, traditional ceremonies, youth involvement, and the Seren Taun tradition, which have been studied in the academic domain, particularly during the 2015–2025 period. Bibliometric analysis also offers advantages in identifying dominant keywords, tracking the direction of research development over time, and highlighting open research gaps (Ananda, Rizal, & Rohman, 2025).

Data Sources and Search Strategy

The primary data source for this study was obtained from the Google Scholar database using Publish or Perish (PoP), which extracts publication metadata. The Google Scholar database was chosen because it has broad coverage and can accommodate various types of publications, such as journal articles, proceedings, and scientific books (Khoirunissa & Winoto, 2022). In the publication search, the Google Scholar search was limited to 2015–2025 to obtain the most recent

overview of research trends during that period. This search was conducted using the strings ("cultural heritage" OR "cultural preservation" OR "local wisdom") AND ("youth" OR "young generation") AND "Indonesia" AND "traditional ceremony" AND "Seren Taun". The use of parentheses and logical operators (AND-OR) was done to ensure that the search results are accurate according to the priority of the word combination.

Inclusion and Exclusion Criteria

To ensure the relevance and consistency of the data analyzed, the researcher established the following inclusion and exclusion criteria:

Inclusion Criteria:

1. Publications used were scientific journal articles and conference proceedings discussing the topics of cultural preservation, youth involvement, or traditional ceremonies, particularly the Seren Taun Ceremony.
2. Publications published between 2015 and 2025.
3. Written in Indonesian or English.
4. Complete metadata.

Exclusion Criteria:

1. Books, theses, dissertations, and research reports that have not undergone peer review.
2. Articles irrelevant to cultural preservation.
3. Duplicate data found in the research results.

In the initial search conducted by the researcher, 86 publications related to the keywords listed in the PoP were found in RIS files. All data was then imported into Zotero to check for document types and duplicate documents. Based on the screening results, 75 articles, five proceedings, and six books were identified as relevant to the research topic. The researchers then included only journal articles and proceedings as inclusion criteria, as both had already undergone peer review. Six books were excluded from the analysis due to the exclusion criteria. After completing this process, 80 documents were obtained and used as the basis for the bibliometric analysis.

Data Cleaning and Deduplication

The deduplication process was performed using Zotero to identify duplicate documents that frequently appear in Google Scholar search results obtained with Publish or Perish, and then converted to RIS format. Document identification was performed manually based on similarities in title and author names. Researchers retained only one document per publication, ensuring the final dataset was free of duplicates and ready for analysis.

Data Processing

The data that had passed the identification stage were then exported in RIS format and analyzed using VOSviewer software to produce bibliometric visualizations in the form of network, overlay, and density visualizations. The analysis method used was the full counting method with a threshold of a minimum number of occurrences of a term = 5. Of the total 614 terms, 18 terms met this threshold and were visualized in a keyword co-occurrence map. This analysis produced a network of inter-word relationships that demonstrates the trends in research topics within the themes of cultural preservation and the youth generation in Indonesia.

Data Validation and Transparency

To maintain data transparency and enable replication, the list of primary keywords from the analysis results is presented in the following dominant keyword table:

Table 1. List of Dominant Keywords

No	Main Keywords	Frequency	No	Main Keywords	Frequency
1.	West Java	8	10.	Seren Taun	33
2.	Cultural Preservation	6	11.	Cultural Heritage	19
3.	Research	8	12.	Local Wisdom	36
4.	Traditional Ceremony	12	13.	Ceremony	9
5.	Year	6	14.	Tradition	16
6.	Indonesia	31	15.	Value	22
7.	Youth	12	16.	Seren Taun Ceremony	14
8.	Seren Taun Traditional Ceremony	6	17.	Culture	18
9.	Young generation	15	18.	community	21

Source: Processed VOSViewer data (2025)

3. RESULTS AND DISCUSSION

Researchers conducted a bibliometric analysis to provide a quantitative overview of research developments in the field of cultural preservation, particularly those related to the involvement of the younger generation and local wisdom, such as the Seren Taun Ceremony. In the initial stage of the analysis, researchers conducted a publication data search using Publish or Perish (PoP) software, which served as a basis for observing publication trends and for further bibliometric mapping using VOSviewer.

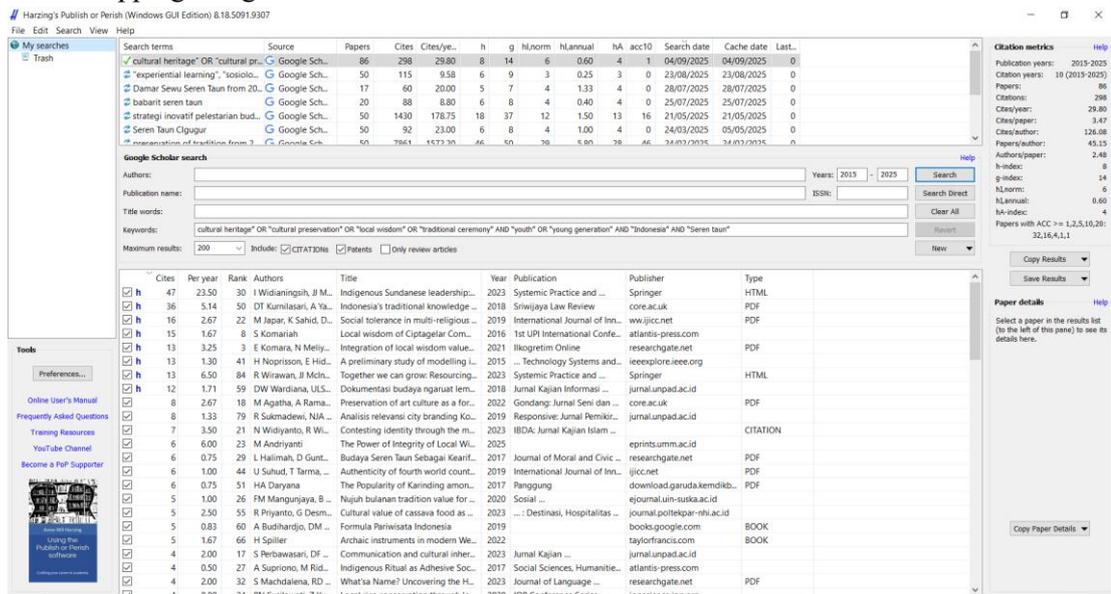


Figure 1. Google Scholar Search Results via Publish or Perish (2025)

Based on Figure 1, the search using PoP employed the keywords ("cultural heritage" OR "cultural preservation" OR "local wisdom") AND ("youth" OR "young generation") AND

"Indonesia" AND "traditional ceremony" AND "Seren Taun" for the 2015–2025 period, resulting in 86 publications were produced, consisting of 75 journal articles, five proceedings articles, and six books relevant to the research topic. However, after deduplication in Zotero, only journal articles and proceedings articles were retained in accordance with the inclusion criteria. The obtained metadata includes information on the number of citations, author names, publication year, and journal source.

The total number of citations from these articles reached 298, with an average of 3.47 citations per article and 29.80 citations per year. This indicates that these articles have been moderately cited in related studies. The h-index value of 8 means that eight articles have been cited at least 8 times, and the g-index value of 14 means that 14 articles have been cited a lot. The average number of authors per article is 2.48, which suggests that most of the studies were conducted by small collaborative teams of 2–3 authors.

The most cited article is Widianingsih et al.'s (2023) *Indigenous Sundanese Leadership: Eco-Systemic Lessons on Zero Emissions: A Conversation with Indigenous Leaders in Ciptagelar, West Java*, published in *Systematic Practice and Action Research*, which has been cited 47 times. Another important article is "Indonesia's Traditional Knowledge Documentation in Intellectual Property Rights Perspective" by D.T. Kurnilasari (2018), which has been cited 36 times. "Social Tolerance in Multi-Religious States: A Case Study in Cigugur Society, Indonesia" by M. Japar et al. (2019) has been cited 16 times. These data show that, even though there aren't many publications, some of them have had a significant impact on the fields of cultural heritage and local wisdom. However, articles specifically discussing Seren Taun remain scarce and have relatively low citation counts.

To observe research development between 2015 and 2025, the publication trends are summarized in the following graph.

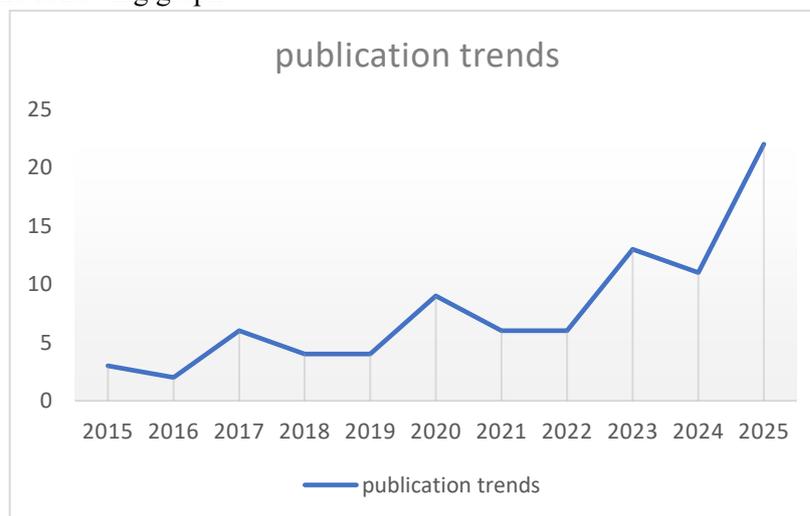


Figure 2. Graph of Trends in Cultural Preservation Research Publications (2015-2025)

Based on Figure 2, which was created based on data from PoP (2025), the X-axis shows the year of publication, while the Y-axis indicates the number of articles. Based on the graph, the research trend shows an increase in the number of articles. The development of research publications during 2015–2025 shows a fluctuating pattern but an overall upward trend. In the beginning (2015–2016), only 2–3 articles were published each year, which was very few. In 2017,

this number rose to 6 articles, but it fell again in 2018 and 2019, to 4 articles each year. After that, the number of publications rose sharply to 9 in 2020, but then fell slightly to 6 in 2021–2022. As we got closer to 2023, the number of publications rose sharply to 13, then fell slightly to 11 in 2024, and finally reached its highest level in 2025 with 22 publications. Overall, despite fluctuations between 2017 and 2022, the research trend shows a steady increase, particularly after 2023. This suggests that issues related to cultural preservation have gained growing academic attention over the last five years. To obtain deeper insights into conceptual linkages and research directions, the publication data were further analyzed using VOSviewer.

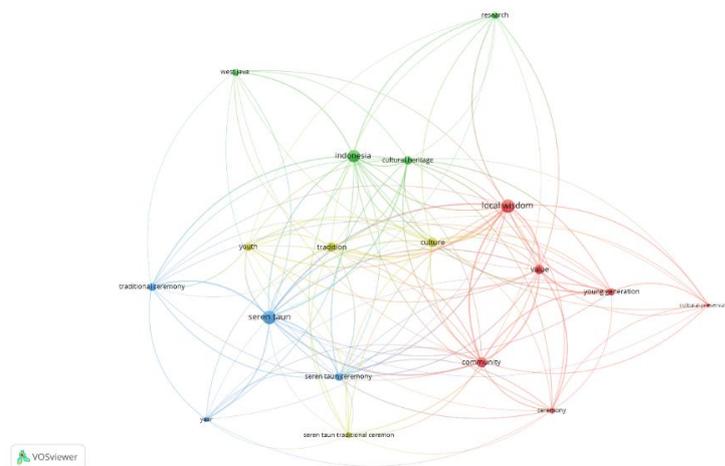


Figure 3. *Network Visualization of Author Keywords (VOSviewer)*

Figure 3 shows the results of the network visualization study. This image shows how the keywords in the articles published between 2015 and 2025 are related to each other. A total of 121 connections and a link strength of 493 were found among 18 keywords, which were grouped into four main groups. The map has circles (nodes) that stand for keywords. The size of the circle shows how often the keyword appears in the literature reviewed. The lines connecting the dots show how often two things occur together, and the colors show the thematic clusters that VOSviewer automatically generates.

The first cluster (green) consists of keywords such as Indonesia, cultural heritage, West Java, and research. This cluster emphasizes studies focusing on geographical aspects and conceptual frameworks related to cultural heritage. The cultural heritage node appears as a dominant hub connected to multiple keywords, indicating its central position in the academic discourse on cultural preservation. The presence of Indonesia and West Java suggests they are the most common research locations, while the research indicates a general scope.

The second cluster (red) includes local wisdom, value, community, cultural preservation, and the young generation. This cluster highlights a more applied theme—the relationship between local wisdom, community values, and cultural preservation. The local wisdom node is the largest, indicating that the topic is widely discussed in relation to cultural preservation. The link with the young generation highlights the role of youth in preserving culture, although its node is relatively small and shows limited depth in the current literature. The strong connections between local

wisdom, value, and community imply that cultural preservation is often understood through social values and community participation.

The third cluster (yellow) consists of tradition, culture, and youth. This cluster focuses on the relationship between tradition, culture, and young people. The smaller node sizes suggest that while these topics are present, they are less frequently discussed than cultural heritage or local wisdom. Nevertheless, their presence underscores the growing attention to youth involvement in cultural preservation.

The fourth cluster (blue) comprises specific keywords related to the Seren Taun ceremony, including Seren Taun, Seren Taun ceremony, Seren Taun traditional ceremony, traditional ceremony, and year. This cluster indicates that studies on Seren Taun have begun to appear in the academic literature, though still in limited numbers. Moreover, variations in keyword usage have caused fragmentation across several smaller nodes, reducing analytical cohesion.

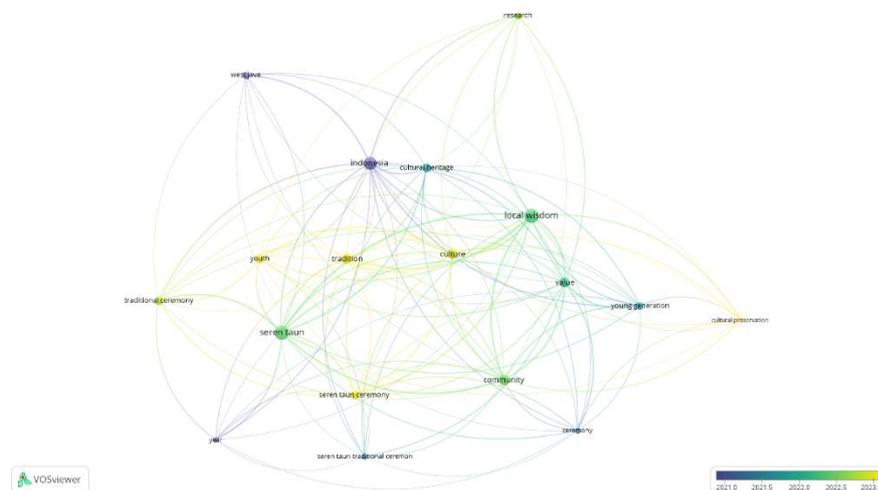


Figure 4. *Overlay Visualization Based on Average Year of Keyword Appearance (VOSviewer)*

After examining keyword interconnections through network visualization, overlay visualization was performed to identify the temporal evolution of keywords. This visualization displays the average year of keyword occurrence, from blue (earlier years) to yellow (recent years), highlighting shifts in research focus over time.

Based on Figure 4, during the early period (2015–2020), the dominant keywords were Indonesia, West Java, and cultural heritage. These nodes, shown in blue and light green, indicate that early research focused on geographical aspects and conceptual frameworks of cultural heritage. This finding aligns with the dominant green cluster in the network visualization.

In the middle period (2021–2022), the focus shifted toward keywords such as tradition, culture, and community, represented in green, showing an increased emphasis on social dynamics and cultural values.

In the recent period (2023–2025), yellow nodes dominate, particularly for local wisdom, cultural preservation, the young generation, and Seren Taun. This demonstrates that, over the past five years, research has increasingly emphasized applied issues—especially locally wisdom-based cultural preservation, youth involvement, and specific traditional ceremonies such as Seren

Taun. These findings reinforce earlier observations from the red and blue clusters that highlight the growing academic attention to these themes.

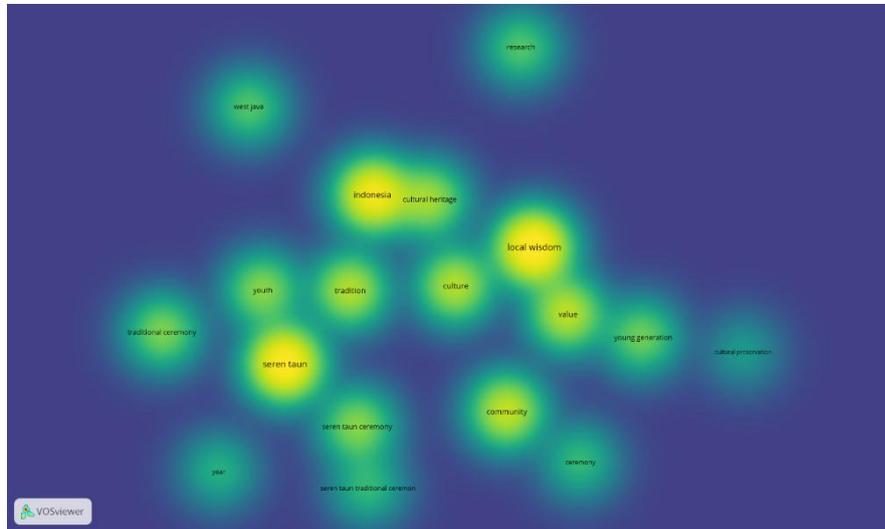


Figure 5. *Density Visualization of Keyword Co-occurrence (VOSviewer)*

Following the network and overlay analyses, density visualization was conducted to illustrate the intensity of keyword occurrences. The color gradient represents frequency, where yellow indicates high density, green medium density, and blue low density.

Based on Figure 5, the highest density areas (bright yellow) appear around the keywords Indonesia, local wisdom, and Seren Taun. This indicates that these topics have been central to the research discourse on cultural preservation from 2015 to 2025. The prominence of local wisdom demonstrates its role as a foundational concept in many studies, while Seren Taun reflects growing scholarly interest in this specific traditional ceremony.

Keywords with medium density (green) include cultural heritage, culture, tradition, community, and value. These terms appear frequently enough to serve as supporting themes within the broader discourse. Meanwhile, keywords with low density (blue to light green), such as cultural preservation, ceremony, youth, young generation, traditional ceremony, West Java, and variations of Seren Taun, indicate limited frequency and possible fragmentation in terminology usage.

A bibliometric analysis of 80 publications on cultural preservation from 2015 to 2025 shows that this theme continues to develop, though disparities in research focus persist. Network, overlay, and density visualizations generated with VOSviewer demonstrate that cultural preservation encompasses the dimensions of cultural heritage, local wisdom, and community participation. However, the role of the younger generation remains peripheral in the conceptual network. The network analysis yielded four main clusters, with a total of 18 keywords, 121 relationships, and a total link strength of 493.

In the first cluster, containing the keywords Indonesia, cultural heritage, West Java, and research, the research pattern appears to emphasize material and descriptive aspects, such as documentation storage systems as an effort to protect and preserve culture in Indonesia (Kurnilasari, Yahanan, & Rahim, 2018), and in Aria's research, which focuses on the symbolism

and function of traditional musical instruments in traditional ceremonies (Aria, 2025). The strong focus on geographical aspects, particularly West Java and Indonesia, indicates that these areas are important for research on cultural preservation. However, this has led to a lack of exploration of social dimensions such as community participation and the transmission of cultural values between generations.

Then, the second cluster, consisting of local wisdom, values, community, cultural preservation, and the the young generation, illustrates the relationship between local cultural values and community efforts to maintain traditional practices. For example, one study by Fauziyyah et al. (2022) discussed the social behavior patterns and values that developed within the Cirendeu Traditional Village community in Cimahi, where the community consists of the Sunda Wiwitan indigenous group and adheres to Islam, Christianity, and Buddhism (Fauziyyah, Komalasari, & Wiyanarti, 2022). However, although the keyword "young generation" is included in this cluster, the node size is small, so the discussion of the younger generation is still considered only an additional aspect and not the main focus of the research, for example, in the article by Fauziyyah et al. (2022), which only mentions the younger generation as part of the role of parents in early education, regarding the values held by the Cirendeu Traditional Village community. One contributing factor is the dominance of research methods such as descriptive research or document reviews over participatory studies, resulting in a lack of in-depth exploration of the roles of social actors, such as the younger generation.

Furthermore, the third cluster, which includes tradition, culture, and youth, shows that academic efforts are beginning to link cultural preservation with the role of the younger generation, although the intensity remains low. For example, research conducted by Agatha et al. (2022) discusses efforts to preserve traditional Sundanese arts and culture originating from the Cirendeu Traditional Village, focusing on the Angklung Buncis and Karinding arts (Agatha, Ramadhan, Thian, & Kadiyono, 2022). This study explains that children and adolescents participate in Angklung Buncis training and performances, but younger generations' interest in Karinding remains low because it is considered difficult to play. The small node size in this cluster indicates that the younger generation remains peripheral to the research.

Finally, in cluster four, which includes the keywords Seren Taun, Seren Taun ceremony, Seren Taun traditional ceremony, traditional ceremony, and year, this indicates that academic interest in specific traditional ceremonies has emerged. Although it has emerged, the term Seren Taun appears in several variations of writing, causing keyword fragmentation and weakening the consistency of the analysis. Research discussing Seren Taun is usually descriptive, such as photographing the symbolic values, rituals, and social structures of indigenous communities. However, not many have linked it to innovative preservation strategies or participation from the younger generation, such as in the research of Halimah, L., and Guntara, D. (2017), who discussed the Seren Taun Ceremony as a form of local wisdom of the Kasepuhan Cisungsang community, in Lebak Regency, Banten, which explains how efforts to inherit values carried out from generation to generation are carried out. This indicates that the topic of Seren Taun is still in its infancy in the scientific literature, requiring studies that integrate aspects of cultural heritage and local wisdom with the involvement of the younger generation. This allows the preservation of local wisdom, such as Seren Taun, to be seen not only as a traditional practice but also as a form of cultural learning across generations. Based on the overlay visualization analysis, we can see that in the 2015-2020 period, research was dominated by cultural heritage and West Java, while

the 2021-2022 period began to highlight community and values. Furthermore, the most recent trend, from 2023 to 2025, shows increased attention to local wisdom, the young generation, and Seren Taun.

This indicates that research on cultural preservation is shifting from describing cultural heritage to embracing community involvement and cultural regeneration. However, based on the density visualization results, the keywords Indonesia, local wisdom, and Seren Taun remain the most densely populated. Meanwhile, the keywords 'youth' and 'young generation' remain in the low-intensity category. This emphasizes the need for an interdisciplinary approach that combines cultural, educational, and communication perspectives in understanding how the younger generation can become agents of sustainable local cultural preservation.

CONCLUSION

A bibliometric analysis of 80 articles on cultural preservation published between 2015 and 2025, obtained from Google Scholar via Publish or Perish, shows that publications in the fields of cultural preservation, the young generation, and Seren Taun experienced a significant increase, especially after 2023, with a peak of 22 articles in 2025. Network Visualization identified four main clusters, namely cultural heritage, local wisdom, community, and tradition as dominant nodes. At the same time, the keyword Seren Taun was still fragmented and had not occupied a central position in the research. Then, in the overlay visualization, issues regarding cultural preservation and the role of the younger generation began to stand out in the period 2023-2025, indicating a shift in research focus towards more applicable issues. In addition, the results of density visualization show the highest density in the keywords Indonesia, local wisdom, and Seren Taun. Meanwhile, the keywords youth, young generation, and cultural preservation still have low intensity.

These findings confirm a research gap in the integration of cultural preservation, youth participation, and the Seren Taun ceremony. Therefore, a more collaborative and transformative research approach is needed, positioning the youth not only as the successors of tradition but also as active actors in the transmission of local cultural values. Theoretically, the results of this study demonstrate the need to strengthen the research framework, focusing more on cultural preservation and youth participation. Therefore, future research should emphasize participatory, collaborative, and transformative preservation models, where the youth are not merely passive successors but also active in transmitting local cultural values. In practice, the results of this research mapping indicate the need to develop innovative strategies for local cultural preservation that strengthen youth awareness. Further research could explore strategies employed by indigenous communities, the government, or educational institutions to build youth cultural awareness.

A limitation of this study lies in the fact that the data source was limited to Google Scholar, which did not include other international academic databases such as Scopus or Web of Science. In addition, this study did not assess the methodological quality of each article in depth, so future studies are expected to expand data sources and conduct methodological quality analyses to enrich scientific mapping of cultural preservation and the younger generation's involvement.

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