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Bibliometric Trends in Cultural Heritage and Film Studies: Reviving Ancestral Legacy in The Digital Age

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ABSTRACT

Cultural heritage with traditional based modern technology can be used to revive and spread ancient traditions. This study aims to analyze and find out the use of film in social studies in the world. The research method is literature review analysis with data sources from various scientific journals in the scopus database. Data analysis using the keywords TITLE-ABS-KEY ("film" AND "media" AND "cultural studies") AND PUBYEAR > 2012 AND PUBYEAR < 2023)" Scopus Database, then processed and checked using VOSviewer Program version 1.6.17. The results showed that the use of film, media and cultural studies through cultural works was modified by making films, music, oral poetry in digital media, videos, promotional media and games. It was also found that by introducing and reviving ancestral heritage such as the *La Galigo* manuscript originating from *Bugis* land, South Sulawesi, Indonesia, as Memory of the Word in the digital space, it is an effort to maintain the existence of history globally and maintain and strengthen cultural norms from extinction. This study contributes practically and theoretically to developing a diversity of literature on the issue of ancestral heritage, namely ancient manuscripts as Memory of the World, to the global community.

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1. INTRODUCTION

The Globalization has had a significant influence on the dynamics of social life, nation and state. On the other hand, regional culture is experiencing a shift (Newman, 2016; Therborn, 2000). This is proven by current technological advances developing over time and driving many changes in human life from the information era to the digital era in all fields (Bolick, 2017; Levstik & Tyson, 2010; Nguyen et al., 2022). The ability to access, adapt, and create new knowledge using new information and communication technologies is essential for social learning (Inada, 2023; Kirkwood & Price, 2006; Livingstone, 2004; Warschauer, 2004). The use of technology as a learning medium is one of the innovative steps to improve the quality of education in Indonesia, so that it can compete at the global level (Putro et al., 2024).

The current gap between developed and developing countries in the adoption of e-learning apparently influences individual behavior when adopting new technology (Putro et al., 2022)One of the steps that must be taken is to increase transformational learning. In transformational learning (Mezirow.J, 2000)distinguishes four types of learning, namely: acquisition of new knowledge and skills, elaboration of existing knowledge and skills,

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revision of meaning schemes (beliefs and values), and revision of meaning perspectives (a larger view of the world). In line with the findings of (J. Wang & Pan, n.d.) that the role of resistance to innovation influences the failure of the English language education system in China, the cause is a lack of intercultural communication and a lack of interest from students. Meanwhile, oral history in folklore has become a critical development in international history (Thomson, 2007).

Cultural inheritance needs to be protected, because cultural diversity is a valuable asset in the world. The richness of global traditions is the main motivation for cultural travel, including Indonesia's ancestral cultural heritage. Research results (Asri, 2018; Syaharuddin et al., 2025) found that there are 19 Indonesian cultures that have received UNESCO (United Nations Educational, Scientific and Cultural Organization) recognition as a step to prevent Indonesian culture from being claimed and exploited without permission by other countries. The 19 Indonesian cultures referred to include: four ancient manuscripts which are famous in Indonesia as Memory of the World are *La Galigo*, *Nagarakretagama, Babad Diponegoro*, and *Panji*. These four manuscripts are in the collection of the National Library of the Republic of Indonesia which need to be brought to life through the use of film as a cultural studies study. This research focuses on one of the texts that has been recognized by the world body UNESCO (United Nations Educational, Scientific and Cultural Organization) namely *La Galigo*. The *La Galigo* manuscript is a source of personality identity for the people of South Sulawesi, Indonesia which can be a source of learning (Amelia et al., 2025).

Based on the results of meta-analysis, both from books and articles that have utilized the use of film as a medium for teaching history and provide examples of how to analyze various films or how to teach using certain films (Briley, 2002, 2007; Paris, 1997; Russell III, 2012; Toplin, 2002). From this basis, it proves that films, both documentaries and features, are a unique type of historical document that can challenge how the past is seen and how history is represented (Rosenstone, 2002, 2006; Toplin, 1996).

Therefore, introducing ancestral heritage through film in cultural studies to bring ancient texts to life for people worldwide is very important to research. The role of film related to it is seen in journals published in the Scopus database. This analysis is based on data from 303 documents with the keyword "Film, Media and Cultural Studies" in the Scopus Database. The research questions include: To what extent is the trend in scientific publications examining film as a medium in cultural studies? Who are the researchers contributing to scientific publications on the topic? What are the latest research issues/topics related to using film as a medium in global cultural studies?.

2. METHODS

This research uses a systematic literature review analysis method with data sources from literature studies from various scientific journals in the Scopus database, which was taken on September 24, 2023. The author chose the Scopus database because it has complete data and is one of the databases with the highest rating in various scientific fields. It also has various literature studies to increase research accuracy and get the best conclusions. To produce relevant discussions and conclusions, the author uses the VOSviewer analysis tool version 1.6.17 as a data processing tool (tool for identification and analysis) suitable for the Scopus Database (Abdillah et al., 2022; Bano & Zowghi, 2015; Batini et al., 2009) Other analysis tools also use "search results analysis" on scopus.com.

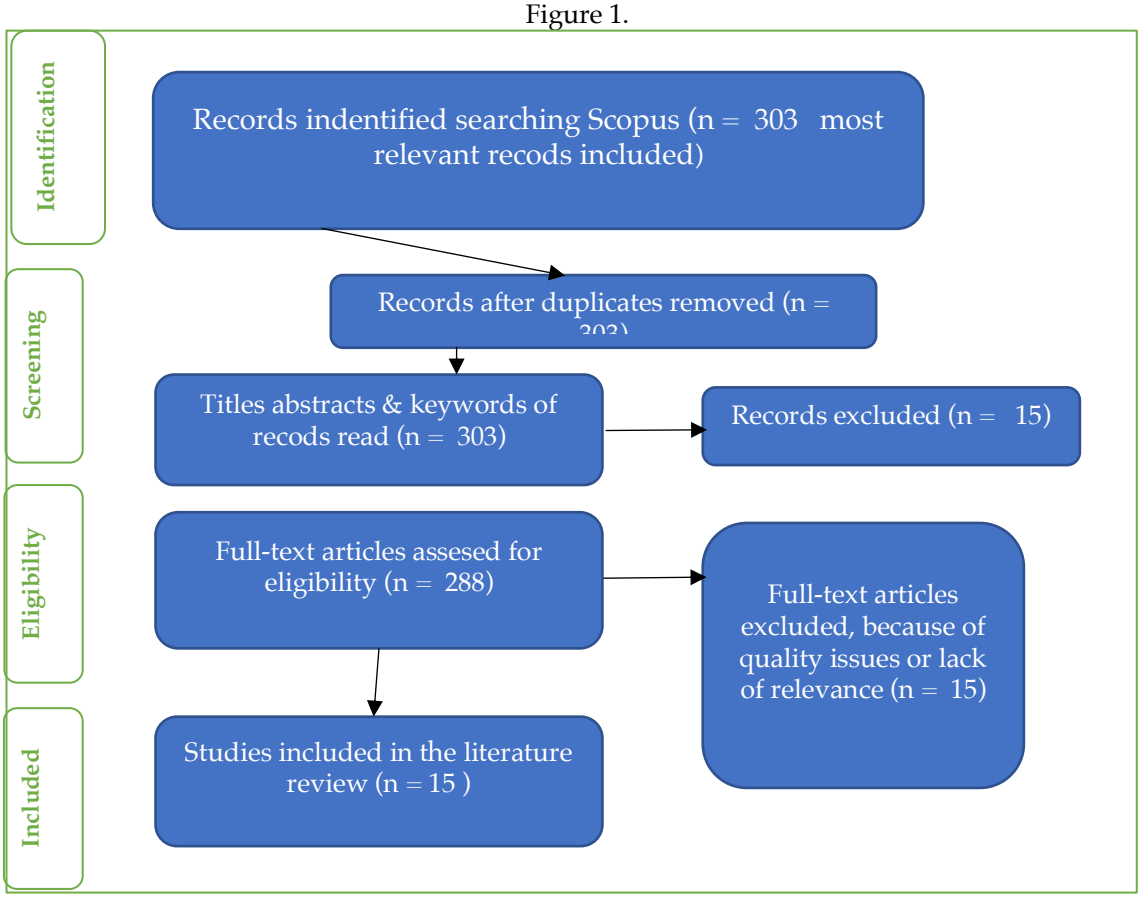
Three hundred three documents were accessed on September 24, 2023, using the keyword" film, media, and cultural studies." as many as 303 documents were obtained from mapping and analysis. Based on suitability to the research topic following trends in search results of research publication data regarding the film, media, and cultural studies" in Scopus. Any data or material displayed is analyzed via scopus.com (in the *"Analyze search results"* feature). Apart from that, analysis is also assisted with the VOSviewer version 1.6.17 feature for visualization **(Abdillah et al., 2022; Van Eck & Waltman, 2010)**. The visualized data follows the calculated weights and sees existing trends based on the data obtained. This also influences the research not to display visualization of the results of identification and exploration based on three criteria relevant to the topic of traditional conceptions of ancestral heritage through films in cultural studies as an effort to bring ancient texts to life for the community, which refers to (1) Suitability to the research topic; (2) Connectedness to the research topic; and (3) Research implications found or recommended. **(Bano & Zowghi, 2015; Batini et al., 2009)**.

At this stage, each abstract is checked independently by at least two authors. Minor differences of opinion are discussed and resolved in meetings where an agreement is reached. According to the above criteria, 288 studies were removed. Second, reading the entire article assessed the relevance and quality of the 15 studies. Then, 15 studies were reviewed for eligibility and assessed independently according to the independent dimension quality criteria of Bano, M., & Zowghi, D. (2015), and Batini, C. et al. (2009), with several criteria:

- Accuracy: research objectives are clearly stated, and data collection methods are adequately described. References support important statements in the paper.
- Consistency: the research design is appropriate to the research objectives. The research question is answered or the research objective is achieved.
- Completeness: the research research approach is explained in sufficient detail. Timeliness: the research was published between 2013-2022.

This led to the final selection of 15 research studies from 2013-2022 that directly address questions about the use of film, media, and cultural studies (see Figure 1). In accordance with our inclusion and exclusion criteria, the limited number of remaining studies, despite our extensive search of relevant literature, is a finding. This small number indicates the lack of research examining the topic of "film, media and cultural studies" as it develops in a developing world in the Scopus database.

Figure 1.

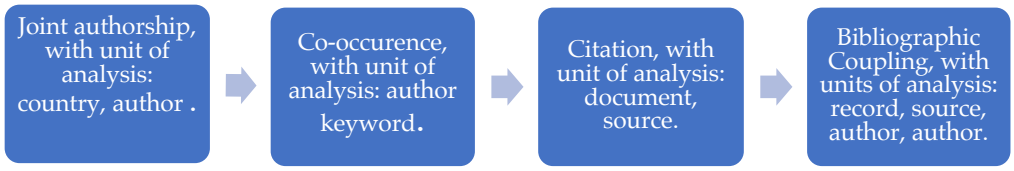


Study Selection, Assessment, and Inquisition (presented using Vosviewer of Visualization).
Source: Processed by researchers, 2023

Analysis of this research data through the keywords TITLE-ABS-KEY ("film" AND "media" AND "cultural studies") AND PUBYEAR > 2012 AND PUBYEAR < 2023)" Scopus Database. All search result data is saved in a CSV (Excel) file which is then processed and checked using the VOSviewer program version 1.6.17. VOSviewer is a tool for displaying and analyzing Including Eligibility Filtering Identification Identified records Scopus search (n = 303) most relevant records included) Notes after duplicates removed (n = 0) Abstract title & keywords of read records (n = 303). Excluded records (n =

15) Full text articles assessed for eligibility (n = 288) Full text articles. Later excluded, due to quality issues or lack of relevance (n = 15). The documents selected and reviewed were (n = 15), these documents were mapped in a systematic literature review (van Eck & Waltman, 2010). The program can display and describe bibliometric visual maps with unique data through identification and analysis of the types of analysis that can be visualized in Vosviewer, as in Figure 2 below:

Figure 2



Systematic Literature Review analysis assisted by the Vosviewer tool.
Source: Processed from various sources, 2023

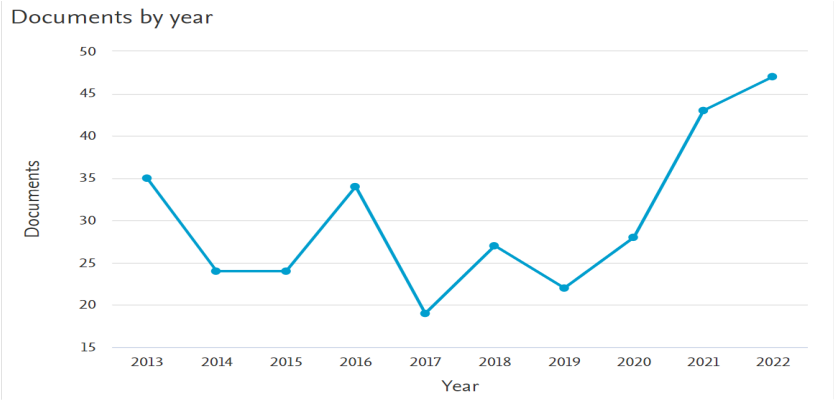
This systematic literature review analysis approach is used to help provide a data set that can be utilized by policymakers, academics, and other stakeholders to improve the quality of future research **(Abdillah et al., 2022; Di Vaio et al., 2022; H. Wang et al., 2021)**. The systematic literature review method is also a comprehensive and reliable way of reviewing and evaluating scientific publications to understand the development of a particular research topic **(Moral-Muñoz et al., 2020; Wagner et al., 2011)**. The results of this research analysis are also to see the influence of ancestral heritage through the use of film in cultural studies as an effort to bring the Memory of the World to life among people around the world.

3. FINDINGS AND DISCUSSION

3.1. Mapping of Research Topics: an Overview

In mapping research topics and reviews in this study, 303 documents were identified and analyzed via scopus.com (Analyze search results) and Vosviewer links **(Van Eck & Waltman, 2010)** to find out and see trends in research publications on the topic of introducing ancestral heritage through films in cultural studies as an effort to bring the Memory of the World to life in the Scopus database **(Musriana et al., 2024)**. The results show an increasing trend every year although the increase is still dynamic. This increase is influenced by developing issues such as the influence of technology in cultural studies, the goodness of the nation's cultural values can be passed on to the current generation, requires creativity and collaboration so that local wisdom is not lost and remains attached, ancient manuscripts as Memory of the World can be transformed through media sharing, and so on. This trend can be seen in Figure 3 below:

Figure 3

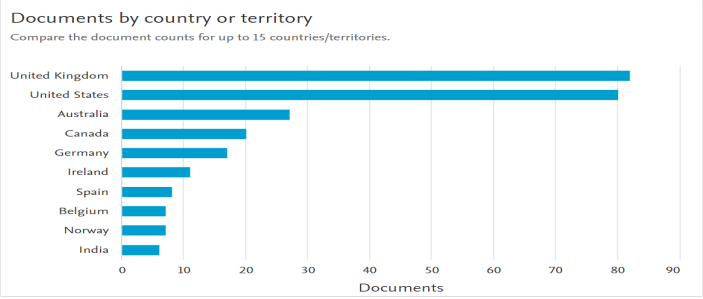


Film, Media and Cultural Studies Trends Documents in the World (2013-2022). Source: Processed via Scopus, 2023

The trend of increasing the number of publications comes from collaborative studies in film, media, and cultural studies from various countries worldwide. The increasing trend each year is influenced by several things, such as researchers' interest in film, media, and cultural studies, research funding support, and access to available research data. So 2021 is the year with the highest number of publications in the Scopus database in the last ten years (Nursahid et al., 2024).

In Figure 4 there are the top 10 countries of origin for various authors who study and publish several scientific documents regarding film, media and cultural studies in the world, such as (1) United Kingdom with 82 documents (256 citations); (2) United States with 80 documents (109 citations); (3) Australia with 27 documents (66 citations); (4) Canada with 20 documents (114 citations); (5) Germany with 17 documents (16 citations); (6) Ireland with 11 documents (30 citations); (7) Spain with 8 documents (8 quotes); (8) Belgium with 7 documents (21 citations); (9) Norway with 7 documents (8 citations); and (10) India with 6 documents (7 citations). It can be concluded that 10 countries in the world have conducted film, media and cultural studies to get to know history or ancestral heritage (ancient manuscripts). This shows that the topic of film, media and cultural studies in Indonesia has been studied by various countries in the world. However, the Scopus database has not been found in Indonesia, which conducts film, media and cultural studies as an effort to bring Memory of the World to life among the people of Indonesia. This is because (1) various researchers in the United Kingdom and the United States have used films as a medium for understanding culture; (2) several researchers in Australia also know the advantages of using films in learning about culture; (3) not much different from researchers from Canada who want to understand the influence of film, media and cultural studies in knowing culture and (4) the emergence of film, media and cultural studies is another reason for researchers from various countries in the world interested in knowing the role of film , media and cultural studies as an effort to bring ancient manuscripts to life for people in the world.

Figure 4

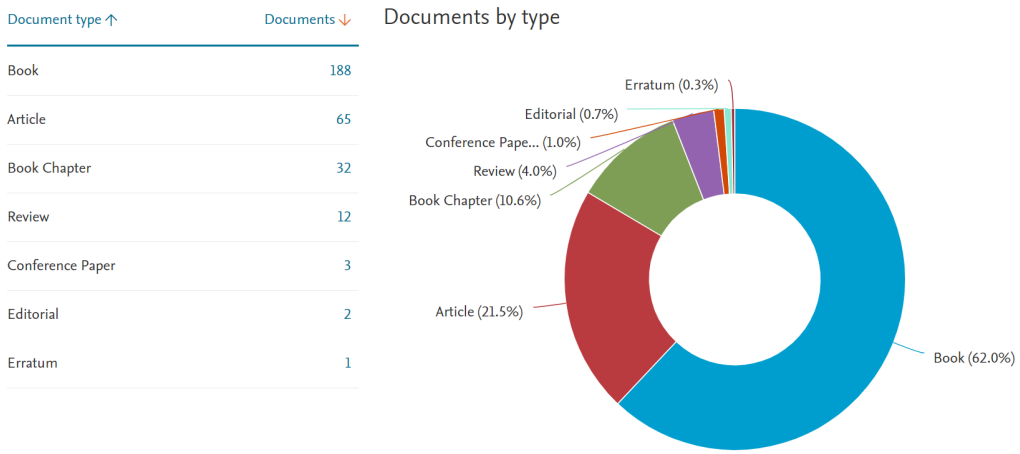


Top 10 countries with the highest number of documents and documents in Scopus Database on Film, Media and Cultural Studies in the World
Source: Processed via Scopus, 2023.

Apart from the author's country of origin, he studies and publishes various scientific documents regarding film, media, and cultural studies. In Figure 5, the published study documents have various types of documents, such as (1) Books with a total of 188 documents; (2) Articles totaling 65

documents; (3) Book Chapter with 32 documents; (4) Review of 12 documents; (5) Conference Paper with three documents; (6) Editorial with two documents; and (6) Erratum with 1 document. This finding can be concluded that the various types of documents regarding film, media, and cultural studies in the world make this a problem that is of concern to researchers in the world; this is shown by six types of document publications discussing film, media, and cultural studies in the world in the Scopus database.

Figure 5

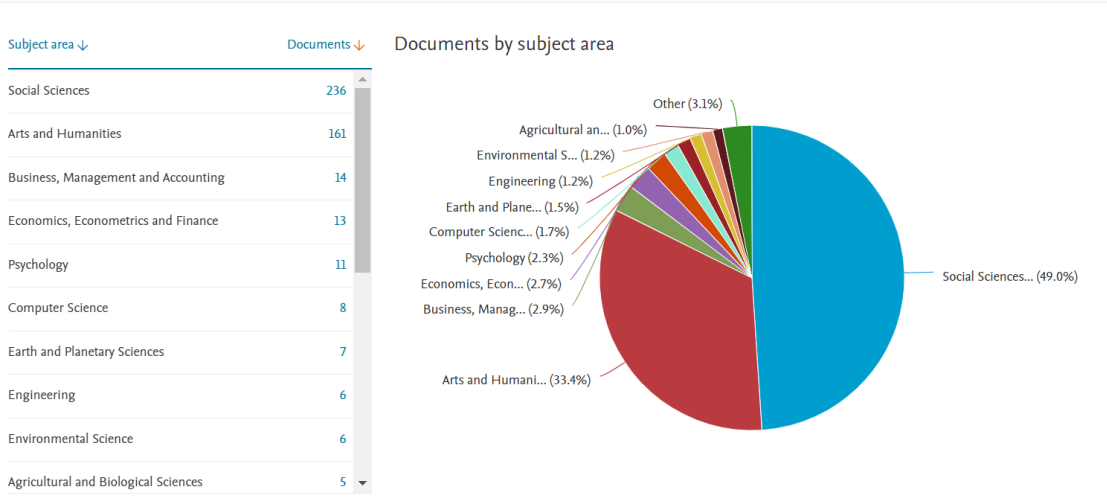


Document type	Documents
Book	188
Article	65
Book Chapter	32
Review	12
Conference Paper	3
Editorial	2
Erratum	1

Types of Documents with the Most Publications About Film, Media and Cultural Studies in the World
Source: Processed via Scopus, 2023.

Various types of documents related to film, media, and cultural studies worldwide are published in the Scopus database. Figure 6 shows that various subjects are closely related to film, media, and cultural studies in the world, such as (1) Social Science with 236 documents; (2) Arts and Humanities with 161 documents; (3) Business, Management, and Accounting with 14 documents; (4) Economics, Econometrics, and Finance totaling 13 documents; (5) Psychology with 11 documents; (6) Computer Science with eight documents; (7) Earth and Planetary Science totaling seven documents; (8) Engineering with six documents; (9) Environmental Science with six documents; and (10) Agricultural and Biological Sciences totaling five documents. Of the various subject areas, these are the top 10 with the most significant number of documents. This shows that the issue of film, media, and cultural studies in the world is studied through various perspectives, approaches, and variants of scientific disciplines. So, to be able to understand the study of film, media, and cultural studies in the world, it cannot only be seen from the problem of media use and social culture to get to know ancestral heritage or history, but it needs to be studied from various sciences so that the problem is to bring world scripts to life by using film through social culture issues can be overcome.

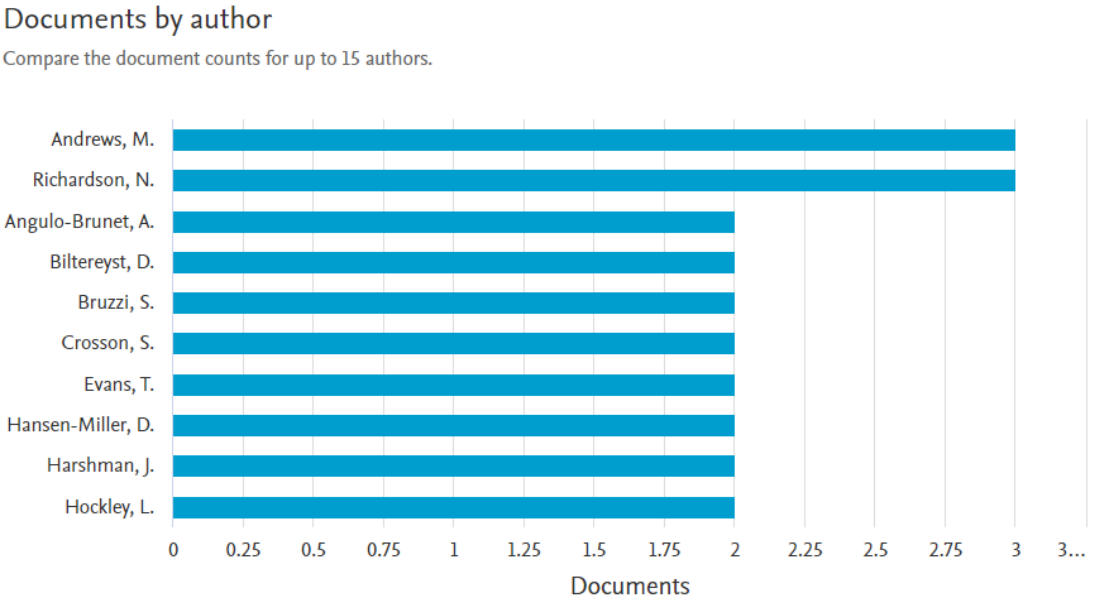
Figure 6



Subject Areas Most Publications Concern Film, Media and Cultural Studies in the World
Source: Processed via Scopus, 2023

Figure 7 shows the Top 10 Authors with the most significant number of discussions about document ideas Film, Media, and Cultural Studies in the World namely: (1) Andrews, M. (2014) with six quotes; (2) Richardson, N. (2016) with six citations; (3) Angulo-Burnets, A. (2021) with five citations; (4) Biltereyst, D. (20113) with four citations; (5) Bruzzi, S. (2013) with 11 citations; (6) Crosson, S. (2013) with 15 citations; (7) Evans, T. (2015) 3 quotes; (8) Hansen-Miller, D. (2016) with 1 citation; (9) Harshman, J. (2018) with 12 citations; and (10) Hockley, L. (2015) with five citations. Documents on film, media, and cultural studies have become a reference and study in various parts of the world. Published documents that influence the publication of other documents can be seen in the citation number. The more citations a document has, the greater the influence on the studied research topic.

Figure 7



Top 10 Authors with the highest number of documents in the Scopus Database related to Film, Media and Cultural Studies in the World, Source: Dolah via Scopus, 2023

The systematic literature review in this research shows that research on film, media, and cultural studies in the world is a study that continues to be developed and is currently underway. It is projected that in the future, the use of film media will continue to develop as an effort to bring historical texts to life in the world, including in Indonesia. The trend regarding this research has been seen since 2020 and will continue to increase until 2022, which will be published in the Scopus database. The phenomenon of film, media, and cultural studies in the world has been studied through various perspectives, approaches, and variants of scientific disciplines. There are various types of documents that document studies on film, media, and cultural studies in the world published in the Scopus database. The top 10 authors who published their documents are (1) Andrews, M. (2014) with six citations; (2) Richardson, N. (2016) with six citations; (3) Angulo-Burnets, A. (2021) with five citations; (4) Biltereyst, D. (20113) with four citations ; (5) Bruzzi, S. (2013) with 11 citations; (6) Crosson, S. (2013) with 15 citations; (7) Evans, T. (2015) 3 quotes; (8) Hansen-Miller, D. (2016) with 1 citation; (9) Harshman, J. (2018) with 12 citations; and (10) Hockley, L. (2015) with five citations.

3.2. Mapping of Research Topics: Content Analysis & Issues

Below are identified various research topics that are closely related to film, media and cultural studies in the world based on various documents that have been published in the Scopus Database. Data is mapped computationally using VOSviewer. The results of computational mapping found that there were 193 items related to film, media and cultural studies in the world. All items were successfully grouped into 5 clusters, each representing an aspect related to film, media and cultural studies in the world. The relationship between one term and another term is displayed in each existing cluster. Labels are given for each term with colored circles. The size of the circle for each term varies depending on the frequency of appearance of that term **(Ragadhita & Nandiyanto, 2022)**. The size of the circle label shows a positive correlation with the appearance of the term in the title and abstract **(Ragadhita & Nandiyanto, 2022)**. The more often the term is found, the larger the size of the label **(Nandiyanto et al., 2021)**. The mapping visualization analyzed in this research consists of 2 parts, namely network visualization (see Figure 8), and overlay visualization (see Figure 9), **(Husaeni & Nandiyanto, 2023)**. Following are the results of mapping 193 items into 5 clusters:

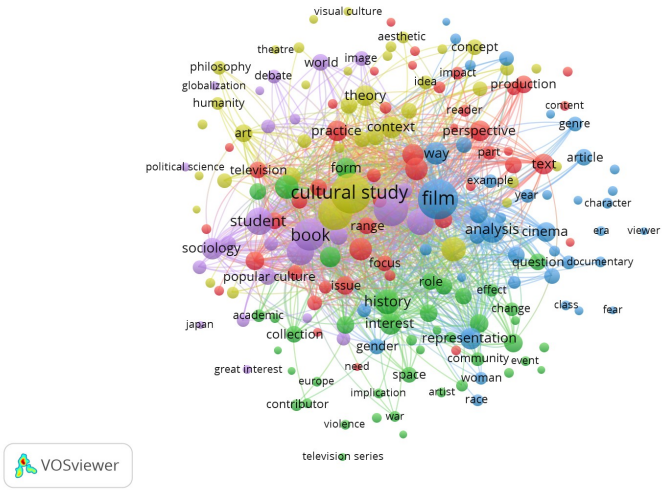
Table 1. Mapping Results of 5 Clusters from the Scopus Database

Keywords in Scopus Database: " film, media **" and "** cultural studies **"**	
Cluster 1 (Red)	(46 items) activities; age; approaches; areas; audience; author; body; case studies; chapters; communication studies; consumption; content; difference; diversity; editor; environment; exploration; focus; groups; impact; influence; intersection; interviews; issues; meaning; media; media studies; need; number; parts; perspective; practice; practitioner; producer; production; range; readers; reception; research; television; text; theme; topics; variety; view; volume.
Cluster 2 (Green)	(43 items) academic; artist; Asia; wide range; change; collections; community; conflict; contributor; cultural production; decades; discourse; effect; Europe; events; experience; expressions; fiction; fields; first century; form; history; identity; implication; interests; interpretation; literature; media representation; memory; narrative; politics; question; religion; response; roles; science fiction; space; television series; understanding; violence violence; war.
Cluster 3 (Blue)	(40 items) adaptation; analysis; articles; aspects; attention; characters; cinema; class; concerns; construction; courses; documentary; era; essays; everday life; examination; examples; film; gender; genre; ideology; life; notion; papers; person; places; power; process; psychoanalysis; race; representation; screen; series; viewer; way; women; writing; yaer.
Cluster 4 (Yellow)	(39 items) aesthetic; arts; art history; cases; concept; context; cultural studies; development; digital media; discipline; entertainment; fans; film study; future; humanity; idea; importance; knowledge; music; nature; new medium; objects;

Keywords in Scopus Database: " film, media " and " cultural studies "	
Cluster 5 (Purple)	performance; philosophy; relationship; scholarships; sense; social media; social sciences; studies; technology; term; theater; theory; use; video games; visual culture; wide range; work. (25 items) anthropology; books; communications; countries; culture; debate; debate; education; gender studies; globalization; great interest; image; India; japanese; medium; political science; popular culture; relations; researchers; scholar; society; sociology; state; students; west; world;

From the results of mapping the 5 clusters above, it was found that the research problems related to this research topic are shown in Figure 8.

Figure 8. Analysis via Vosviewer



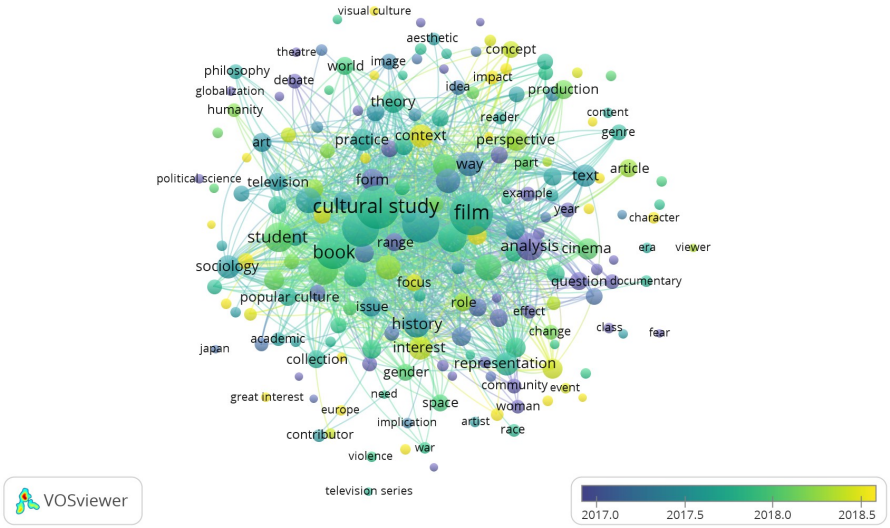
Analysis via Vosviewer (Analyze Type: Co-occurrence (All Keywords)).
Source: Processed via Vosviewer, 2023

In the review via Vosviewer in Figure 8, 303 research documents came from the Scopus database. The results of the research found that 5 (five) clusters have become a trend and research topic on film, media and cultural studies in the world which has currently become the global focus of researchers and has become a serious study in the world. Figure 8 shows the relationship between terms related to the topic of film, media and cultural studies in an interconnected network. The clusters visible in the network visualization show that research on " film, media and cultural studies" can be divided into 6 main areas. First, the term "Cultural Stady " is included in the cluster 4, with a total of 192 links, the total link strength is 5831. Second, the term "Film" is included in the c l aster 3, with a total of 192 links, total link strength 5617. Third, the term "Student" is included in cluster 5, with a total of 191 links, total link strength 2875. Fourth, the term "Book" is included in the cluster 5, with a total of 192 links, total link strength 3997. Fifth, the term "History" is included in cluster 2, with a total of 191 links, total link strength 2252 ,. Sixth, the term "Parspective" is included in the cluster 1, with a total of 190 links, total link strength 1683. The results of analysis via Vosviewer from the 5 clusters are divided into: First cluster (red), tends to focus on the perspective of the influence of the use of film, media and cultural studies on students; The second cluster (green), is more likely to introduce history or culture through the role of media to the public; The third cluster (blue), tends to examine adaptation to changes in media as information continues to develop over time; Fourth cluster (yellow), development of digital media-based cultural studies, such as film, music and social media studies for the future; The fifth cluster (purple) is more likely to learn about culture from books, multidisciplines, popular culture, and research results developing in the world. Each cluster is the main research problem on film, media and cultural studies which is widely studied and published in the Scopus database (Ihsan et al., 2024).

This research topic can develop future researchers in developing topics about film, media and cultural studies in the world, especially in Indonesia. So this research makes a practical and theoretical

contribution to developing a diversity of literature on the issue of recognizing ancestral heritage through film, media and cultural studies to bring ancient manusscripts to life as a Memory of the World for the community. This research issue, research data can also look at global research trends regarding what has been, what has not been, and will be studied further on the topic of getting to know ancestral heritage through film, media and cultural studies in Indonesia (Amanda et al., 2024).

Figure 9. Analysis via Vosviewer



Analysis via Vosviewer (Analysis Type: Co-occurrence (All Keywords) Source: Processed via Vosviewer, 2023.

Not much different from what is shown in Figure 9 above from the topic of getting to know ancestral heritage through film, media and cultural studies. The overlay visualization shows the latest developments in this topic (Al Husaeni & Nandiyanto, 2022; Nandiyanto et al., 2021, 2022). The visualization results (Overlay Visualization) show that there are several trends in the latest research which are displayed in images with the brightest color "yellow" from 2013 to 2022 which are of serious concern being studied by global researchers regarding film, media and cultural studies in the world . Some of the research problems are: (1) Bringing ancestral heritage to life through films in cultural studies for people in the world ; (2) The influence of technology in cultural studies, the goodness of the nation's cultural values can be passed on to the current generation; (3) Requires creativity and collaboration so that local wisdom is not lost and remains embedded; (4) Ancient manuscripts can be transformed through media sharing as a solution that has been widely studied. Several research trend issues explored regarding film, media and cultural studies in the world in ancestral heritage through film media and cultural studies as an effort to bring ancient manusscripts to life for the people in Indonesia are still lacking and there is still little research on these studies. The results of this identification and analysis are intended to support existing studies and encourage the study of film media and cultural studies in introducing ancestral heritage through film media and cultural studies as an effort to revive ancient manuscripts as a Memory of the World for people in Indonesia and in various countries throughout world. The researcher concludes that Indonesian researchers can develop media and cultural studies films in an effort to revive ancient manuscripts as a Memory of the World for the people of Indonesia so that the goodness of the nation's cultural values can be passed on to the current generation.

Discussion: Ancestral Heritage Through Film in Cultural Studies: Efforts to Bring Ancient Manuscripts to Life as a Memory of the World for the Community

Based on the results of the meta-analysis of the literature from the Scopus database above, it can be seen that the traditional conception of ancestral heritage through films in cultural studies was found to bring ancient manuscripts to life as a Memory of the World for people around the world. Utilization of film, media, and cultural studies can be done by integrating cultural studies and subcultural studies through cultural works by making music, films, oral poetry in digital media, videos, promotional

media, and games to get to know the past as an attraction for the nation's generation, as written. (Banks et al., 2015; Cai, 2016; Campbell, 2013; Crosson, 2013; Hutton, 2015; Thon, 2015; Yékú, 2016). However, in these findings, there is a weakness in the use of film, media, and cultural studies, namely that it requires creativity that can be adapted through global films, requiring empirical and ethnographic studies as well as modern theoretical approaches to cultural studies in various social and humanities disciplines. (Gooptu, 2013; Knape, 2013).

Thus, this research shows that there is an effort to revive ancient manuscripts as a Memory of the World for people around the world, including ancestral heritage in Indonesia through the use of film, media and cultural studies. The essence of traditional films in the form of film festivals as a general form of cultural exchange as written (Bolaki, 2016; de Valck et al., 2016; Khoshsaligheh et al., 2018; Mirrlees, 2013; Roh et al., 2019; Tzanelli, 2013) that taboo language, the transmission of ideas, customs, ancestral lands, and intergenerational artifacts function to produce National communities through digital modification in new ways. These findings emphasize that introducing and reviving ancestral heritage, such as the *La Galigo* manuscript originating from Bugis land, South Sulawesi, Indonesia, as Memory of the Word in digital space is an effort to maintain the existence of history globally and maintain and strengthen cultural norms from extinction. Transforming the *La Galigo* script through films, digital comics, and digital poetry is necessary to bring alive the ancestral heritage that UNESCO has recognized as the Memory of the World. The *La Galigo* manuscript is only known and enjoyed internationally. It is only stored in the Library of the Republic of Indonesia and the *La Galigo* Museum. However, the results of this study have become a reference for developing it into a source of learning about ancestral heritage for the younger generation in the digital era. Overall, a critical analysis of global publication trends is key to ensuring that the preservation of La Galigo in the digital age is not merely a matter of digitization, but also an effort to strengthen and enrich its meaning in the future.

4. CONCLUSION

Trends related to this research have been recorded since 2013 and continue to increase until now. In 2022, 303 documents corresponding to the topics studied in this research were obtained, according to publications in the Scopus database. The topic of film, media, and cultural studies worldwide has been studied from various perspectives, methodologies, and scientific disciplines. Various types of books and research articles on film, media, and cultural studies have been carried out and published in the Scopus database (at least six fields of study have been identified).

Research topics about film, media, and cultural studies can help future researchers understand ancestral heritage through film in cultural studies so that they can bring ancient manuscripts to life as a Memory of the World for people around the world. This research makes a practical and theoretical contribution to developing a diversity of literature on the issue of ancestral heritage, namely ancient manuscripts as a Memory of the World, to people worldwide. This issue can also become research data looking at global trends that have been, have not been, and will be studied further in film, media, and cultural studies worldwide. The researcher recommends that future researchers focus on (1) Producing films and digital comics that focus on ancestral heritage and (2) Recognizing traces of ancestral heritage integrated with social media to promote traditional culture in South Sulawesi, Indonesia.

The implications of this research regarding getting to know ancestral heritage through films in cultural studies to revive the Memory of the World for people worldwide are: (1) Reviving traditions through films can help understand the values contained in ancestral heritage for future generations. (2) Films that depict ancestral traditions can help audiences from various parts of the world appreciate the richness of local culture and encourage intercultural cooperation. (3) Films can be used as educational media to strengthen cultural identity. (4) Traditional cultural heritage based on modern technology, showing how technology can be used to revive and spread ancient traditions. (5) This research contributes to global efforts to preserve and promote Memory of the World, which includes world cultural heritage that has essential value for humans and supports UNSECO work in promoting Memory of the World. (6) The films produced can become valuable works of art and be enjoyed by the public as beautiful and evocative works.

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