

PRESERVING PROVERBS IN THE DIGITAL AGE: A QUALITATIVE STUDY ON STAKEHOLDER PERCEPTIONS OF ARTIFICIAL INTELLIGENCE FOR ACEHNESE LANGUAGE HERITAGE

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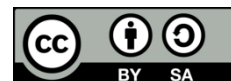
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ABSTRACT

This qualitative study investigates the perceived opportunities and challenges of developing an artificial intelligence application for preserving Acehese proverbs (Hadih Maja), a component of cultural heritage. Through reflexive thematic analysis of in-depth interviews with academics and cultural custodians in North Aceh and Lhokseumawe, Indonesia, the research reveals a dualistic landscape. Stakeholders recognize AI's transformative potential as a bridge for intergenerational engagement, enabling interactive, mobile-based learning for youth. However, this promise is counterbalanced by formidable socio-technical hurdles, including the fundamental "low-resource" paradox where data scarcity severely limits natural language processing capabilities, and profound ethical risks of cultural decontextualization and erosion of community sovereignty over knowledge. The findings underscore that primary impediments are deeply socio-technical, necessitating an approach that makes community governance foundational. The study concludes that successful initiatives must be reconceptualized from "AI development projects" to "community-led cultural revitalization projects enabled by AI," prioritizing participatory co-design and ethical data governance. This research offers a critical framework for ethically leveraging AI in endangered language contexts globally.

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