

# **Cross Cultural Communication Analysis for Developing Historical and Cultural Value in Village: Comparative Studies in Indonesia and Malaysia**

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## **ABSTRACT**

This research report aims to identify intercultural communication strategies in introducing the historical and cultural potential found in Banyunibo Temple, Bokoharjo village, DI Yogyakarta. This research is a continuation of international collaborative research carried out in 2022 regarding the role of universities in developing the potential of Bokoharjo Village. This research used a descriptive qualitative method which was carried out during July – September 2023. Data was collected using in-depth interviews and documentation. In an effort to ensure data validity, this research used triangulation. Research findings show that efforts to communicate the history of Banyunibo Temple and the potential of the Goddess Hariti ballet are still hampered by human resources who focus on developing video media to reach a wider audience. The mandatory output of this research is an article submitted to the journal *Communication: Malaysian Journal of Communication* which is indexed by Scopus. Meanwhile, the additional output produced in this research is a video module on the history of Banyunibo Temple and the legend of the Goddess Hariti traditional dance.

Kata Kunci: *intercultural communicaton, Banyunibo temple, traditional dance, social practice*