

SOCIO-CULTURAL VALUES OF THE RIAU MALAY COMMUNITY: LITERATURE REVIEW

M. Gema Maulana¹

¹Computer Science, Faculty of Computer Science, Lancang Kuning University,

Email: gemamaulana@unisi.ac.id¹

ABSTRACT

The Riau Malay community possesses socio-cultural values that serve as its identity and guideline for social life. These values include religiosity, courtesy, mutual cooperation, deliberation, responsibility, trustworthiness, and respect for customs and social norms. However, the development of globalization, modernization, and information technology pose various challenges that can affect the sustainability of these cultural values. This study aims to examine and analyze the socio-cultural values of the Riau Malay community and their relevance in modern society. The study used a literature study method by examining various scientific sources in the form of journals, books, and research results related to Riau Malay culture. The results of the study indicate that the socio-cultural values of the Riau Malay community still play an important role in shaping individual character and maintaining social harmony. These values are reflected in various aspects of life, such as education, rebana art, communication, customs, and leadership. In addition to functioning as a cultural identity, these values also contribute to shaping religious character, discipline, responsibility, social care, and integrity. Therefore, the preservation of Riau Malay socio-cultural values needs to be continuously carried out through education, family, and society so that they remain relevant in facing the challenges of changing times and preserving local culture.

Keywords: socio-cultural values, Riau Malay, character, local wisdom, cultural preservation.

1 INTRODUCTION

Indonesia is known as a country with exceptionally high cultural diversity, encompassing ethnicity, language, customs, and the value systems that have developed within its society. This diversity constitutes both a national identity and a national treasure that must be protected and preserved. One ethnic group that has made a significant contribution to shaping Indonesia's cultural identity is the Malay community, particularly the Riau Malay. The Riau Malay community is known for its strong social and cultural value system, reflected in their daily lives, customs, and the norms that govern their social interactions.

The socio-cultural values of the Riau Malay community are inextricably linked to the long history of Malay civilization that developed in the coastal areas of eastern Sumatra. The Riau region has long been a center of trade, the spread of Islam, and cultural exchange with various nations, including Arabs, Indians, and Chinese. This cultural interaction has contributed to the formation of the distinctive value system of the Riau Malay community, particularly those based on Islamic teachings and Malay customs. The famous expression "adat bersendi syarak, syarak bersendi Kitabullah" demonstrates that the values of the Riau Malay community are strongly influenced by the integration of custom and religion.

In social life, the Riau Malay community upholds values such as mutual cooperation, deliberation, politeness, respect for elders, and social solidarity. These values serve as guidelines for building relationships between individuals and groups within society. Furthermore, cultural values are reflected in various traditions such as traditional wedding ceremonies, kenduri (feast feasts), puk tepung tawar (pounding flour), and various forms of traditional art. All of this demonstrates that socio-cultural values are not merely abstract concepts but are truly lived and practiced in the daily lives of the community.

However, in the current era of globalization, the socio-cultural values of local communities, including the Riau Malay community, face various challenges. Modernization, the development of information technology, and the massive influx of foreign cultures can influence the mindset and behavior of society, especially the younger generation. Many traditional values are beginning to shift

in meaning, and some are even being abandoned. This situation raises concerns about cultural degradation if socio-cultural values are not documented, understood, and passed down sustainably.

On the other hand, efforts to preserve the socio-cultural values of the Riau Malay community have been carried out through various means, such as formal education, traditional activities, cultural research, and documentation in the form of scientific papers. These studies demonstrate that Riau Malay socio-cultural values are highly relevant in building community character, particularly in strengthening local identity amidst globalization. Therefore, continued study of these values is crucial, both for academic and practical purposes.

This research uses a literature review approach to explore and analyze various relevant sources related to the socio-cultural values of the Riau Malay community. This literature review was chosen because it allows the researcher to comprehensively understand concepts, theories, and previous research findings without directly collecting field data. Thus, this research is expected to provide a broader and more in-depth picture of the socio-cultural values developing within the Riau Malay community.

Furthermore, this study also aims to identify key values that persist, are changing, or are fading in the lives of the Riau Malay community. This understanding is crucial as a basis for formulating more effective cultural preservation efforts in the future. This study is expected to contribute to the development of science, particularly in the fields of cultural anthropology, sociology, and local cultural studies.

Based on this description, it is clear that the socio-cultural values of the Riau Malay community play a crucial role in shaping the community's identity, character, and lifestyle. Therefore, the study of these values is not only academically relevant but also has strategic value in maintaining the sustainability of local culture amidst changing times. This research is expected to be a useful scientific reference for future researchers, local governments, and the general public in understanding and preserving the cultural values of Riau Malay.

2 RESEARCH METHOD

This research uses a qualitative approach with a literature review method. This literature review was chosen because it aims to identify, analyze, and synthesize various scientific sources related to the socio-cultural values of the Riau Malay community without directly collecting field data. Through this approach, researchers can gain a comprehensive understanding of the concepts, findings, and developments of studies conducted by previous researchers.

2.1 Research Design

The research design used is descriptive-analytical, which describes and analyzes various relevant literature related to the socio-cultural values of the Riau Malay community. This research not only describes findings from various sources but also interprets and connects concepts to gain a deeper understanding.

2.2 Data Source

The data sources in this study come from secondary sources, namely various scientific literature relevant to the research topic. These sources include national scientific journals. The literature used was selected based on its relevance to the research focus, namely the socio-cultural values of the Riau Malay community.

2.3 Data Collection Technique

Data collection techniques were conducted through documentation studies, namely by searching, reading, and identifying literature related to the research topic. This process involved the following steps:

- Determining search keywords such as "Riau Malay cultural values," "Malay socio-culture," and "Riau Malay customs."
- Searching for literature sources through academic databases, digital libraries, and other reliable sources.
- Selecting literature that met the research inclusion criteria.
- Recording and categorizing information relevant to the study's focus.

2.4 Data Analysis Technique

The collected data was analyzed using content analysis techniques. This technique involves identifying, classifying, and interpreting the content of each source of literature used. The steps in data analysis include:

- Data reduction, which involves sorting information relevant to the research focus.
- Data categorization, which involves grouping data based on specific themes such as social values, cultural values, and their implementation in society.
- Data interpretation, which involves providing meaning to the findings from various sources of literature.
- Conclusion drawing, which involves formulating a synthesis of all analyzed sources.

2.5 Data Validity

To ensure data validity, this study employed source triangulation, a technique that compares various literature sources to obtain consistent and reliable data. The literature used was also selected from credible sources with good academic reputations.

3 RESULT AND DISCUSSION

3.1 Riau Malay Cultural Values in Character Formation

Based on the results of a literature review, Riau Malay culture contains various values that play a crucial role in shaping individual character. These values are reflected in various aspects of Malay life, from education and the arts to communication and leadership. Riau Malay cultural values serve not only as a cultural identity but also as behavioral guidelines passed down from generation to generation.

One of the key values identified is religiosity. This value is rooted in the well-known Malay customary principle of *adat bersendi syarak, syarak bersendi Kitabullah*. This principle demonstrates that the life of the Riau Malay community is inseparable from Islamic teachings. Religious values are reflected in various cultural activities, such as the use of religious poetry in playing the tambourine, the application of ethical communication, and the concept of leadership grounded in morals and spirituality. Thus, religiosity is a primary foundation in shaping the character of the Riau Malay community.

In addition to religiosity, the value of good manners is also a hallmark of Riau Malay culture. In everyday life, the Malay people highly value the use of polite language, respect for older people, and the ability to care for other people's feelings through polite communication. Malay language not only functions as a means of communication, but also as a medium for forming ethics and cultural identity. Politeness in language reflects a person's level of manners and character, so it is an important part of character formation.

The values of responsibility and discipline are also found in various Riau Malay cultural practices. In playing the rebana, for example, each player is responsible for playing their instrument well and following a predetermined rhythm. This activity fosters discipline, perseverance, and commitment to assigned tasks. Similar values are evident in the Malay concept of leadership, which places trust as a primary principle in carrying out social responsibility.

Riau Malay culture also emphasizes the importance of cooperation and mutual assistance. These values are reflected in various social and cultural activities that prioritize togetherness and mutual assistance among community members. Rebana playing, traditional activities, and the deliberation process in leadership demonstrate that the success of an activity depends heavily on an individual's ability to cooperate with others. Therefore, Riau Malay culture contributes to fostering a socially conscious character and the ability to live harmoniously.

3.2 Implementation of Riau Malay Cultural Values in Social Life

The study results show that Riau Malay cultural values are implemented through various cultural media closely related to community life. In education, cultural values are integrated into the learning process through materials, methods, and behavioral practices that reflect Malay culture. Teachers serve as role models, demonstrating politeness, responsibility, and religiousness to students.

In the arts, playing the rebana (tambourine) is an effective medium for instilling character values. Tambourine playing serves not only as entertainment or cultural preservation, but also as a means of learning the values of cooperation, discipline, responsibility, creativity, and religiosity. Through practice and performance, individuals learn to respect each other's roles and work collectively to achieve common goals.

In terms of communication, the Riau Malay community implements cultural values through the use of polite language, smiling, and gestures that reflect respect for others. Communication is seen not only as a process of conveying messages but also as a means of maintaining social harmony. The values of shame, respect, and self-control are fundamental to every social interaction, fostering harmonious relationships within the community.

In the realm of leadership, the implementation of Riau Malay cultural values is evident in the application of the principles of trustworthiness, justice, wisdom, and deliberation. Leaders are seen as protectors of the community and responsible for the common good. Therefore, every decision must consider the interests of the community and be made through a process of deliberation to reach consensus.

3.3 The Impact of Riau Malay Cultural Values on Character Formation

Based on the results of a literature review, the application of Riau Malay cultural values has a positive impact on individual character development. Religious values foster spiritual and moral awareness, providing individuals with a guideline for action. The value of politeness fosters good social etiquette in interactions with others. The values of responsibility and discipline help individuals become consistent and trustworthy.

Furthermore, the values of cooperation and mutual assistance contribute to fostering social awareness and the ability to work in groups. The values of trustworthiness, justice, and wisdom embodied in Malay leadership culture contribute to the development of a character characterized by integrity and responsibility. Overall, Riau Malay cultural values play a role in shaping individuals who are religious, polite, disciplined, responsible, socially aware, and possess strong integrity.

Amidst the rapid flow of globalization and technological development, Riau Malay cultural values remain relevant as guidelines for building the character of the younger generation. Therefore, the preservation and integration of Riau Malay cultural values in various aspects of life is essential so that these noble values can be passed on to future generations and serve as a bulwark against the negative influences of globalization.

4 CONCLUSION

Based on the literature review, it can be concluded that Riau Malay culture contains various noble values that play a vital role in shaping individual character and the social life of the community. These values include religiosity, courtesy, responsibility, discipline, cooperation, mutual cooperation, trustworthiness, justice, wisdom, and social awareness. These values not only constitute the cultural identity of the Riau Malay community but also serve as guidelines for actions and interactions in daily life.

The implementation of Riau Malay cultural values can be found in various aspects of life, such as education, the arts, communication, and leadership. In education, cultural values are integrated through learning processes and behavioral habits. In the arts, playing the tambourine is an effective medium for instilling religious character, discipline, responsibility, and cooperation. Meanwhile, in communication and leadership, Riau Malay culture emphasizes the importance of politeness, respect for others, trustworthiness, justice, and deliberation in decision-making.

Riau Malay cultural values have a positive impact on the formation of individual character, including moral, social, and spiritual aspects. Individuals who internalize these values tend to be religious, polite, responsible, caring, and capable of maintaining harmony in community life. Therefore, Riau Malay culture plays a strategic role as a source of character education relevant to the challenges of globalization and ongoing social change.

Therefore, the preservation and strengthening of Riau Malay cultural values must be continuously carried out through education, the family, and the community to ensure that this cultural heritage is maintained and serves as a foundation for developing a generation with character, integrity, and culture.

REFERENCE

- Artis, & Erni, M. (2025). *Language, Customs, And Smiles: Malay Cultural Communication In Riau In Establishing Social Harmony*. 21(2).
- Farhanaldi, Z., Ilman, N., Simamora, M. N., & Michola, A. (2026). *Integration Of Riau Malay Cultural Values In Learning As An Effort To Preserve Culture In Students*. 11(2), 2977–2987.
- Fitri, N., Izzah, S. Q., Sari, Y. P., Hermanto, E., Qur, I. A., Islam, U., Sultan, N., & Kasim, S. (2025). *The Culture Of Submission In Riau Malay Society: A Qur'anic Social Ethics Perspective*. 2, 416–427.
- Hasibuan, N. (2025). *Riau's Cultured Malay Community*. 420–423.
- Ishami, N., Nurkhasanah, A., & Raudhatul, C. (2025). *Exploring Local Wisdom Values As Riau's Cultural Identity*. 1-12.
- Kanisya, D. A., Pendidikan, M., Indonesia, B., & Riau, U. (2026). *Leader Personality From The Perspective Of Riau Malay Customs: A Study Of Leadership Values And Ethics*. 3(2), 1285–1294.
- Kurniati, F. (2023). *Actualization Of Values In The Maulidin Nabi Tradition In Riau Malay Culture*. 10(1).
- Trirahmayati, T. (2025). *The Lifestyle Of The Malay People Of Riau: A Sustainable Cultural Heritage*. *The Lifestyle Of The Malay People Of Riau*: A. 376–384.
- Ritawati, T. (2025). *Traditional Riau Malay Music: Social And Cultural Reflections Of Malay Society*. *Jurnal Syntax Admiration*, 6(1), 947–961.
- Nurmala, Pebriana, A. L., Dani, R., & Marhadi, H. (2024). *Analysis Of Character Values In The Tambourine Playing Culture Among The Riau Malay Community*. *Didactics: Scientific Journal Of Pgsd Fkip Universitas Mandiri*, 10(2), 991–1001.
- Farhan, G., Sriwahyuni, W. O., & Novita, Y. (2026). *The Tradition Of Tapping Plain Flour In The Siak Malay Community As A Form Of Local Wisdom*. *Journal Of Social Education And Humanities*, 5(1), 1150–1164.