

**NETNOGRAPHIC STUDIES OF INTRODUCTION TO BENGKULU'S
DANCE CULTURE ON FITRI YOUPIKA'S YOUTUBE ACCOUNT**

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ABSTRACT

Indonesia has a variety of ethnic and cultural groups that reflect differences in the styles and lifestyles of its people. Culture is a national identity that requires respect, preservation and conservation to prevent it from being lost and ensure it becomes a legacy for future generations. In this regard, this study aims to understand how Bengkulu's traditional dance culture, Andun dance, was introduced through the YouTube platform managed by Fitri Youpika. This research uses CMC (Computer Mediated Communication) theory with a qualitative descriptive approach and netnographic methods. From the results of the analysis of 74 comments given by netizens on the Introduction to Bengkulu Dance Culture content, four main categories were obtained. namely comments that give appreciation for works of art on the YouTube platform, the Support for Preserving Culture category, namely comments found showing support for preserving regional culture in the era of the Internet and Social Media with YouTube as the main platform. Third, the Youth Motivation Category refers to encouragement, passion or factors that encourage individuals to achieve the goal of developing themselves (local culture) or pursuing dreams and aspirations. Fourth, desires and hopes, namely internal drives or a person's tendency to get something they want.

Keywords: *Netnography, YouTube, Cultural Introduction, Andun Dance of Bengkulu*

