



PROTECTING MALAY CULTURAL IDENTITY IN THE LAND OF DELI: CULTURAL SECURITY STRATEGIES IN THE ERA OF MODERNIZATION

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ABSTRACT

The Deli Malay tribe, as one of the oldest ethnic groups in North Sumatra, faces serious challenges in maintaining its cultural identity in the midst of globalization and modernization. This research aims to identify and analyze the strategies adopted by the Deli Malay community in maintaining their cultural resilience, especially in the context of social and cultural changes that occur. Through a descriptive qualitative approach using in-depth interview methods, and participatory observation studies, this research will examine in depth the historical roots and socio-cultural dynamics of the Deli Malay community in the Land of Deli. The main focus of this research is on analyzing the impact of modernization on cultural practices, the use of the Deli Malay language, and the preservation of intangible cultural heritage such as traditional arts and customs. It is hoped that the results of this study can make a significant contribution to the development of a more effective Deli Malay cultural preservation program as well as a reference for further research on the cultural dynamics of multicultural societies in Indonesia

Keywords: Cultural Resilience, Malay Culture, Modernization, Cultural Identity, Cultural Security.

INTRODUCTION

The Deli Malay tribe has a significant role in shaping the cultural identity of Medan City, which is the capital of North Sumatra province. Before Indonesia's independence, the East Sumatra region consisted of several Malay kingdoms, of which the Deli Serdang Malay Kingdom was one of the most influential. Today, the Malay people live in the Southeast Asian region which includes several countries, including: Thailand (especially in the southern part), Malaysia, Brunei Darussalam, Singapore, Philippines (southern part), Indonesia, as well as several other countries.

In terms of geoculture, they are known as Polynesian Malay or Austronesian Malay (Takari, 2012, 17). In the past, Medan City served as a busy port thanks to its strategic position at the confluence of two major rivers, the Deli River and the Babura River, which flow into the Strait of Malacca. The physical and historical traces of Malay culture can still be seen today, especially through a number of historical buildings such as Maimun Palace and Al Mahsun Grand Mosque located in the city center. In addition, the Deli Malay identity is also reflected in the unique dialect used by the local people. Although Medan City has developed into a modern multi-ethnic city, Malay culture is still considered an important element of the city's identity, which is now facing challenges due to the influence of globalization. Efforts to preserve this culture have become a major focus in maintaining the rich local cultural heritage. (Laudra et al., 2021)

Globalization and modernization have had a significant impact on local cultural identity. Intensified global interactions and technological advances often threaten the uniqueness of local cultures through homogenization, where popular cultures from developed countries are often more attractive to the younger generation than local cultures refer to (Hasan Z. et al., 2024). Unbalanced acculturation processes and commercialization of culture also pose a threat to the preservation of traditional values. In addition, increasing individualism and rapid changes due to modernization exacerbate the shift in cultural values. Digitalization and social media, characterized by passive cultural consumption and misinformation, coupled with urbanization and migration, further complicate efforts to preserve cultural identity. Therefore, preservation efforts through cultural education, protection of cultural heritage, and appropriate regulations are essential to maintain cultural identity amidst globalization. (Nahak, 2019)

This research aims to identify and analyze the cultural resilience strategies implemented by the Deli Malay community in an effort to maintain their cultural identity amidst the challenges of modernization. Specifically, this research will investigate the historical roots as well as the socio-cultural dynamics of the Deli Malay community, analyzing the influence of modernization on cultural practices, language use, and the preservation of intangible cultural heritage such as traditional arts and customs. Through in-depth analysis, this research aims to formulate effective strategies in strengthening Deli Malay cultural resilience in the modern era.

Cultural security is a very important aspect in the era of modernization, especially for ethnic minority groups such as Deli Malay. In the midst of globalization and rapid social change, maintaining cultural identity is not only concerned with preserving traditions, but also with maintaining the existence and dignity of a community. An effective cultural resilience strategy not only serves to protect cultural heritage from the threat of erosion, but also allows the culture to adapt and thrive in a modern context without losing its essence. Therefore, it is important to identify and implement appropriate cultural security strategies to ensure the sustainability and vitality of Deli Malay culture in the future.

THEORETICAL FRAMEWORK IN INTERNATIONAL RELATIONS

Constructivism and Identity Formation

Constructivism is a theory in international relations that emphasizes that social identities, norms and values are formed through social interactions, not just through material factors such as military or economic power. In this context, a group's cultural identity, such as the Deli Malay identity, is seen as the result of an evolving social process. Cultural identity is built through cultural practices, interactions with other groups, and ongoing internal and external perceptions. Constructivism helps explain how Malay cultural identity can continue to change and be reshaped in the face of modernization and globalization.

The Concept of Cultural Security in a Constructivist Perspective

Cultural security is a relevant concept in maintaining cultural identity and heritage from threats coming from outside, such as the influence of a homogenized global culture. In a constructivist perspective, cultural security is not only concerned with physical protection, but also with the protection of cultural norms, practices and values that shape a group's identity. Threats to culture do not only come in the form of physical invasion, but also through the infiltration of foreign cultures that can erode or change local cultural identity. Constructivism makes it clear that these challenges are more ideological and normative in nature, requiring intervention in the form of policy, education and active cultural practices.

Interaction between Modernization and Traditional Values

Modernization brings major changes in various aspects of life, including cultural values. The process of modernization can cause a clash between traditional values passed down through generations and new values brought by technology, urbanization and globalization. In the context of Deli Malay, modernization demands adaptation without losing important cultural roots. Constructivism allows us to see that traditional cultural values can remain relevant through continuous reconstruction, where tradition and modernity can complement rather than contradict each other.

The Role of Agents in Maintaining and Constructing Cultural Identity

In a constructivist perspective, agents-both individuals and groups-have an important role in maintaining and constructing cultural identity. These agents can be community leaders, cultural institutions, or youth organizations that seek to preserve Deli Malay culture through various cultural and educational activities. They play a role in creating a strong cultural narrative and influencing how that cultural identity is understood and passed on to the next generation. The active intervention of these agents in the form of preservation programs, cultural festivals, or culture-based education helps to ensure that cultural identities not only survive, but also thrive amidst changing times.

METHOD

This research uses a descriptive qualitative approach to describe and understand the phenomenon of Deli Malay culture in the midst of modernization. This approach was chosen because it is able to provide an in-depth description of how the Deli Malay community maintains and preserves its cultural identity in the context of the times. Data collection is done through a comprehensive review of secondary sources. The descriptive qualitative approach allows researchers to understand social and cultural complexities in greater depth. This research also used in-depth interviews as the main method of data collection. Interviews were conducted with various sources who are considered to have in-depth knowledge of Deli Malay culture, such as those from Maimun Palace who act as custodians of cultural heritage. This interview aims to explore information about cultural preservation efforts, challenges faced, and their views on modernization and

globalization. In addition to interviews, this research also uses participatory observation methods, where researchers are actively involved in Malay Deli cultural activities, such as traditional ceremonies, cultural festivals, and religious events. Participatory observation allows researchers to gain a more in-depth and contextual understanding of how Deli Malay culture is practiced in daily life. By participating directly, researchers can observe social interactions and cultural symbols more authentically.

RESULTS & DISCUSSION

Historical Socio-Cultural Context

Deli Malay culture is one of the most important cultural heritages in North Sumatra, especially in Medan City. The history of Deli Malay originated from the marriage between the coastal Malay community and the royal family in Deli land, a fusion that later gave birth to a rich and unique culture. Medan City, now known as a multi-ethnic and modern city, has very close historical roots with the Deli Malay culture. While this culture continues to survive through various customary practices such as music, dance, and wedding ceremonies, great challenges are faced in maintaining the sustainability of the culture amidst the increasingly intense flow of modernization and globalization.

According to an interview with a representative from Maimun Palace, the center of Malay culture in Medan, efforts to preserve the culture continue through various cultural activities that highlight Malay traditions. Traditional music, typical Malay rhythms, traditional dances, and wedding processions full of Malay customs are still well maintained. Maimun Palace as an important symbol of Deli Malay culture continues to play a role as the center of cultural activities. However, despite these efforts, collaboration with external parties such as the government and other cultural institutions is still limited. One prominent collaboration is the Malaysia Serumpun Movement, which promotes cultural solidarity between Malay communities in Indonesia and Malaysia.

Deli Malay Cultural Arts

The cultural arts of Deli Malay have a uniqueness that sets them apart from other Malay regions although they still share many similarities. Deli Malay music encompasses a variety of genres that have evolved over time, from pre-Islamic times, to Islam, to

globalization. Pre-Islamic traditional music includes folk songs related to daily life, such as children's songs, music for work in the fields, to animist music that has been Islamized. During the Islamic period, music was dominated by religious traditions such as azan, qasidah, marhaban and hadrah, which were used to praise Allah and the Prophet Muhammad. Western influence also gave birth to genres such as ronggeng music, which adopted elements of European culture, and Deli Malay pop, which was influenced by contemporary Western music.

Deli Malay dance has a rich and meaningful style. There are various terms that describe dance movements, such as tandak for foot movements, igal for hip movements, liok for body movements, and dance for hand movements. These dances are closely related to the customs and traditions of the community, which emphasize etiquette and modesty, especially for female dancers who are expected to maintain honor during performances. Malay dances are also classified by function, such as agricultural ceremonial dances, dances related to fishermen's lives, to more exclusive court dances. In addition, Islamic-influenced dances such as hadrah and zapin are often performed in religious events.

Traditional theaters such as bangsawan also play an important role in Deli Malay culture, incorporating story elements from various cultures including Malay, Middle Eastern, Indian, European and Chinese. Stories such as Putri Hijau, Laila Majnun, to adaptations of Shakespeare's works show creative acculturation in Malay arts.

Impact of Globalization

The Impact of Globalization on Language Preservation

In the era of globalization, Deli Malay culture faces great pressure from foreign cultural influences, especially from Western culture which is more popular among the younger generation. Globalization has accelerated the penetration of Western culture into various corners of the world, including in Indonesia, through various media such as television, movies, music, and the internet. This influence is so strong that it is slowly changing the mindset and lifestyle of the community, especially the younger generation, who are more exposed to outside culture compared to local culture.

In an interview with Maimun Palace, it was stated that many young people are more interested in Western lifestyle and culture, which is often perceived as a symbol of

progress and modernity. As a result, there is less interest in local culture. Western culture, with all its technological advances, clothing fashions, pop music and fast-paced lifestyle, is often perceived as more modern, dynamic and “cool” by the younger generation. In contrast, local culture, including Deli Malay culture, is often seen as old-fashioned, traditional and outdated. In fact, local culture is full of moral values, history, and identity that are important to maintain.

This view has created a situation where the younger generation is more likely to adopt Western culture in their daily lives, from the way they dress, to the music they listen to, to the way they interact. They often feel ashamed or less proud of their ancestral culture, as it is considered irrelevant to modern life. This results in a loss of pride in local culture, as it is no longer considered “valuable” or appealing on par with global culture. This decline in interest not only affects traditional arts such as Malay music and dance, but also the language, customs, and values of local wisdom that are beginning to be forgotten.

If this trend continues without any serious efforts to preserve and promote Malay culture, there is a great concern that Malay culture, particularly Deli Malay, will slowly fade away and even become extinct over time. This is certainly a serious threat to the sustainability of intangible cultural heritage that has been passed down from generation to generation. More intensive preservation efforts, including the reintroduction of Deli Malay culture to the younger generation through education, social media, and cultural activities, are urgently needed to restore a sense of pride in local culture and ensure this cultural heritage remains alive and relevant in the future.

Preservation of Intangible Cultural Heritage

Cultural heritage refers to all cultural heritage that has significant value in terms of history, science, technology and art. This heritage is collectively owned by a community or society and continues to develop from one generation to the next, following the path of existing traditions. Deli Malay intangible cultural heritage has a deep richness, especially through the art of dance and music. Dance and music in Deli Malay culture not only function as entertainment, but also as an expression of cultural identity, social communication, and a meaningful means of da'wah.

Deli Malay Dance

Deli Malay dance reflects ethics, beauty, and social order. Every movement in Malay

dance not only shows elegance, but also contains politeness and moral values. Some famous types of dances from the Deli Malay culture include:

1. **Zapin Deli Dance:** Zapin is one of the most iconic dances in Malay Deli, which originally originated from Arabic culture and developed into a signature dance in the Malay region. Zapin is usually accompanied by gambus music and has graceful movements, often performed in religious occasions or weddings. Zapin dance movements reflect togetherness and harmony, in accordance with the Islamic values that influenced Deli Malay culture.

Inai Dance: This dance is usually performed in wedding or circumcision ceremonies, which symbolizes the transition of a person's life to a more mature stage. Inai dance is often performed by female dancers with gentle movements, using properties such as candles or plates, which symbolize light and prosperity for the bride and groom.

2. **Offering Dance:** This dance is performed to welcome honored guests, including in traditional wedding ceremonies. The gentle and mannered dance movements illustrate the politeness and respect that is highly upheld in Deli Malay culture.

Deli Malay Music

Music in the Deli Malay tradition is very varied and influenced by various elements, ranging from animism, Hindu-Buddhism, to Islam. Music not only serves as entertainment, but also plays an important role in traditional ceremonies, religious rituals, and social communication. Some well-known genres of Deli Malay music include:

1. **Gambus:** The gambus instrument is one of the Islamic cultural heritages that are deeply embedded in Deli Malay music. Gambus often accompanies zapin dances and is used in religious events, such as the Prophet's maulid or weddings. The soft and soulful melodies of the gambus reflect the spiritual and religious atmosphere of Deli Malay culture.
2. **Hadrah:** Hadrah music is one of the popular forms of Islamic proselytization in Deli Malay. Hadrah combines music with simple dance movements, and is used

as a tool to convey praise to Allah and the Prophet Muhammad. Hadrah music is usually accompanied by tambourine instruments and qasidah singing.

3. Syair and Pantun: Syair is a form of Malay poetry that is often sung in musical accompaniment to convey moral messages, advice, or tell legends such as “Syair Putri Hijau”. It serves not only as entertainment but also as a medium to spread religious and social values.

In the context of intangible cultural heritage, Deli Malay dance and music are important means of maintaining traditional cultural identity and values in the midst of modernization. They are not only a historical legacy, but also a living expression that continues to evolve and be nurtured by the next generation. Intangible cultural heritage can be maintained through traditional Deli Malay weddings that reflect symbolic and aesthetic values that have been passed down from generation to generation. The wedding procession in this culture is very rich in oral traditions, especially through rhymes and dances, which function not only as entertainment, but also as a means of social communication.

Pantun in Marriage

Pantun serves as a means of conveying messages and advice, both in the beauty of language and moral values. Wedding rhymes teach the importance of loyalty, love, and consensus in married life. For example, the pantun tuah pengantin emphasizes that consensus in the family can prevent future disputes. Each spouse is reminded to understand and support each other, such as the proverb “pinched left thigh, felt right thigh,” which illustrates that husband and wife should feel each other's happiness and sadness. Pantun also advises husbands against polygamy, likened to a “two-master ship” that can cause instability in the household.

1) Traditional Dance

Deli Malay dance has a very important role in the wedding procession. Offering dance, for example, is used to welcome distinguished guests and strengthen the relationship between the families of the bride and groom. The dance reflects high politeness and etiquette, with subdued movements that reflect the mannered nature of Malay culture. In addition to Entertainment, henna dance also has a ritual function. This dance is believed to protect the bride from the interference of spirits or people with bad

intentions. Henna dance also reflects social solidarity, where the bride's extended family plays an active role in preparing for this ceremony.

Cultural Preservation Strategies

The preservation of Deli's Malay culture not only serves to preserve its historical identity and tradition, but also to protect the city of Medan from losing one of the distinctive cultural traits that distinguish it from other cities in Indonesia. In the midst of modernization and rapid urban growth, preserving Malay culture means maintaining cultural diversity that is an integral part of Medan's identity. More intensive collaboration between cultural communities, governments, and the private sector needs to be encouraged to support these preservation efforts.

Efforts to preserve the Malay culture of Deli require active involvement from all parties, ranging from local communities to the government and the international community. With a more creative and inclusive approach, Malay culture can continue to live and thrive, not only as a legacy of the past, but also as an important part of the future of Medan City. Safeguarding this cultural heritage is a shared responsibility, and with coordinated efforts, Deli's Malay culture can remain a strong identity amid the changing global dynamics.

Community initiatives in the preservation of Malay culture Deli

In addition to facing external challenges, Deli Malay culture also faces a number of significant internal obstacles, one of which is the lack of solidarity among members of the Malay community. This lack of a sense of community and connectedness is one of the main obstacles in cultural preservation efforts. Based on interviews with a number of figures and community members, it was revealed that many of them felt embarrassed or lacked confidence in displaying their Malay cultural identity. This embarrassment or discomfort is often due to pressure from more modern neighbourhoods and globalisation, which are often perceived as more prestigious or relevant compared to the local cultural heritage.

This condition further weakens the collective effort to preserve Malay culture in the midst of a growing stream of modernization. One of the steps that can be taken to overcome this problem is to strengthen solidarity among the Malay community itself. Maimun Palace, as one of the Centers of Malay culture, hopes that by increasing the sense

of togetherness and caring among the community, more coordinated and sustainable efforts will be created to preserve Malay culture. Increasing this solidarity can be done through various initiatives, such as organizing community events, cultural training, and programs that promote Malay cultural values.

The Malay community should be united and proud of their cultural identity to maintain the continuity of traditions and customs that have been passed down from generation to generation. Through this collective effort, it is hoped that there will be a stronger awareness and commitment among community members to preserve and pass on the Malay cultural heritage to future generations. Although there are various Malay youth organizations that aim to promote this culture, the participation of the younger generation in such activities is still very low. The lack of initiative and active involvement of Malay youth is a problem that needs to be addressed immediately. The younger generation should be more involved in various cultural activities, be it through art, dance, or other activities that can strengthen their cultural identity. It is important for them to see themselves as part of cultural preservation efforts and feel they have a responsibility to introduce and carry on those traditions.

In addition, the younger generation must also be empowered to become agents of change in introducing Malay culture to the outside world. By expanding the range of introduction to Malay culture, not only at the local level but also at the global level, it is hoped that this culture can gain wider recognition and appreciation. Programs that engage youth in digital content creation, international performances, and cultural exchanges can be one effective way to achieve this goal. It is important for young people to understand that they have a crucial role in the preservation of culture. They need to be given support and opportunities to create and innovate in reviving and modernizing elements of Malay culture, so that this culture can not only survive but also develop and be relevant in this era of globalization. This effort requires cooperation between the community, youth organizations, and other relevant parties to create an environment conducive to the preservation and development of Deli Malay culture.

The Role Of Maimun Palace



Image 1. Maimun Palace

However, representatives of the Maimun Palace stressed that Malay culture is actually no less interesting than Western culture. Malay culture has deep values and a wealth of unique traditions, which should be a pride for the Malay community and also the people of Medan in general. Therefore, it is important for the younger generation not to be ashamed of their own cultural identity and start to find out more about the Malay cultural heritage. Cultural education that focuses on local values can be one solution to attract young people back to their culture.

The palace plays a significant role in maintaining the continuity of Malay culture in the current era. For example, the Palace maintains culture by creating several events or activities related to art such as using Malay music/rhythm, then organizing Malay cultural dance activities and holding Malay traditional weddings within the scope of the Maimun Palace.

Supporting Activities

- GEMAS events (Gerakan Melayu Serumpun)



Image 2. Event GEMAS

Gelar Melayu Serumpun (GEMAS) is an important event designed as a platform to celebrate and promote the richness of Malay culture, as well as provide opportunities for people from neighboring countries to exchange cultural knowledge and experiences. The event is held to introduce and promote the tourism potential of Medan city through local art attractions and exhibitions that showcase local creativity and craftsmanship.

In its 6th edition, which takes place in 2023, GEMAS presents an international dimension by involving neighboring countries such as Singapore, Malaysia, Thailand, and other countries in the Southeast Asian region. The event also covers almost all districts and cities in North Sumatra province as well as various other provinces in Indonesia, making it a large-scale event with the aim of strengthening cultural ties between allied nations.

The theme, "Melayu tak Akan Hilang dari Bumi," reflects the commitment to preserve and preserve the Malay cultural heritage in the midst of the Times and globalization. This theme is not only a slogan, but the foundation for all activities and programs in this event, aimed at encouraging Malay communities at home and abroad to continue their traditions.

Every year, GEMAS is held regularly as an ongoing effort to strengthen Malay cultural identity and ensure its sustainability in the modern era. Apart from being a

meeting place for the Malay community and other cultural communities, this event also serves as a means to introduce local tourism to visitors from various regions and countries.

GEMAS offers a variety of activities, including art performances, cultural exhibitions, seminars, and workshops relevant to the theme of the event. Visitors can experience the richness of Malay culture through interactive activities, handicraft exhibitions, traditional cuisine, and traditional clothing. With this approach, GEMAS is expected not only to be a cultural celebration event but also an educational media that introduces and educates future generations about the importance of preserving Malay culture.

In addition, the 7th Serumpun Malay title, which will be held on 29 May-1 June 2024 at the Maimun Palace, is expected to be more festive and inclusive. The Event is planned to be attended by representatives from four friendly countries-Malaysia, Thailand, Singapore, and

India-with a Malaysian delegation covering seven different regions such as Negeri Sembilan, Kuala Lumpur, and Johor. Thailand will also send representatives from Songkhla, while other countries will display their cultural characteristics through the booth provided.

Hope for the younger generation

The Role Of The Younger Generation

As the vanguard of cultural successors, it is expected that the younger generation can play an active role and contribute significantly in caring for and maintaining the continuity of culture, especially in the context of deli Malay cultural customs. In the midst of an era of accelerating globalization, where modernization and westernization dominate various aspects of life, it is important for the younger generation to preserve and pass on the cultural heritage that has existed for a long time. However, reality shows that many young Malays often feel less connected to their cultural identity, and prefer to adopt Western, Korean, and other foreign cultures. This phenomenon reflects a significant shift in interest, where local culture, especially Malay culture, often receives less attention from the younger generation.

The palace, as an important symbol of the richness of Malay culture, sincerely hopes that the younger generation will not only recognize and understand their cultural heritage,

but also feel proud and eager to maintain and develop Malay culture itself. The younger generation is expected to actively seek information and understand more about the history, traditions, and values contained in the Deli Malay culture. Thus, they will not only be passive cultural actors, but also Agents of change capable of promoting and maintaining their cultural heritage amid the ever-growing tide of modernization. Success in caring for and preserving the Malay deli culture depends not only on individual efforts, but also requires support and cooperation from various parties, including the government, cultural institutions, and the general public. With a genuine commitment and pride in their own culture, the younger generation is expected to face the challenges of modern times with confidence, and continue to maintain and advance the existing cultural wealth.

Programs to increase the interest of the younger generation

In an effort to ensure the sustainability and preservation of culture in the future, various programs have been launched with a focus on a specific market segment, namely the younger generation. These programs aim to ensure that the culture in question can continue to be inherited and developed among future generations. One example is the formation of organizations specifically designed to accommodate and develop the interest of the younger generation towards Malay culture, namely the organization of young Malays. These organizations are expected to be dynamic and innovative venues, providing space for young people to express and interact with their cultural heritage more freely and creatively.

However, although this concept has great potential, the reality on the ground shows that this organization is not capable of operating with the expected level of liveliness. For example, many organizations established to promote Malay culture among the younger generation seem to have difficulty in implementing their programs effectively. This is certainly contrary to the initial expectation that many of the activities organized will be in accordance with the interests and preferences of the younger generation, so as to attract more of their attention to feel proud and involved in their own culture.

To increase the participation of the younger generation in Malay culture, innovation is needed in the forms and methods of activities offered. One approach that can be applied is the incorporation of elements of Malay culture with elements of foreign culture that are popular among the younger generation, such as Western culture, Korea, Japan, and others.

For example, it can be a combination of Malay music with modern music genres from the West, or the integration of traditional Malay dance with dance styles influenced by Korean or Japanese culture. In this way, it is hoped that the younger generation will not only be able to appreciate and preserve their own culture but also feel more connected to global trends.

Forms of Government Support

In an effort to maintain the sustainability and preservation of Deli Malay culture, support from the government is needed. Governments play an important role in preserving cultural heritage, as they have the ability to provide the necessary resources, policies, and platforms to strengthen cultural preservation efforts. However, in practice, it is often seen that collaboration and assistance from the government in this regard is still insufficient or even absent altogether.

Government support can take various forms, such as special budget allocations for cultural preservation programs, the provision of facilities and infrastructure that support cultural activities, and the development of policies that support the growth and preservation of local culture. In addition, the government can also play a role in facilitating cooperation between various parties, such as cultural organizations, local communities, and the private sector, to create productive synergies in cultural preservation efforts.

On the other hand, lack of support or cooperation from the government can hinder the progress and effectiveness of cultural preservation programs. Without adequate support, local initiatives often face obstacles in terms of funding, promotion, and program implementation. For example, cultural events designed to promote and celebrate cultural heritage are often hampered by budget constraints and lack of exposure, which can reduce their impact on the community and visitors. In addition, without a clear and consistent policy from the government, cultural preservation efforts can be hampered by unsupportive regulations or lack of coordination between various agencies.

Therefore, it is crucial for the government to strengthen its role in supporting the preservation of Deli Malay culture. One of the first steps that can be taken is to improve communication and coordination between Central and local governments, as well as with the local cultural community. The government needs to identify and support programs

that have proven effective in preserving culture, as well as provide incentives to organizations and individuals who contribute to such efforts.

CONCLUSION

In this paper, it is revealed that the deli Malay community faces significant challenges in maintaining their cultural identity in the midst of modernization and growing globalization. Using a descriptive qualitative approach, this study was able to identify and analyze the cultural resilience strategies implemented by the Malay Deli community. The main results of this study show that despite the modernization that has had a great impact, the Malay community of Deli still strives to maintain and preserve their cultural heritage.

The main strategies implemented include revitalization of Traditional Arts, preservation of Malay Deli, and adjustment of Customs in a modern context. Maimun Palace, as a cultural center, has an important role in cultural preservation through various cultural and educational activities. However, external challenges such as the influence of Western culture and internal challenges such as low participation of the younger generation are obstacles that need to be overcome. The implications of this study suggest that to ensure the sustainability of Deli Malay culture, a more coordinated effort between the community, government, and the private sector is needed.

This research also opens up opportunities for further study of cultural dynamics in multicultural societies in Indonesia. Preserving cultural heritage is not only important for maintaining local identity, but also for enriching cultural diversity at a global level. The sustainability of Deli Malay culture in the future will depend on the ability of the community to adapt to changes while still respecting and preserving traditions that have been passed down from generation to generation.

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