

## The Role and Benefits of Digital Cultural Archives in Enhancing Tourism Appeal and Economic Growth in Banjarmasin City

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### ABSTRACT

*This research examines the role of cultural archive websites as a digital solution for the preservation of local cultural wealth and a driver of economic growth in Banjarmasin. Banjarmasin, known as the 'City of a Thousand Rivers,' has a strong cultural heritage that includes history, heroes, kingdoms, traditional houses, music, dance, and unique cuisine, and has great potential to be developed through the utilization of digital technology. The plan to create a cultural archive website for Banjarmasin emerged because currently there is no website that specifically presents cultural information on a single integrated platform, especially in Banjarmasin. The lack of websites providing digital cultural information in Banjarmasin contrasts with other regions such as Bali. A descriptive qualitative approach is used to explore the role of this cultural archive website in helping both local and out-of-town tourists better understand the culture, tourist destinations, and culinary offerings in Banjarmasin. Data are obtained through systematic analysis of various relevant sources such as websites, scientific articles, and journals. The results of this study indicate that the digitalization of culture provides several benefits such as cultural preservation, increased tourism appeal, and the development of the creative economy.*

### Introduction

Every region has a different cultural system, and these differences create distinct characteristics that become the unique identity of each area. This uniqueness shapes a characteristic cultural identity and becomes part of the heritage with noble values. The cultural diversity found in various regions, including Banjarmasin, is an important part of the nation's historical journey. Banjarmasin is one of the cities that has a strong community culture and greatly influences the identity and character of its inhabitants. This city is the largest city in South Kalimantan Province, Indonesia. From 1945 to 1956, Banjarmasin was once the capital of Kalimantan Province, and then became the capital of South Kalimantan from 1956 to 2022. Known by the nickname 'City of a Thousand Rivers', Banjarmasin has an area of about 98.46 km<sup>2</sup>, mostly consisting of delta areas with around 25 islands, such as Tatas Island, Kelayan Island, Rantauan Keliling Island, Insan Island, Kembang Island, and Bromo Island. According to data from the Banjarmasin City BPS in 2020, the administrative area of this city is divided into five sub-districts and 52 villages, with a population of over 670,000 people. The geographical location and diversity of the area have contributed to the cultural wealth that has become a characteristic of the Banjarmasin community to this day (Statistik, 2024).

The rapid development of information technology in this digital era has a significant impact on various aspects of life, including the economic sector and efforts to preserve culture. Digital innovation has become one of the main forces in enhancing the competitiveness of a region, including Banjarmasin. As a city known by the nickname 'City of a Thousand Rivers', Banjarmasin has great potential for development through the utilization of technology as a driver of regional progress.

The cultural and historical wealth of Banjarmasin reflects a strong local identity. From the historical relics of the city, the roles of heroic figures, to the Kingdom of Banjar which is an important part of the cultural heritage that needs to be preserved. In addition, traditional houses, traditional musical instruments, regional dances, and distinctive culinary dishes also enrich the diversity of existing cultures.(SIMDAPOKBUD, 2023). This heritage is not only historically valuable but also has the potential to provide added economic value if packaged creatively and introduced through an appealing digital approach. The utilization of digital technology allows access to cultural information to be broader and open to everyone. This opens up opportunities for the wider community to recognize the richness of local culture and encourages the growth of digital-based tourism. Through the process of digitalization, Banjarmasin can strengthen its regional image and competitiveness, as well as create new economic opportunities.(Wardhana et al., 2020)

### Research Methods

This research uses a descriptive qualitative approach to explore the role of interactive websites in promoting economic growth in the Banjarmasin area, as well as helping both local and non-local tourists to get a closer understanding of social, cultural, and tourist destinations. A qualitative approach was chosen because it allows gathering information from various references without using complex statistical analysis, thus focusing on an in-depth depiction of the phenomenon being studied.

The descriptive qualitative method is a method that illustrates, describes, and presents events or objects being studied as they are based on the situation and conditions at the time the research is conducted (Septiani & Wardana, 2022). Data for this research was obtained through the analysis of various relevant sources such as websites and scientific articles reviewed systematically during the research period.

### Results

Based on the information we have obtained over the past week, not many regions have cultural archive websites that present local cultural information digitally, particularly in Banjarmasin, unlike other areas that already have cultural archive websites such as Bali.(MEMBANGUN BUDAYA MEMAJUKAN BANGSA, 2023).

Therefore, We plan to create a Banjarmasin cultural archive website as an effort to address the lack of access to cultural information in Banjarmasin city. We will design this website to collect and present various local cultural information such as the history of the founding of Banjarmasin, heroes, kingdoms, traditional dances, regional music, traditional houses, tourist attractions, traditional foods, and culinary experiences, all in one website that is easily accessible to the general public and tourists.

This plan is expected not only to expand the reach of cultural information but also to strengthen the city's identity, encourage community participation in cultural preservation, and open up digital economy opportunities in the future. More than just a source of information, this website is also designed as an educational medium that introduces social values, cultural identity, and the natural wealth of Banjarmasin. Through an engaging and easily accessible website, it is hoped that this site can strengthen public.

understanding of local cultural diversity and increase interest in visiting, whether for tourism, research, or cultural preservation. Thus, this website serves not only as a platform for culture but also as a bridge between the local community and visitors from outside the area in an effort to preserve the culture of the city of Banjarmasin (Jejak & Mutiara, 2024).

### **Reporting Research Results**

The results of this research were obtained through an analysis process of various sources such as websites and relevant scientific articles, which were systematically studied throughout the research period. The results of this study indicate that digitalization provides benefits not only economically but also in cultural preservation, as stated by Sutarman (2012). One of the outcomes of this effort is the development of a cultural archive website specifically designed to preserve and disseminate information about the local cultural richness of Banjarmasin. This website contains various cultural information, such as the history of Banjarmasin City, which includes the origin of Banjarmasin since 1526, the role of the Banjar Sultanate, the Dutch colonial period, up to the modern developments of the 20th century, heroes, and an explanation of the history of three great kingdoms, namely Negara Dipa, Negara Daha, and the Banjar Sultanate as centers of civilization and Islam. Next is Culture, which covers traditional dances in Banjarmasin, types of traditional houses and their philosophical meanings, typical Banjarmasin traditional music, and tourist attractions that showcase iconic destinations in Banjarmasin. In addition, this website discusses traditional foods, and lastly, Culinary Recommendations, which includes famous restaurants and souvenir shops in the city. By using an attractive design, including photos, videos, and maps as complements. The website is written in a language that is easy to understand and informative. The website is presented in a format that is easily accessible to the general public and tourists. The results of this study are in line with the findings of Rahmawati, Subroto, and Mardiani (2025), which state that the digitalization of cultural heritage through interactive media such as flipbooks, websites, and the like can increase the awareness and understanding of young generations towards local culture. Digitalization allows for the presentation of information that is more engaging and easily accessible, thereby increasing public interest in understanding and preserving local culture.



Picture 1. Initial website layout plan

Several journals and websites that are directly related to the focus of the study, which will be used as the main references in building the theoretical framework and supporting an in-depth discussion.

Table 1. Referensi Kajian

| No | Judul web dan sumber                                                                                                                                                                                                                                                                                                                              | Literatur review                                                                                                                                                                                                                                          |
|----|---------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-----------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|
| 1. | Website pemerintah kota Banjarmasin<br><br><a href="https://www.banjarmasinkota.go.id/">https://www.banjarmasinkota.go.id/</a>                                                                                                                                                                                                                    | The website of the Banjarmasin City Government provides several explanations regarding the city's history, tourism, and other matters.                                                                                                                    |
| 2. | Digitalisasi Peninggalan Cagar Budaya di Desa Ngrawan sebagai Upaya Pelestarian Warisan Budaya<br><br>Nugroho, Listyanto Aji, and Emy Wuryani                                                                                                                                                                                                     | Digitizing the cultural heritage of Ngrawan Village to preserve it, disseminate information, and involve the community in its conservation                                                                                                                |
| 3. | Sejarah dan Kebudayaan khas suku Banjar dari Kalimantan Selatan<br><br>Faqihah Muhaaroroh Itsnaini<br><a href="https://www.detik.com/edu/detikpedia/d-5560911/sejarah-dan-kebudayaan-khas-suku-banjar-dari-kalimantan-selatan">https://www.detik.com/edu/detikpedia/d-5560911/sejarah-dan-kebudayaan-khas-suku-banjar-dari-kalimantan-selatan</a> | In this article, it tells and is written about the unique cultures of the Banjar tribe from South Kalimantan. Starting from the population of the Banjarmasin people, ethnic groups, and other aspects..                                                  |
| 4. | Tempat Wisata Kuliner di Banjarmasin, Populer dan Mengunggah Selera.<br><br>Anugerah Ayu Sendari<br><a href="https://www.liputan6.com/hot/read/5309513/6-tempat-wisata-kuliner-di-banjarmasin-populer-dan-mengunggah-selera">https://www.liputan6.com/hot/read/5309513/6-tempat-wisata-kuliner-di-banjarmasin-populer-dan-mengunggah-selera</a>   | Articles discussing several culinary tourist spots in Banjarmasin are also already famous and legendary, such as Soto Bang Amat. There are also many other culinary tourist spots in Banjarmasin that are beginning to develop into tourist destinations. |

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|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|
| 5. | <p>Tari Tradisional Kalimantan Selatan Yang Masuk Dalam Daftar Warisan Budaya Tak Benda</p> <p>Puspasari Setyaningrum</p> <p><a href="https://regional.kompas.com/read/2022/02/22/184923178/4-tari-tradisional-kalimantan-selatan-yang-masuk-dalam-daftar-warisan?page=all">https://regional.kompas.com/read/2022/02/22/184923178/4-tari-tradisional-kalimantan-selatan-yang-masuk-dalam-daftar-warisan?page=all</a></p> | <p>A news article discussing several traditional dances from South Kalimantan that have been included in the list of intangible cultural heritage</p> |
|----|--------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------------|-------------------------------------------------------------------------------------------------------------------------------------------------------|

## Discussion

This finding was obtained as an initiative because, based on the information we gathered over the past week, not many regions have cultural archive sites that provide local cultural information digitally, especially in Banjarmasin, unlike other regions that already have cultural archive sites such as Bali. Therefore, we plan to create a digital archive site as a form of innovation in the current digital era. The results of this research were obtained through the process of analyzing various sources such as websites and relevant scientific articles systematically reviewed during the research period. The results of this research indicate that digitization provides benefits that are not only economically advantageous but also contribute to cultural preservation, as stated by Sutarman (2012). One of the plans of this project is the development of a cultural archive website, which will be specially designed to preserve and disseminate information about the cultural wealth of Banjarmasin. This site will contain various cultural information, such as the history of the city of Banjarmasin, covering the origins of Banjarmasin since 1526, the role of the Banjar Sultanate, the Dutch colonial period, to modern developments in the 20th century, heroes, and explaining the history of three major kingdoms such as the Dipa Kingdom, the Daha Kingdom, and the Banjar Sultanate as centers of civilization and Islam. Furthermore, in the cultural section, it contains information about traditional dances in Banjarmasin, then discusses the types of traditional houses and their philosophical meanings, typical traditional Banjarmasin music, as well as discusses tourist attractions that feature iconic destinations in Banjarmasin city.

In addition, this website will discuss traditional foods and provide culinary recommendations, including popular dining spots and souvenir shops in the city. With an attractive design, the site will feature photos, videos, and maps as supplements. The website is written in a language that is easy to understand and informative. It is presented in a format that is easily accessible to the general public and tourists. The results of this study align with the findings of Rahmawati, Subroto, and Mardiani (2025), who stated that digitalizing cultural heritage through interactive media such as flipbooks, websites, and similar platforms can increase awareness and understanding of local culture among younger generations. Digitalization allows for the presentation of information in a more engaging and accessible way, thereby enhancing public interest in understanding and preserving regional culture. (Rahmawati et al., 2025)

The utilization of digital archives is one of the strategic and relevant steps in today's digital era. The use of digital archives in cultural preservation can be carried out in various ways, which generally aims to promote and widely disseminate culture effectively and sustainably. It can also open up economic opportunities in a certain area. These digital archives can support cultural preservation in several ways (Krisnanik et al., 2023).

1. Facilitating Access to Cultural Information for the Community and Tourists.

Digital archives packaged in the form of a cultural website allow local communities and tourists to easily access information about the history, art, customs, and cultural tourist attractions of the city of Banjarmasin. Well-documented information helps users to better and more accurately understand the richness of the local culture. (Kalay 2008) states that the digital reconstruction of the site and community activities bring new capabilities in the efforts of preservation and cultural heritage information. Digital cultural data with unlimited access will enhance public awareness of the existence of cultural heritage sites.

2. Introducing regional specialties and cuisine to a wider audience.

Digital archives can also serve as a promotional medium to introduce the typical foods of Banjarmasin and its surroundings, such as Soto Banjar, Ketupat Kandangan, and Iwak Patin Baubar. Through documentation in the form of photos, recipes, and the history of the food, the public from outside the region will find it easier to recognize and appreciate local cuisine as part of cultural identity. Revianur (2020) stating that digitalization will make it easier for cultural heritage practitioners to preserve culinary traditions, conduct studies, and communicate cultural heritage (Agustinova, 2022).

3. Encouraging self-directed learning about culture.

Digital archives can be accessed at any time through digital devices such as mobile phones, tablets, or computers, thus facilitating learning and supporting independent study.

The utilization of digital archives plays an important role in opening economic solution opportunities for the community. With easy access and efficient data management, digital archives enable various parties, such as entrepreneurs and the general public, to drive innovation, improve productivity, and create new business opportunities.

1. The existence of digital archives can open up great opportunities for MSMEs.

Because with the ease of access to this information, the community and tourists will be increasingly interested in getting to know local tourism and cuisine. This ultimately encourages the development of new businesses based on the creative economy managed by MSME actors, thus enhancing sustainable regional economic growth (Paendong et al., 2022).

2. Digital archives will open economic opportunities for tourism stakeholders.

Like tour guides, translators, and the local community around tourist sites. With the availability of digital archives, tourist objects in the Banjarmasin area will become more widely known to the public, thus attracting more tourists and providing a positive impact on the local economy (Munawaroh et al., 2022).

### 3. Development in Economy and Digital Creative

Digital archives that store various information about history, culture, tourism, and culinary arts play an important role as a resource that can be utilized for the development of the economic sector. By managing and utilizing this data optimally, relevant parties can create new opportunities in business and tourism, which will ultimately contribute to the increase of regional economic growth. Therefore, digital archives are not only a medium for storing information but also a strategic tool to promote sustainable economic progress (Aysa, 2020).

### Conclusion

The utilization of digital archives in the form of a cultural archive website for Banjarmasin is an innovative solution to address the challenges of cultural preservation in the digital era. We hope this website will not only serve as a repository of cultural information but also as a medium for education, promotion, and a bridge between the local community and tourists to recognize and appreciate the cultural wealth of Banjarmasin. The digitization of culture allows for broader information dissemination and strengthens local identity. Through this website, we aim for cultural treasures such as the city's history, heroes, kingdoms, traditional houses, traditional arts, tourist attractions, and local cuisine to be accessible to anyone, anytime, and from anywhere. In addition, digital archives also open up new economic opportunities, particularly in the development of the MSME sector, tourism, creation of new jobs, and supporting economic growth. Research results show that the benefits of cultural digitization are very extensive. In terms of education, the public and young generations gain quick, flexible, and engaging access to cultural information, which promotes independent learning and enhances appreciation of cultural values. In terms of tourism, the presence of digital archives can expand the reach of promoting tourist destinations and Banjarmasin's traditional dishes more effectively, ultimately increasing tourist visits. Thus, leveraging cultural archives is an innovation that is not only relevant in today's digital era but also has long-term impacts on cultural preservation, strengthening local identity, and economic development. The existence of this website is expected to serve as a bridge between preserving cultural values and developing the creative economic potential in the city of Banjarmasin.

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