

Cinematic Storytelling for Digital Cultural Preservation: Audience Engagement and Cultural Awareness of Kebaya on TikTok

Agus Wibowo^{1*}, Muhammad Turmudzi¹, Mayva Sofiana¹

¹*Departemen Teknologi Multimedia Kreatif, Politeknik Elektronika Negeri Surabaya, Indonesia*

**Corresponding author: Agus Wibowo; email: wibowo@pens.ac.id*

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Abstract – *This study examines cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness of kebaya as an Indonesian cultural identity. The research employed a quantitative descriptive approach by combining TikTok engagement metrics and questionnaire-based audience perception analysis. Data were collected from 54 respondents dominated by active TikTok users aged 18–22 years, along with TikTok interaction metrics consisting of 1,226 views, 769 likes, 43 comments, 26 shares, and 9 saves. The evaluated variables include visual aesthetics, storytelling clarity, emotional audio experience, audience engagement, and cultural awareness. The results indicate that the cinematic video achieved a high engagement rate of 69.08%, while the overall questionnaire mean score reached 4.04, categorized as high. Cultural message delivery obtained the highest mean score ($M = 4.30$), followed by strengthening cultural identity ($M = 4.28$) and cultural awareness ($M = 4.26$). In addition, the questionnaire instrument demonstrated excellent reliability with a Cronbach Alpha value of 0.958. The findings indicate that respondents positively perceived the cinematic storytelling approach, particularly in terms of audience engagement and cultural awareness. These findings highlight the potential of TikTok-based cinematic storytelling as a promising approach for supporting digital cultural education and cultural preservation in contemporary social media environments.*

Keywords: *Audience Engagement, Cinematic Storytelling, Cultural Awareness, Digital Storytelling, Kebaya, TikTok*

I. Introduction

Kebaya is one of Indonesia's cultural heritages that reflects historical, philosophical, and aesthetic values as part of Indonesian cultural identity. In contemporary society, kebaya is not only recognized as traditional attire but also as a representation of cultural expression, social values, and national identity. However, the rapid development of globalization and digital culture has transformed the representation of kebaya within social media environments, particularly among younger generations. The emergence of modified and "Korean-style" kebaya trends on social media platforms indicates a cultural shift that potentially reduces the authenticity and philosophical meaning of traditional kebaya [1], [2].

The development of short-video social media platforms has significantly changed how audiences consume information and interact with multimedia content. TikTok has become one of the fastest-growing social media platforms, particularly among Generation Z users, due to its algorithm-driven short-form video ecosystem and interactive communication features [3], [4]. Recent studies indicate that TikTok supports highly engaging

audiovisual communication through creative storytelling, visual immersion, and emotional interaction mechanisms [5]. In addition, social media platforms have increasingly been utilized as digital spaces for educational communication and cultural dissemination among younger audiences [6].

In multimedia communication, audience engagement is considered one of the primary indicators for evaluating digital content effectiveness. Audience engagement reflects the level of audience participation and interaction, including likes, comments, shares, viewing duration, and emotional responses toward multimedia content [7]. Previous studies reveal that visual aesthetics, storytelling quality, and multimedia richness significantly influence audience attention and interaction on social media platforms [8], [9]. Furthermore, emotionally driven audiovisual content tends to increase information retention and communication effectiveness in digital environments [10].

Digital storytelling has become an important approach in multimedia communication and cultural education. Storytelling-oriented audiovisual content enables

audiences to develop stronger emotional connections with cultural messages delivered through digital media [11]. Recent studies also demonstrate that digital storytelling can improve audience awareness, emotional engagement, and communication effectiveness in educational and cultural contexts [12], [13]. In the context of social media communication, narrative-driven short-form videos have been proven effective in attracting audience attention and encouraging interactive participation among younger audiences [14].

The cinematic storytelling approach combines narrative structure, cinematography, visual composition, color grading, emotional audio, and immersive editing techniques to create more engaging audience experiences. Compared to conventional informational videos, cinematic storytelling provides stronger emotional immersion and visual attractiveness [15]. Recent multimedia studies indicate that cinematic audiovisual communication contributes to audience retention, emotional response, and digital interaction quality on social media platforms [16].

Several Previous studies have explored multimedia technologies for increasing audience engagement of multimedia technologies in increasing audience engagement and communication quality. Research conducted by Wibowo et al. regarding visual communication strategies demonstrated that profile videos with strong storytelling and visual composition effectively improve audience awareness and institutional image formation [17]. In addition, research on visual saliency and eye-tracking by Wibowo and Zaman showed that visual composition and saliency elements significantly influence audience visual attention in multimedia design [18]. These findings indicate that visual storytelling and cinematic composition play an important role in shaping audience perception and engagement in multimedia communication environments.

Moreover, previous studies regarding multimedia technologies for cultural education mainly focus on interactive systems such as augmented reality, educational games, and interactive learning applications [19], [20]. Although several studies have examined TikTok-based educational communication and digital storytelling practices, limited research specifically investigates the effectiveness of cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness toward Indonesian cultural identity, particularly kebaya [21].

Therefore, a research gap exists in understanding how cinematic storytelling elements integrated into TikTok short-video content contribute to digital cultural preservation and audience cultural awareness among younger audiences. This study addresses the gap by analyzing the effectiveness of cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness of kebaya as an Indonesian cultural identity.

The novelty of this study lies in the integration of

cinematic storytelling, audience engagement metrics, and cultural awareness analysis within TikTok-based cultural education content. Unlike previous studies that primarily focus on entertainment-oriented engagement or interactive educational technologies, this research emphasizes the role of cinematic short-video storytelling in supporting digital cultural preservation among young audiences through social media ecosystems.

This study employs a quantitative descriptive approach by combining TikTok engagement metrics and questionnaire-based audience perception analysis. The evaluated variables include visual aesthetics, storytelling clarity, emotional audio experience, audience engagement, and cultural awareness. The findings are expected to contribute theoretically to digital storytelling and multimedia communication studies, as well as practically to the development of social-media-based cultural education strategies for younger generations.

To illustrate the conceptual relationship examined in this study, Figure 1 presents the research framework that links cinematic storytelling components with audience engagement and cultural awareness.

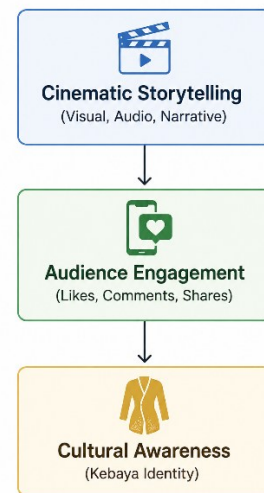


Fig. 1. Research Framework of Cinematic Storytelling, Audience Engagement, and Cultural Awareness

As shown in Figure 1, cinematic storytelling serves as the independent variable, while audience engagement and cultural awareness represent the dependent variables investigated in this study.

II. Research Methodology

This study was conducted to analyze the effectiveness of cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness toward kebaya as an Indonesian cultural identity. The research methodology was designed to integrate multimedia communication analysis, social media engagement metrics, and questionnaire-based audience perception evaluation. This approach enables the study to examine how cinematic storytelling elements influence audience interaction and

cultural perception within short-video social media environments.

A. Research Design

This study employed a quantitative descriptive approach to analyze the effectiveness of cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness toward kebaya as an Indonesian cultural identity. Quantitative descriptive research is widely used to examine audience perception, multimedia interaction, and digital communication effectiveness through numerical data analysis [22]. The research combined TikTok engagement metrics and questionnaire-based audience perception analysis to evaluate the effectiveness of cinematic storytelling in digital cultural education environments.

The study focused on evaluating audience perceptions of cinematic storytelling elements in relation to audience engagement and cultural awareness.

B. Research Variables

This study consists of one independent variable and two dependent variables.

TABLE I
COMPONENTS AND INDICATORS
OF THE CINEMATIC STORYTELLING VARIABLE

Component	Indicator	Description
Visual Aesthetics	Lighting, framing, visual attractiveness	Evaluates the overall visual appeal and artistic quality of the video.
Visual Composition	Camera angle, shot composition, scene arrangement	Measures the effectiveness of visual organization in conveying the message.
Storytelling Clarity	Narrative flow, message coherence	Assesses how clearly the cultural message is communicated.
Emotional Audio	Background music, sound effects, narration	Evaluates the emotional atmosphere created through audio elements.
Component	Indicator	Description
Color Grading	Color tone, mood consistency	Measures the role of color in supporting emotional and visual storytelling.

1) Independent Variable

The independent variable in this study is Cinematic Storytelling Quality, which includes:

- visual aesthetics,

- visual composition,
- color grading quality,
- emotional audio experience,
- storytelling clarity.

2) Dependent Variables

The dependent variables consist of:

- Audience Engagement, including watch duration interest, like/comment intention, and share intention;
- Cultural Awareness, including awareness toward kebaya culture, appreciation toward traditional kebaya, cultural message delivery, and strengthening cultural identity.

The research variables were developed based on multimedia communication, digital storytelling, and audience engagement studies [23], [24].

C. Research Instrument

The research instrument used in this study was a questionnaire based on a five-point Likert scale ranging from:

- 1 = strongly disagree,
- 2 = disagree,
- 3 = neutral,
- 4 = agree,
- 5 = strongly agree.

The questionnaire consisted of fourteen measurement items related to cinematic storytelling quality, audience engagement, and cultural awareness. The instrument was distributed online to respondents after watching the cinematic TikTok video about kebaya cultural identity.

The questionnaire items included:

- visual attractiveness,
- storytelling clarity,
- emotional impact of audio,
- audience interaction intention,
- cultural awareness perception,
- and perception toward TikTok as a cultural education medium.

Likert-scale instruments are commonly used in multimedia communication and audience perception studies because they effectively measure subjective user responses toward audiovisual content [25].

D. Respondents and Data Collection

The study involved 54 respondents dominated by active TikTok users aged 18–22 years. This age group was selected because Generation Z represents the dominant demographic of TikTok users and short-video platform consumers [26].

Data collection was conducted using two approaches:

- 1) TikTok engagement metrics analysis;
- 2) Questionnaire-based audience perception analysis.

TikTok engagement data included:

- views,
- likes,
- comments,
- shares,
- saves,
- and voting participation.

The cinematic TikTok video obtained:

- 1,226 views,
- 769 likes,
- 43 comments,
- 26 shares,
- 9 saves,
- and 74 voting participants.

In addition, audience perception data were collected through online questionnaires distributed after respondents watched the cinematic storytelling video.

E. Data Analysis Technique

The collected data were analyzed using descriptive statistical analysis to identify audience responses toward cinematic storytelling quality and cultural awareness. The analysis included:

- mean score analysis,
- engagement rate analysis,
- reliability testing,
- and Likert-scale interpretation.

The engagement rate was calculated using the following formula:

$$\text{Engagement Rate} = \frac{\text{Like} + \text{Comments} + \text{Shares} + \text{Saves}}{\text{Views}} \times 100\%$$

The interpretation of mean scores used the following categories:

- 1.00–1.80 = Very Low,
- 1.81–2.60 = Low,
- 2.61–3.40 = Moderate,
- 3.41–4.20 = High,
- 4.21–5.00 = Very High.

Reliability testing was conducted using Cronbach Alpha to measure the internal consistency of the questionnaire instrument. According to previous studies, Cronbach Alpha values above 0.70 indicate acceptable instrument reliability [27].

The results of the reliability test showed a Cronbach Alpha value of 0.958, indicating excellent reliability of the research instrument.

F. Research Procedure

The research procedure consisted of three main stages:

- 1) pre-production,
- 2) production,
- 3) post-production.

Figure 2 illustrates the complete production workflow adopted in this study, including the pre-production, production, and post-production stages of the cinematic storytelling video.



Fig. 2. Production Flow of Cinematic Storytelling Video Development

As presented in Figure 2, each production stage was designed systematically to ensure that the final video effectively communicated cultural messages while maintaining cinematic quality.

During the pre-production stage, observations regarding the “Korean-style kebaya” phenomenon on social media were conducted to identify audience perception issues related to cultural identity. Storyboards and visual concepts were then developed based on cinematic storytelling principles.

The production stage involved video shooting activities using cinematic composition, emotional visual framing, and storytelling-oriented cinematography techniques. The video production process emphasized visual immersion and emotional narrative delivery to attract audience attention on TikTok platforms.

The post-production stage included:

- video editing,
- sound design,
- color correction,
- color grading,
- and final rendering.

The final cinematic video was rendered in MP4 format with 4K resolution at 30 fps and a duration of 1 minute 33 seconds before being distributed through TikTok for audience engagement analysis.

III. Results And Discussion

This section presents the findings of the study along with their interpretation regarding the effectiveness of cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness toward kebaya as an Indonesian cultural identity. The analysis combines TikTok engagement metrics and questionnaire-based audience perception results.

A. Respondent Demographics

The study involved 54 respondents dominated by active TikTok users aged 18–22 years. This demographic represents Generation Z audiences who actively consume

short-video content on social media platforms.

TABLE II
RESPONDENT DEMOGRAPHICS

Category	Total	Percentage
Male	30	55.6%
Female	24	44.4%
<18 years old	2	3.7%
18–22 years old	48	88.9%
23–27 years old	4	7.4%

Figure 3 visualizes the demographic distribution of respondents based on gender and age categories.

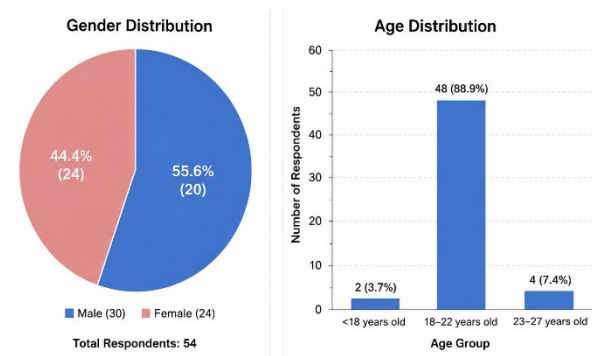


Fig. 3. Respondent Demographics Distribution

As illustrated in Figure 3, the respondents were predominantly aged between 18 and 22 years, representing the primary demographic of active TikTok users.

B. TikTok Audience Engagement Analysis

The effectiveness of cinematic storytelling was first evaluated using TikTok engagement metrics obtained from the uploaded video content.

Figure 4 presents representative scenes from the cinematic storytelling video that emphasize visual aesthetics, narrative delivery, and cultural representation of kebaya.



Fig. 4. Representative Cinematic Storytelling Scenes Demonstrating Visual Composition, Emotional Framing, and Cultural Representation of Kebaya

These scenes demonstrate how cinematic techniques, including composition, lighting, and emotional framing, were applied to strengthen the delivery of cultural messages.

The collected interaction data consisted of:

- 1,226 views,
- 769 likes,
- 43 comments,
- 26 shares,
- 9 saves,
- and 74 voting participants.

The engagement rate was calculated using the engagement formula presented in the previous section.

$$\text{Engagement Rate} = \frac{769 + 43 + 26 + 9}{1226} \times 100\% = 69.08\%$$

Figure 5 displays the TikTok analytics used to evaluate audience engagement after the video was published.

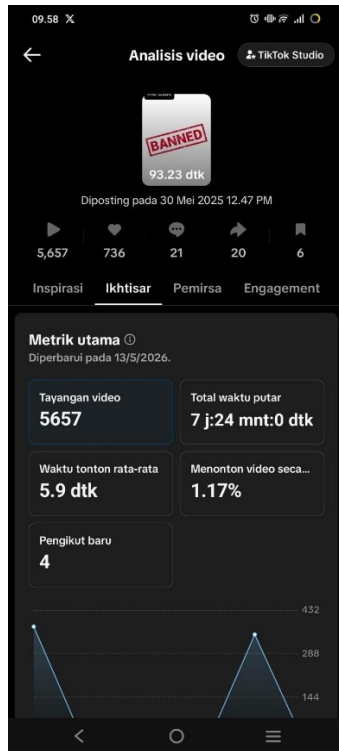


Fig. 5. TikTok Engagement Analytics of the Cinematic Video

The analytics presented in Figure 5 served as the primary source for calculating the engagement rate and evaluating audience interaction with the cinematic storytelling content.

The calculation result indicates an engagement rate of 69.08%, categorized as high engagement. This result indicates that the cinematic storytelling content received high audience interaction on TikTok.

The high engagement level suggests that cinematic storytelling techniques were positively associated with audience interaction on short-video platforms. These findings are consistent with previous studies reporting that visually immersive audiovisual content is associated with higher audience participation and communication effectiveness within digital media environments [28], [29].

C. Descriptive Statistics Analysis

Questionnaire data were analyzed using descriptive statistical analysis to evaluate audience perception regarding cinematic storytelling quality, engagement intention, and cultural awareness.

TABLE III
DESCRIPTIVE STATISTICS RESULTS

Variable	Mean	Category
Visual Aesthetics	3.89	High
Composition Clarity	3.91	High
Color Grading Quality	3.91	High
Emotional Audio Experience	4.02	High

Variable	Mean	Category
Storytelling Clarity	4.15	High
Watch Duration Interest	4.04	High
Like/Comment Intention	3.85	High
Share Intention	3.69	High
Duration Suitability	3.83	High
Cultural Awareness	4.26	Very High
Appreciation toward Traditional Kebaya	4.28	Very High
Cultural Message Delivery	4.30	Very High
TikTok as Educational Media	4.15	High
Strengthening Cultural Identity	4.28	Very High

Among the evaluated components, Cultural Message Delivery obtained the highest mean score ($M = 4.30$), followed by Strengthening Cultural Identity ($M = 4.28$) and Appreciation toward Traditional Kebaya ($M = 4.28$). These findings indicate that respondents highly appreciated the ability of the cinematic storytelling approach to communicate cultural values in a clear and engaging manner. The strong performance of these components suggests that narrative structure, visual aesthetics, and emotional presentation contributed to audiences' understanding of kebaya as an important element of Indonesian cultural identity.

Meanwhile, Share Intention recorded the lowest mean score ($M = 3.69$), although it remained within the high category. This finding suggests that while respondents positively perceived the content, their willingness to redistribute the video through social media was relatively lower than their appreciation of the cultural message itself. This difference indicates that audience engagement is multidimensional, where positive perception does not necessarily translate into content-sharing behavior.

The descriptive statistics indicate that respondents positively perceived the cinematic storytelling quality of the TikTok video. Cultural Message Delivery obtained the highest mean score ($M = 4.30$), followed by Strengthening Cultural Identity ($M = 4.28$) and Appreciation toward Traditional Kebaya ($M = 4.28$).

The results suggest that cinematic storytelling has the potential to support digital cultural education and strengthens audience awareness toward kebaya as an Indonesian cultural identity. Furthermore, the overall mean score reached 4.04, categorized as high, indicating positive audience perception toward cinematic storytelling implementation on TikTok.

The high scores on storytelling clarity and emotional audio experience suggest that narrative-driven audiovisual communication enhances audience immersion and emotional connection toward cultural messages. Previous studies also reveal that emotionally engaging storytelling is associated with audience retention and communication effectiveness within social media environments [30].

D. Reliability Analysis

Reliability testing was conducted using Cronbach Alpha to evaluate the consistency of the questionnaire instrument.

TABLE IV
RELIABILITY TEST RESULT

Variable	Cronbach Alpha	Category
All Questionnaire Items	0.958	Excellent Reliability

The reliability result shows that the questionnaire instrument achieved a Cronbach Alpha value of 0.958, indicating excellent internal consistency. According to reliability standards, Cronbach Alpha values above 0.70 indicate acceptable instrument reliability [31]. Therefore, the questionnaire instrument used in this study is considered reliable for measuring audience perception regarding cinematic storytelling and cultural awareness.

E. Cultural Awareness and Audience Perception

Audience perception toward kebaya cultural identity was also analyzed using TikTok voting results and qualitative audience responses. The voting results indicate that approximately 80% of participants preferred traditional kebaya over modern “Korean-style” adaptations, while only 20% supported the modified version.

These findings indicate strong audience awareness regarding the importance of preserving traditional cultural identity within digital media environments. In addition, qualitative audience responses demonstrate that respondents positively perceived TikTok as an effective medium for cultural education because of its accessibility, visual attractiveness, and algorithm-driven dissemination system.

Several respondents emphasized that cinematic storytelling elements such as visual composition, emotional narration, and concise storytelling enhanced their understanding of kebaya cultural values. This finding aligns with digital storytelling theory, which explains that immersive audiovisual narratives improve emotional engagement and audience understanding in multimedia communication environments [32].

F. Discussion

The findings of this study suggest that cinematic storytelling is positively associated with audience engagement and cultural awareness on TikTok. The high engagement rate and positive questionnaire responses indicate that the cinematic storytelling approach was positively perceived by respondents as supporting audience attention and emotional interaction among young audiences.

Although this study did not employ inferential statistical analysis to examine causal relationships among

variables, the descriptive findings indicate that different components of cinematic storytelling received varying levels of audience appreciation. In particular, the high scores for cultural message delivery and storytelling clarity suggest that narrative quality may play an important role in supporting audience engagement and cultural awareness. However, these observations should be interpreted as descriptive findings rather than evidence of causal influence.

The descriptive findings suggest that visual aesthetics, storytelling clarity, and emotional audio play important roles in strengthening audience immersion and communication effectiveness. This finding supports previous multimedia communication studies stating that emotionally driven audiovisual storytelling enhances user participation and information retention in digital environments [33].

Furthermore, the high scores on cultural awareness variables indicate that TikTok-based cinematic storytelling can function as an effective digital cultural preservation strategy among Generation Z audiences. Unlike previous studies focusing primarily on entertainment-oriented TikTok content, this research highlights the role of cinematic short-video storytelling in supporting cultural education and strengthening cultural identity through social media ecosystems.

The integration of cinematic storytelling, social media engagement metrics, and cultural awareness analysis represents the main contribution of this study to multimedia communication and digital storytelling research. These findings suggest that visually immersive short-video content can effectively support cultural communication strategies in contemporary digital environments.

Although the present study demonstrates positive audience responses toward cinematic storytelling, it did not include a comparison with conventional non-cinematic video content. Therefore, the findings should be interpreted as descriptive evidence of audience perception rather than as proof of the superiority of cinematic storytelling over other content formats. Comparative experimental studies involving cinematic and non-cinematic videos are recommended to provide stronger empirical evidence regarding the influence of cinematic storytelling on audience engagement and cultural awareness.

Taken together, the high engagement rate (69.08%), the positive mean perception score (4.04), and the excellent reliability of the questionnaire (Cronbach’s Alpha = 0.958) consistently indicate that the cinematic storytelling approach was well received by respondents as a medium for promoting cultural awareness on TikTok.

IV. Conclusion

This study analyzed the effectiveness of cinematic storytelling on TikTok in enhancing audience engagement and cultural awareness toward kebaya as an Indonesian

cultural identity. The findings indicate that cinematic storytelling successfully attracts audience attention and encourages active interaction on short-video social media platforms. The TikTok engagement analysis showed a high engagement rate of 69.08%, demonstrating strong audience participation through likes, comments, shares, and saves.

The questionnaire analysis further revealed that respondents positively perceived the cinematic storytelling quality of the video, particularly in terms of cultural message delivery, strengthening cultural identity, and appreciation toward traditional kebaya. The overall mean score of 4.04 indicates that cinematic storytelling was positively perceived by respondents in supporting audience perception and cultural awareness among young TikTok users.

In addition, the reliability test demonstrated excellent questionnaire consistency with a Cronbach Alpha value of 0.958, indicating that the research instrument was reliable for evaluating multimedia communication effectiveness and audience perception.

The findings suggest that cinematic storytelling integrated with TikTok platforms can serve as an effective strategy for digital cultural preservation and social-media-based cultural education. The combination of visual aesthetics, emotional storytelling, and immersive audiovisual communication may contribute to supporting audience engagement and strengthening cultural identity among younger generations.

Therefore, this study contributes theoretically to digital storytelling and multimedia communication research while also providing practical insights for developing culturally oriented short-video content in contemporary social media environments.

This study has several limitations. First, the respondents were dominated by Generation Z users aged 18–22 years, which may limit the generalization of findings across broader demographic groups. Second, the study focused only on TikTok as the primary social media platform without comparing engagement characteristics with other platforms such as Instagram Reels or YouTube Shorts. Third, the research employed descriptive statistical analysis without advanced predictive or structural modeling approaches. Fourth, this study evaluated only cinematic storytelling content and did not compare it with conventional non-cinematic video content. Consequently, the findings cannot determine whether cinematic storytelling is more effective than other video presentation approaches.

Future studies are recommended to compare cinematic storytelling videos with conventional non-cinematic videos using experimental or quasi-experimental designs to examine differences in audience engagement and cultural awareness. In addition, future research may explore comparative analyses across multiple short-video platforms and implement advanced statistical approaches such as Structural Equation Modeling (SEM) or Partial Least Squares (PLS) to examine relationships between cinematic storytelling variables and audience behavior

more comprehensively. Further research may also investigate the integration of immersive technologies such as augmented reality, virtual reality, and AI-generated storytelling to support digital cultural preservation and multimedia-based cultural education.

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