Sumbang Duo Baleh: Cultural Heritage as the Foundation of Character Development in the Digital Age

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ABSTRACT

This study aims to analyze the role of *Sumbang Duo Baleh*, a Minangkabau traditional ethical guideline, as a foundation for character education in the digital era. It also explores strategies for integrating these values into formal and informal education to address modern challenges in moral development. This research employs a qualitative approach with a literature review and field observations conducted in schools in West Sumatra. Data collection methods include document analysis, interviews with teachers and cultural figures, and direct observations in educational settings. The data are analyzed using a descriptive qualitative method to examine a the relevance of *Sumbang Duo Baleh* in shaping students' character amidst digital transformation. The findings reveal that *Sumbang Duo Baleh* remains relevant in guiding students' ethical behavior despite the growing influence of digital culture. Its values can be effectively integrated into character education through curriculum adaptation, teacher and parent involvement, and the utilization of digital platforms. However, challenges such as the declining understanding of traditional values among younger generations and the influence of global digital trends must be addressed. The study implies that strengthening digital literacy with a cultural perspective and fostering collaboration between schools, families, and communities can enhance the effectiveness of character education. This research contributes to developing a character education model based on local wisdom that aligns with modern educational needs.

INTRODUCTION

The development of the digital era has brought significant changes in various aspects of life, including in the world of education and the formation of the character of the younger generation. Advances in information and communication technology allow wider and faster access to information, but on the other hand, it also presents new challenges in shaping students' morals and ethics. According to Purba (2024), The digital native generation tends to be more open to innovation, but often lacks resilience to the negative impacts of technology, such as social media addiction, individualism, and declining social interaction based on ethical values. In this context, character education faces a major challenge in balancing the benefits of technology with the need to build strong morality.

In the face of these challenges, various approaches have been taken to ensure that character education remains relevant and effective in the digital era. UNESCO (2017) emphasizes the importance of value-based education that is not only oriented towards academic achievement, but also on the formation of character in accordance with social and cultural norms. Unfortunately, many educational curricula are still focused on cognitive aspects without paying adequate attention to

moral and ethical learning. Therefore, a more contextual and culture-based strategy is needed in building the character of students so that they can face the digital era with a strong moral foundation.

Local wisdom is a source of moral values that can be the basis for character education, especially in the midst of the rapid flow of globalization (Dwiatmini & Aras, 2024). According to Tilaar (1999) education based on local wisdom plays an important role in shaping individual identities as well as strengthening cultural values that have been inherited from generation to generation. Local wisdom contains norms and ethics that can shape students' personalities to be more responsible, polite, and have high social awareness. In the Indonesian context, many local wisdom values can be adapted in character education, such as mutual cooperation, deliberation, and compliance with customary norms.

In learning at school, the integration of local wisdom can be done through various methods, both through direct learning and the application of cultural values in daily life. According to Akhwan's research (2014) students who receive character education based on local wisdom tend to have a better understanding of social norms and show more positive behavior compared to those who do not receive education based on cultural values. Therefore, strengthening local wisdom values in the education system is a relevant strategy in facing moral challenges in the digital era.

Sumbang Duo Baleh is a form of local wisdom in Minangkabau culture that regulates social and ethical norms in people's lives. According to Navis (1984) and Hakimy (2004)the Baleh Duo Discordant serves as a moral guideline that teaches the value of politeness, respect for others, and behavioral limits in various social situations. These rules are inherited from generation to generation and function as a social control tool that maintains harmony in the Minangkabau community. The values contained in *Sumbang Duo Baleh* are in line with the principles of character education which aims to form individuals who are moral, responsible, and have empathy for others.

In the context of modern education, the values of *Sumbang Duo Baleh* can be adapted to shape the character of students who are more ethical in the digital era. The concept of manners in speaking and acting contained in *Sumbang Duo Baleh*, for example, can be associated with ethics in communicating on social media. Research by Nugraeni (2024) shows that adolescents who understand and apply indigenous values tend to have better self-control in using technology than those who do not have a strong moral foundation. Thus, integrating *Sumbang Duo Baleh* in character education can be an effective solution in facing moral challenges in the digital era.

The digital era has brought various changes in social interaction patterns that demand new norms in communication and behavior. In the midst of these changes, *Sumbang Duo Baleh* remains relevant as a moral guideline that regulates ethics in interacting, both in the real world and in the digital world. For example, the concept of "brainstorming" in *Sumbang Duo Baleh* teaches about the importance of keeping speech from hurting others, which is in line with ethical principles in digital communication such as avoiding hate speech and spreading hoaxes (Lisnawati et al., 2024)

Along with the increase in cyberbullying cases, the spread of false information, and the decline in good manners in digital communication, the application of traditional values such as *Sumbang Duo Baleh* has become increasingly important. Culture-based character education can be a strategy to build the moral awareness of the younger generation to be more responsible in using technology. By understanding and applying the values contained in *Sumbang Duo Baleh*, students can have a moral filter in behaving in the digital world and still uphold ethics in communicating (Islami, 2016)

The implementation of *Sumbang Duo Baleh* in character education in schools requires a systematic and integrated approach in the curriculum. One strategy that can be applied is through contextual learning that relates the values of *Sumbang Duo Baleh* to the real-life situation of students. For example, through case discussions related to ethics in social media, students can understand how customary principles can be a guide in dealing with various moral dilemmas in the digital age (Akhyar et al., 2023; Islami, 2016)

In addition, the involvement of teachers, parents, and traditional leaders is indispensable to ensure that *the values of Sumbang Duo Baleh* can be applied effectively in students' lives. According to Ali and Mulasi's research (2023) schools that implement local culture-based character education tend to have students with higher levels of politeness and respect compared to schools that do not integrate cultural values in learning. Therefore, the strategy for implementing *Sumbang Duo Baleh*

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must include various aspects, ranging from curriculum preparation, teacher training, to the formation of a school culture that supports learning based on traditional values.

This study aims to analyze how *Sumbang Duo Baleh* can function as the main foundation in the formation of student character. By understanding the principles contained in these customary rules, it is hoped that patterns can be found that can be integrated in the character education system in schools. Another goal of this study is to explore how *Sumbang Duo Baleh* can remain relevant and applied in the life of modern society, especially in the context of the use of technology and social interaction in the digital era. In addition, this study also aims to provide practical recommendations for educators, policymakers, and the community in adapting *Sumbang Duo Baleh* as part of character education in schools. Thus, local cultural values can remain alive and contribute to forming a generation with morals in the midst of changing times.

METHOD

This research uses a qualitative approach with literature study and interview methods to deeply understand how the values of *Sumbang Duo Baleh* remain relevant in building character in the digital era. The qualitative approach was chosen because it is in accordance with the research objectives that want to explore the meaning, understanding, and application of cultural values in the context of character education (Creswell, 2014) The literature study was conducted to examine various scientific references related to *the Duo Baleh Discord*, character education, and challenges that arise due to the development of the digital era. The sources used include academic journals, books, policy documents, and relevant previous research.

In addition to literature studies, this study also uses semi-structured interviews with indigenous leaders, teachers, and students as additional data collection techniques. Semi-structured interviews allow researchers to dig deeper into information about how to understand and apply *Duo Baleh's Discordant* in daily life, especially in an educational environment. The data obtained from these interviews will be compared and analyzed together with the findings of literature studies to obtain a more comprehensive picture of the relevance of *Sumbang Duo Baleh* in shaping students' character in the digital era (Miles & Huberman, 1994).

This study uses descriptive analysis to interpret data obtained from literature studies and interviews. The descriptive analysis aims to systematically describe the relevance of *Sumbang Duo Baleh*'s values in shaping character in the midst of the challenges of the digital era. This approach allows researchers to identify patterns of findings, explore the relationship between custom-based character education and digital ethics, and understand how cultural values can be adapted in modern life (Bogdan & Biklen, 2007)

In this analysis, the data will be categorized based on key themes, such as politeness in digital communication, respect for social norms, and challenges in the application of customary values in the modern era. Furthermore, the data from the interviews will be compared with previous theories and research to assess whether *Sumbang Duo Baleh* is still applied consistently in the current Minangkabau community. This approach also helps in identifying various challenges faced in integrating traditional values in character education in schools.

This research was conducted in schools in West Sumatra that still implement custom-based education, both formally and informally. West Sumatra was chosen as the location of the research because it is an area that still maintains the Minangkabau customary system, including the teachings of *Sumbang Duo Baleh*, in social life and education. In addition to schools, this research also involves indigenous communities that play a role in preserving local cultural values.

The research subjects consist of teachers, students, and traditional leaders, who have a role in instilling culture-based character values to the younger generation. Teachers were chosen as respondents because they have a strategic role in delivering character education in schools. Students were chosen because they were the ones who experienced firsthand moral challenges in the digital era and became the main object of character education. Meanwhile, traditional leaders are included to understand the extent to which traditional values such as *Sumbang Duo Baleh* are still relevant and applied in the life of modern society.

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To obtain valid and comprehensive data, this study uses three main data collection techniques: literature study, observation, and interview.

1. study book

    The literature study was carried out by examining various academic literature related to *Sumbang Duo Baleh*, character education, and the influence of the digital era on social norms. The sources used include scientific journals, reference books, government policy documents, and previous research. This literature analysis aims to understand how the concept of character education has been developed and the extent of the relevance of local values in the current educational context.

2. Observation

    Observation was carried out to see firsthand how *the values of Sumbang Duo Baleh* are applied in the school and community environment. These observations include student interaction with teachers, communication patterns in daily life, and the application of social norms in the school environment. Participatory observation techniques are used so that researchers can obtain more authentic data and understand more deeply how traditional values are practiced in students' daily lives.

3. Interviews with Teachers and Traditional Leaders

    The interviews were conducted using a semi-structured method, which allowed for a deeper exploration of the views and experiences of the respondents regarding the application of *Sumbang Duo Baleh* in character education. The interview with the teacher focused on how traditional values are integrated in learning and how the challenges faced in instilling culture-based character values in students. The interview with indigenous leaders aims to understand how indigenous peoples' perspectives on social change in the digital era and efforts to preserve cultural values in education.

RESULT AND DISCUSSION

1. The Relevance of Duo Baleh's Contribution in the Digital Era

Sumbang Duo Baleh is a Minangkabau traditional teaching that regulates the norms of politeness and manners in the social life of the community. Although this tradition comes from an agrarian culture that prioritizes direct interaction, its values are still relevant in facing the challenges of the digital age. Concepts such as "discord" that teach speaking ethics can be applied to the use of social media to prevent hate speech and the spread of hoaxes (Hakimy, 2004; Navis, 1984; Yus, 2023). In the context of digital communication, this value can be a guideline for the younger generation to be more careful in expressing opinions and interacting virtually.

In addition, the concept of "discord" which regulates the rules of behavior in social space can be adapted in the context of interaction in cyberspace. In the digital age, the norm of decency is often overlooked, especially in the use of platforms such as TikTok, Instagram, and Facebook, where individuals tend to share information without considering the impact (Iriansyah & Hardiyanto, 2024). By understanding the principles of Duo Baleh's Discord, the younger generation can be more bijak dalam mengelola jejak digital dan membangun citra diri yang positif di dunia maya.

On the other hand, the value of "donation" that teaches politeness in dining can be associated with digital consumption ethics, such as in the responsible use of information and media. One of the main challenges in the digital era is the rise of a culture of instant consumption that often ignores the moral aspect. Therefore, re-instilling the values of *Sumbang Duo Baleh* in the context of modern life can help build ethical awareness among the younger generation, especially in dealing with the negative impacts of digitalization.

In traditional Minangkabau culture, social ethics are highly upheld as a form of respect for individuals and communities. However, the digital age has brought significant changes in the way individuals communicate and interact, often ignoring ethical aspects that have been passed down from generation to generation. According to a survey conducted by the Ministry of Communication and Informatics, around 68% of internet users in Indonesia have witnessed or experienced hate speech on social media, which reflects a decrease in awareness of ethics in communication. This shows that traditional values such as *Sumbang Duo Baleh* are still needed to maintain harmony in social interactions, both in person and in cyberspace.

Another difference between traditional ethics and the challenges of digitalization lies in the way information is disseminated. In Minangkabau culture, important information is conveyed through social mechanisms such as deliberations and advice from traditional leaders, which ensure that the information is valid and does not cause conflict. On the other hand, the digital age allows the instant dissemination of information without adequate verification, which often leads to the spread of fake news or hoaxes. Therefore, the application of Sumbang Duo Baleh values, such as caution in speaking and acting, is very important in forming digital literacy awareness among the public.

However, there needs to be a more systematic strategy in adapting traditional ethics into the digital era so that it can be accepted by the younger generation. This shows that learning based on local wisdom that is packaged innovatively, such as through digital media and project-based learning, is more effective in attracting students' interest compared to conventional methods. Therefore, a more modern approach is needed in teaching traditional values so that they remain relevant to the times.

2. Implementation Strategy of Duo Baleh in Character Education

The integration of *Sumbang Duo Baleh* values in the school curriculum can be done through a thematic approach that connects local wisdom with existing subjects. For example, in the subjects of Keminangkabauan, Pancasila and Citizenship Education (PPKn), and Religious Education, students can be taught about how the concept of politeness in *Sumbang Duo Baleh* is related to the legal norms and social ethics that apply in Indonesia (Iriansyah & Hardiyanto, 2024) In addition, in the Indonesian subject, students can be analyzed how polite speaking procedures in Minangkabau culture can be applied in digital communication.

In its implementation, schools can also adopt a project-based learning model that allows students to explore indigenous values in real life. For example, students can create a digital campaign about the importance of communication ethics based on *Sumbang Duo Baleh* to be applied on social media. With this approach, students not only understand theories about cultural values, but are also able to apply them directly in everyday life.

A learning model based on local wisdom can be an effective solution in internalizing the values of *Sumbang Duo Baleh* among students. One approach that can be applied is ***Contextual Teaching And Learning* (CTL),** where students are invited to understand the concept of politeness in the context of their daily lives. This model allows students to learn actively and contextually, so that the values taught are easier to understand and apply in their lives (Birhan et al., 2021).

Another approach that can be used is ***storytelling*** or storytelling methods that involve traditional leaders in conveying the values of *Sumbang Duo Baleh*. Storytelling methods based on local culture have high effectiveness in increasing students' understanding of social norms, especially at the primary and secondary education levels. In addition, the use of digital media such as videos and culture-based animation can also be an alternative in conveying traditional values in a more attractive way for the younger generation.

The role of teachers is very important in instilling the values of *Sumbang Duo Baleh* in the school environment. Teachers not only play a role as learning facilitators, but also as models for students in applying politeness and social ethics (Herwani, 2022; Rohmah et al., 2023). Students are more likely to absorb moral values when they see firsthand how teachers apply these values in daily interactions. Therefore, training for teachers in teaching local wisdom values is an urgent need.

In addition to teachers, the role of parents is also very crucial in ensuring that traditional values are maintained in the family environment (K.A.D. Kumala et al., 2021). Children who are taught about culture and customs at home have a higher level of ethical awareness compared to those who rely solely on formal education at school. Therefore, synergy is needed between schools and families in instilling the values of *Sumbang Duo Baleh* to students.

Not only that, indigenous communities also have a role in ensuring that cultural values are still passed on to the younger generation. Through activities such as customary discussions, cultural festivals, and workshops on social ethics, indigenous communities can play an active role in educating the community about the importance of maintaining the values of decency in modern life. Thus, the integration *of Sumbang Duo Baleh* in character education is not only the responsibility of the school, but also involves all elements of society.

3. Obstacles and Solutions in Implementing Duo Baleh's Incest

One of the main challenges in implementing the values of *Sumbang Duo Baleh* is the decreasing understanding of the younger generation of local customs and culture. Globalization and technological developments have changed people's mindsets and lifestyles, especially among teenagers who are more exposed to popular culture from the outside than traditional values (Ihwani et al., 2024; Nahak, 2019). More and more Minangkabau young people are not familiar with the concept *of Sumbang Duo Baleh* and feel that customs are no longer relevant to their modern lives. This phenomenon is exacerbated by the reduced role of the family in inheriting traditional values. In many cases, parents focus more on their children's formal education and place less emphasis on learning indigenous culture and ethics. As a result, many young generations grow up without sufficient understanding of the norms of politeness and social ethics that are regulated in Minangkabau customs (Islami, 2016). This can cause the fading of cultural identity and the weakening of character education based on local wisdom in society.

To overcome these obstacles, there needs to be a systematic effort to integrate indigenous values into formal and informal education. One strategy that can be done is through community-based education, where schools work closely with indigenous leaders and communities to provide a deeper understanding of cultural values. In addition, the use of digital media in conveying traditional teachings can be an effective solution to reach the younger generation who are more familiar with technology (Hartati et al., 2021).

The digital era has brought many conveniences in communicating and accessing information, but on the other hand, it also poses new challenges for the preservation of local cultural values. One of the negative impacts of digitalization is the increase in individualism and the reduction of direct social interaction, which is contrary to the principles of mutual cooperation and togetherness in Minangkabau customs. For example, the values of politeness in speaking and behaving that are upheld in *Duo Baleh's Discordant* are often overlooked in digital communication, where freedom of expression is sometimes mistaken for unlimited freedom. In addition, exposure to global content that is not always in accordance with local values is also a challenge. Many young generations are more interested in outside cultures that offer freedom and self-expression that are different from customary norms. Social media is often the main source of shaping adolescents' values and behaviors, so if it is not balanced with good education, traditional values can be increasingly shifted.

To overcome this challenge, a digital literacy approach based on local wisdom needs to be developed. Digital literacy education not only teaches how to use technology wisely, but also how to integrate cultural values in the digital world. For example, students can be taught to apply the concept of *discord* in online communication, by emphasizing the importance of speaking politely, not spreading hoaxes, and maintaining ethics in interacting on social media (Sofiani et al., 2022). Thus, digital culture can be controlled to remain in harmony with traditional values

CONCLUSION

Sumbang Duo Baleh's contribution as a Minangkabau traditional heritage has a strong relevance in building character in the digital era. Although modernization and digitalization bring various challenges, the ethical and moral values contained in *Sumbang Duo Baleh* can still be a solid foundation for character education. The main challenge faced is the young generation's lack of understanding of customs and the influence of digital culture which often contradicts traditional values. However, with the right approach, these values can still be integrated in modern life.

The implementation strategy *of Sumbang Duo Baleh* in character education can be carried out through integration in the school curriculum, strengthening learning models based on local wisdom, and increasing the role of teachers, parents, and the community. Digital literacy based on traditional values is also a solution to bridge the challenges of the digital era with Minangkabau cultural values. In addition, innovations in learning methods, such as the use of interactive digital media, can help the younger generation understand and apply traditional values in their daily lives.

To ensure the sustainability of the implementation of *Sumbang Duo Baleh*, synergy between schools, families, and the community is needed. Custom-based character education must be an

integral part of the education system so that these values not only become cultural heritage, but also become guidelines in shaping ethical and virtuous individuals in the modern era. Thus, *Sumbang Duo Baleh* can continue to play a role as a moral guide in building the character of future generations.

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