

The journey of Generation Z in promoting Vietnamese traditional music on digital platforms

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(Received 19 June 2025; revised 12 July 2025; accepted 22 July 2025)

ABSTRACT

This study analyzes the increasingly prominent role of Generation Z (Gen Z) in accessing, co-creating, and promoting traditional Vietnamese music on digital platforms. A mixed-methods approach was employed, combining quantitative surveys and content analysis of social media platforms. The findings reveal that Gen Z does not passively consume traditional music but actively reinterprets, revitalizes, and shares it through digital means. Although they do not frequently listen to this genre, Gen Z still highly values its cultural significance. The study highlights the crucial role of technology as a strategic tool in cultural communication, enabling more effective engagement with younger audiences. These findings offer practical implications for the preservation and sustainable development of Vietnamese musical heritage in the digital era.

Keywords: traditional Vietnamese music, Gen Z, dissemination, digital platforms

1. Introduction

1.1. Rationale for the Study

In the context of globalization and the rapid advancement of digital technology, Generation Z is playing an increasingly significant role in shaping and promoting traditional cultural values. In Vietnam, traditional music - long regarded as an integral part of national cultural identity - is facing numerous challenges amid the rising popularity of modern music genres. However, the emergence of digital platforms such as TikTok, YouTube, and Facebook has created new spaces and favorable conditions for accessing and revitalizing traditional musical values. Generation Z, born in the digital age, is not only a consumer of content but also an active participant in the creation, sharing, and dissemination of culture.

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Investigating the role of Gen Z in promoting traditional music through digital platforms is essential in order to propose innovative communication strategies that contribute to the preservation and enhancement of cultural heritage in the digital era.

1.2. Research Context

At present, digital platforms are gradually becoming primary tools for communication, education, and cultural dissemination. Generation Z - born in the digital era - not only receives information but also possesses the ability to flexibly create digital content. The fusion of technology and tradition has given rise to new cultural phenomena, such as the rearrangement of folk melodies with modern instrumentation, the performance of traditional musical instruments on TikTok, and the organization of online concerts through multi-platform livestreaming. This study aims to analyze the role of Gen Z in accessing, creating, and promoting Vietnamese traditional music on digital platforms. It further seeks to clarify the motivations, methods, and effectiveness of this process, thereby offering solutions to encourage greater youth participation in the preservation of national musical heritage.

1.3. Research Questions

Based on the aforementioned context and objectives, this study aims to address the following research questions:

1. In what forms does Generation Z engage with and access Vietnamese traditional music on digital platforms?
2. What role does Generation Z play in the reinterpretation and dissemination of traditional music within digital spaces?
3. What factors facilitate or hinder the journey of spreading traditional music within the Gen Z community?

1.4. Novelty of the Study

This study adopts an interdisciplinary approach that bridges cultural studies and digital communication, with a key innovation being the recognition of Generation Z as active cultural creators rather than passive recipients.

Digital platforms are regarded as new cultural spaces in which Gen Z reinterprets and disseminates traditional music in ways that align with contemporary tastes. Unlike previous studies that primarily focus on artists or musical products, this research shifts attention to the interactive and co-creative roles of young people. In doing so, it offers practical insights for the preservation of cultural heritage in the digital environment.

2. Theoretical framework

2.1. Definition of Vietnamese Traditional Music

In the article "Nghệ sĩ biểu diễn âm nhạc truyền thống - Hành trình lan tỏa văn hóa Việt" authors Châu Anh, Phương Anh, and Minh Hòa assert that traditional music is an art form deeply intertwined with the daily life, customs, and spiritual beliefs of the Vietnamese community across generations. It has long been an indispensable part of the Vietnamese cultural psyche, not only helping to preserve national identity but also serving as a cultural "ambassador" that promotes the image of Vietnam and its people to the world. Each genre of traditional music or musical instrument carries with it a unique story, vividly reflecting the customs, beliefs, and spiritual life of the Vietnamese people in different historical periods.

2.2. Definition of Gen Z

Gen Z, short for Generation Z, refers to individuals born between the late 1990s and 2012. According to the Oxford Dictionary, the most widely accepted age range for this cohort is from 1997 to 2012. Having been exposed to the internet and social media from an early age, Gen Z exhibits several distinctive characteristics: technological fluency, early financial awareness, versatility, a preference for innovation, and a strong sensitivity to trends. They are not merely consumers of content but also a creative force that initiates and drives numerous trends on digital platforms.

2.3. Definition of Digital Platforms and Cultural Content Creation

Digital platforms are technological spaces that enable users to engage in online activities such as information sharing, social interaction, and content production. Among them, social media platforms such as Facebook, TikTok, and YouTube have become powerful tools for cultural communication. According to the Data Reportal report (2023), Vietnam ranks among the countries with the highest number of Facebook (66.2 million) and TikTok (50.6 million) users globally, the majority of whom are young people.

Alongside the growth of these platforms, content creation - which encompasses the production, editing, and distribution of messages in various formats (video, audio, image, text, etc.) - has become increasingly widespread. Generation Z, with their technological fluency and trend sensitivity, plays a leading role in this process. They are not only content consumers but also actively produce cultural products with traditional elements, such as remixing folk songs into videos, creating TikTok clips with folk music backgrounds, or performing traditional instruments via livestream.

2.4. The Relationship between Gen Z - Digital Platforms - Traditional Music

Digital music creation refers to the process of producing, performing, and disseminating musical content through digital platforms such as YouTube, TikTok, Spotify, and Facebook. With the support of technology and the internet, users - particularly young people - can easily record, edit, upload, and interact with audiences around the world.

Generation Z, with their technological proficiency, innovative thinking, and diverse aesthetic sensibilities, has emerged as a leading creative force on digital platforms. Beyond merely consuming content, they actively compose, remix, perform, and spread music in ways that reflect their individual styles. In doing so, Gen Z contributes to the revitalization and wider dissemination of musical materials - including traditional music - while also rejuvenating the cultural reception space for broader and younger audiences.

3. Literature preview

3.1. Overview

The topic "Gen Z and the Journey of Promoting Vietnamese Traditional Music on Digital Platforms" represents a novel approach within current research on culture and tradition. In practice, the number of academic studies that deeply explore this subject remains limited. While some existing research is tangentially related, it primarily focuses on aspects such as traditional cultural communication, young artists, or the fusion of modern and traditional elements. However, these studies have yet to thoroughly examine the role of Gen Z as active agents in the

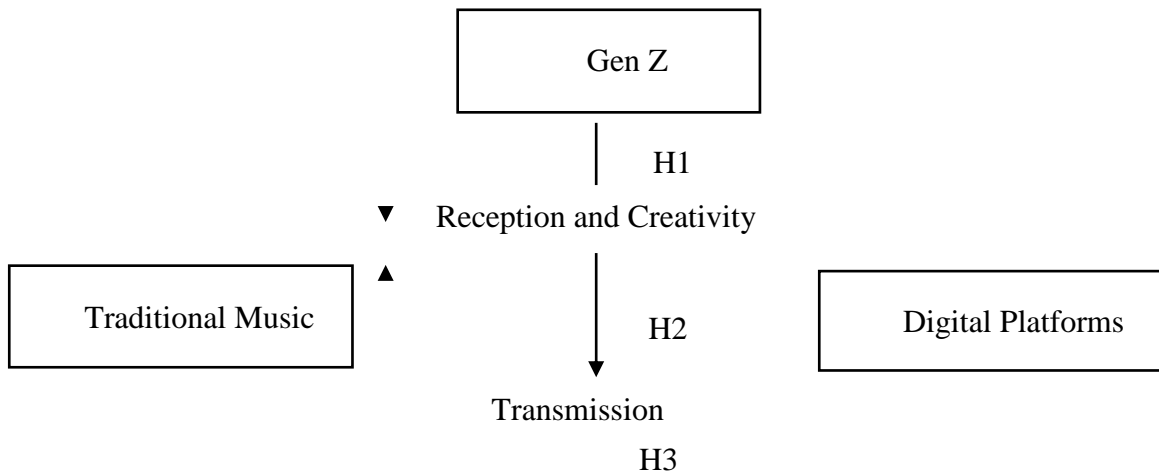
entire process of receiving, reinterpreting, and disseminating traditional music through digital platforms.

A notable study in this field is “Communication about Traditional Culture through Music Videos of Young Singers in Vietnam” (2022) by Nguyen Tan Khang and Thach Hue Man. This research focuses on analyzing how Vietnamese traditional culture is conveyed through the music videos (MV) of young artists - a highly effective method of making classical cultural values more accessible and vivid to modern youth. The study employed interviews with university students - representing Generation Z - and found that most participants considered cultural transmission through MVs to be approachable, memorable, and emotionally resonant. However, the study's emphasis remains largely on the musical and visual aspects of MVs as vehicles of cultural communication, in which the artist plays a central role in attracting audiences. While Gen Z is mentioned, the research scope is mostly limited to students and does not comprehensively explore the broader behaviors of young audiences in receiving and creating cultural content, nor does it fully address the digital platforms through which such engagement occurs.

Like Vietnamese traditional music, classical music belongs to a category of musical genres that predate modern music and embody an elegant, refined aesthetic. However, both genres are gradually losing their connection with Generation Z. The study *Exploring Ways to Make Generation Z like Classical Music Better* by Yihang Xu (2021) identified the reasons behind this disconnection and proposed solutions to help younger audiences engage more effectively with classical music. The study suggests that classical music should be introduced in a more approachable and appealing manner - such as through fusion with contemporary music, integration into popular videos, selection of pieces that align with young people's musical preferences, and especially by avoiding coercive methods of teaching or listening. Classical music should not be viewed as overly “academic” or distant, but rather as something vibrant, relatable, and in harmony with modern life. However, the study does not fully capture the current reality of Gen Z, as it was conducted in 2021 - a time when musical tastes and digital content consumption trends among young people were still evolving. Notably, it overlooks the role of digital platforms, where music - including classical - is now widely embedded in videos and disseminated rapidly. This omission limits the study's relevance to the fast-changing nature of musical reception in the digital age.

It is evident that the active role of Gen Z in receiving, reinterpreting, and promoting traditional music on digital platforms remains a significant gap in current research. Focusing on this dimension not only helps to elucidate how the younger generation interacts with cultural heritage within the context of digital media, but also serves as a critical contribution to contemporary cultural studies. Moreover, it opens a new avenue for assessing Gen Z's capacity to preserve and revitalize traditional cultural values - a generation born into a technological environment, capable of utilizing digital platforms to develop more diverse, creative, and effective forms of cultural communication in the digital era.

3.2. Theoretical Framework



H1: Generation Z plays a central role as the primary agent in accessing traditional music and actively participating in the process of content reinterpretation and revitalization.

H2: Traditional music is brought onto digital platforms by Gen Z as a means of transmitting and promoting national cultural values.

H3: Digital platforms not only serve as dissemination tools but also provide an interactive environment that shapes how traditional music is perceived, presented, and developed in the modern context.

4. Research methodology

This study employs two primary research methods to ensure the objectivity and reliability of the results. First is the method of synthesis, analysis, and evaluation. The research team collected and synthesized data from reputable sources to build a theoretical foundation. From there, the data were systematically analyzed and evaluated to produce scientifically grounded and practically relevant findings and conclusions.

In addition, the study applies a questionnaire survey method combined with data analysis. The research team designed a questionnaire targeting Generation Z - the primary research population - focusing on their perceptions and behaviors toward traditional music on social media platforms. The questionnaire included questions on several key topics: the level of Gen Z's interest in traditional music, their interaction behavior on digital platforms, personal perspectives on cultural values, and opinions on the modernization of traditional music.

Sampling method: Non-probability sampling - specifically, convenience sampling.

Data collection method: Online survey via Google Forms.

Total number of responses collected: 187, with 1 invalid response excluded from the final dataset.

5. Research findings

The survey was conducted over the period from May 21 to May 26, 2025, using an online format via Google Forms. The target respondents were young individuals belonging to Generation Z in Vietnam, with a primary focus on university students currently living and studying in Hanoi.

5.1. Characteristics of the Survey Sample

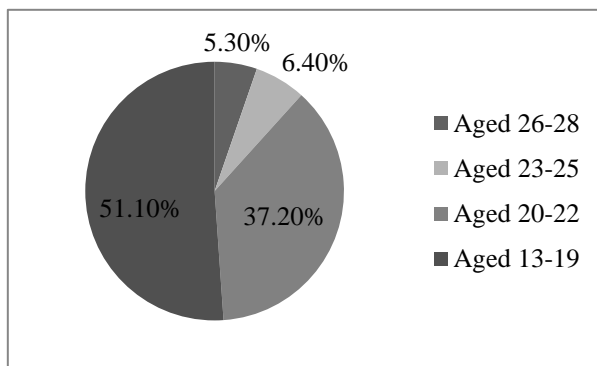


Chart 1. Age Distribution of Survey Participants

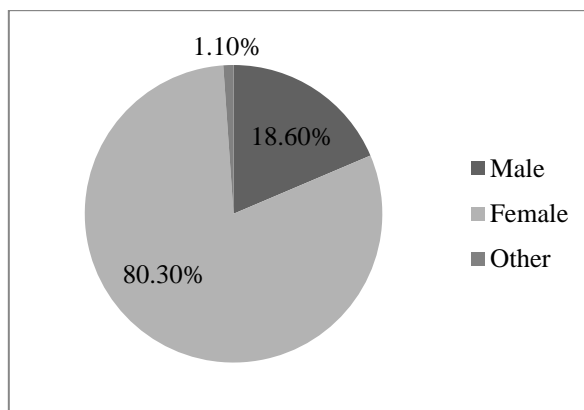


Chart 2. Gender of Survey Participants

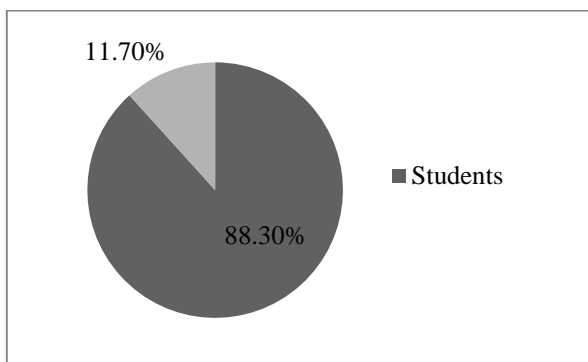


Chart 3. Current Occupation of Survey Participants

The three charts indicate that the survey sample primarily consisted of individuals aged 13–22, accounting for 51.1%, followed by the 20–22 age group at 37.4%. This distribution

confirms that the majority of respondents belonged to the younger demographic - precisely the target group of this study. Regarding gender, female participants made up a significant majority at 80.3%, while male participants accounted for 18.6%, and those identifying as other genders constituted 1.1%. This reflects a notably higher level of interest among female respondents in the topic of the survey. In terms of occupation, students made up 88.3% of the respondents, whereas working individuals comprised only 11.7%, indicating that the survey effectively reached a youthful population currently in the process of education and training.

These characteristics of the survey sample align well with the research objectives and ensure representativeness of the younger generation - the core demographic in the trend of receiving, recreating, and disseminating traditional music on digital platforms. As such, the sample is considered appropriate and valid as a foundation for subsequent analyses in this study.

5.2. Gen Z's Awareness of Vietnamese Traditional Music

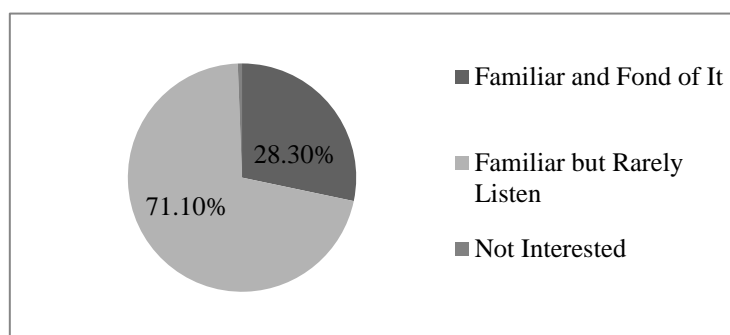


Chart 4. Level of Awareness of Vietnamese Traditional Music Among Generation Z

Regarding awareness of Vietnamese traditional music, the survey results show that 28.3% of participants reported both familiarity and appreciation for the genre, while the majority - 71.1% - were aware of it but did not listen regularly. Only a very small proportion, 0.6%, expressed no interest at all. These findings indicate that although traditional music remains widely recognized among young people, the level of deep appreciation and frequent engagement is still limited. This reflects a significant challenge in sustaining interest and promoting traditional music within the Gen Z demographic - especially on digital platforms where modern musical trends tend to dominate.

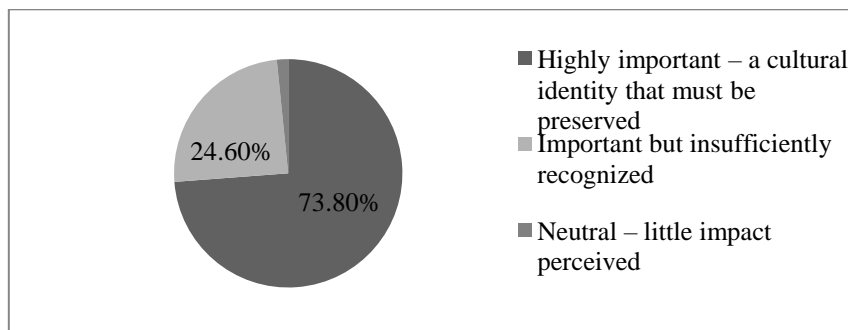


Chart 5. Gen Z's Perception of the Role of Traditional Music in Contemporary Cultural Life

In the perception of Generation Z, Vietnamese traditional music is viewed positively: 73.8% consider it an important part of cultural identity that should be preserved, while 24.6%

acknowledge its value but believe it has not yet received adequate attention. Only 1.6% regard traditional music as having little influence, and notably, no respondents consider it outdated or irrelevant to young people. This high level of support indicates that traditional music still retains vitality in contemporary cultural life, even among those born in the digital age. These findings provide a strong foundation for developing innovative preservation strategies that blend tradition with modernity - particularly through digital platforms, where Gen Z is most active and engaged.

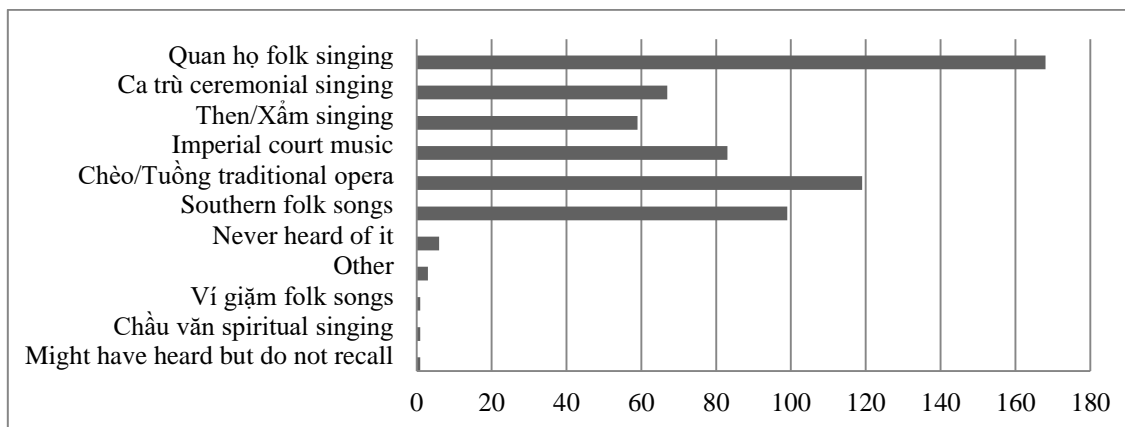


Chart 6. Popularity of Traditional Music Genres in the Perception of Generation Z

The proportion of respondents who have ever listened to various traditional music genres indicates a relatively high level of recognition among young people, with Quan họ leading at 89.8%. This is followed by other well-known genres such as Hát chèo/tuồng (63.6%), Southern folk songs (Dân ca Nam Bộ) (52.9%), and court music (Nhã nhạc cung đình) (44.4%). These figures reflect the strong presence of regional and long-established traditional genres in Gen Z's cultural awareness. Meanwhile, genres such as Ca trù (35.8%) and Hát then/xẩm (31.6%) - though less common - are still known to a significant minority. The share of those who have never heard any traditional genre is very low (3.2%), demonstrating that most survey participants have at least encountered or are aware of traditional Vietnamese music styles.

The varying popularity rates among genres also reveal Gen Z's patterns of reception and preference. The high recognition of Quan họ may be attributed to its frequent exposure through cultural events, festivals, and widespread promotion on digital platforms. In contrast, less popular genres like Ca trù and Hát then/xẩm are often region-specific or require deeper contextual knowledge, which limits their reach. This suggests substantial potential for media organizations, artists, and influencers to further promote and deepen the engagement of young audiences with these lesser-known traditional forms.

5.3. Gen Z's Behaviors and Channels of Access to Traditional Music

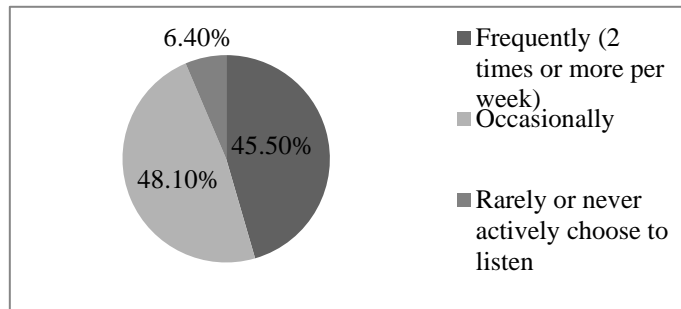


Chart 7. Frequency of Voluntary Listening to Traditional Music Among Generation Z

The survey results indicate that only 6.4% of respondents frequently and proactively listen to traditional music genres (i.e., two or more times per week). In contrast, nearly half (48.1%) reported occasional listening, while 45.5% said they rarely or never actively choose to play traditional music. These findings suggest that although most young people have some level of awareness of traditional music, the habit of actively engaging with it remains limited. The dominance of the "occasional listening" group indicates that Gen Z retains a certain level of interest, but traditional music has yet to secure a consistent presence in their daily listening habits - especially when compared to modern or mainstream genres readily available on digital platforms. Moreover, the high percentage of respondents who rarely listen voluntarily highlights the ongoing challenge of sustaining and fostering meaningful engagement with traditional music among younger generations.

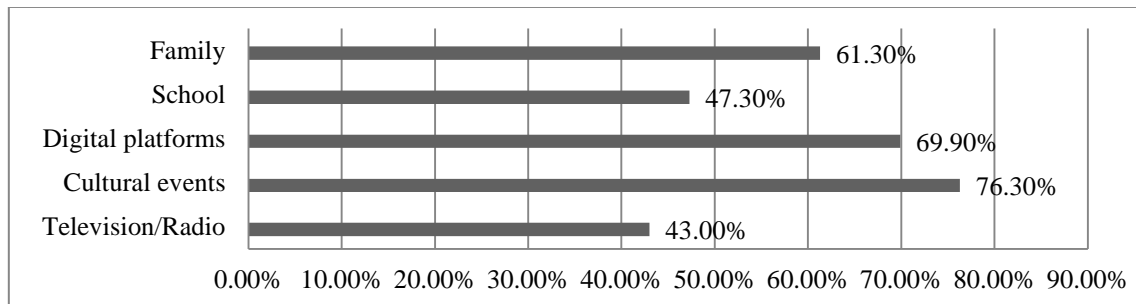


Chart 8. Forms of Access to Traditional Music Among Generation Z

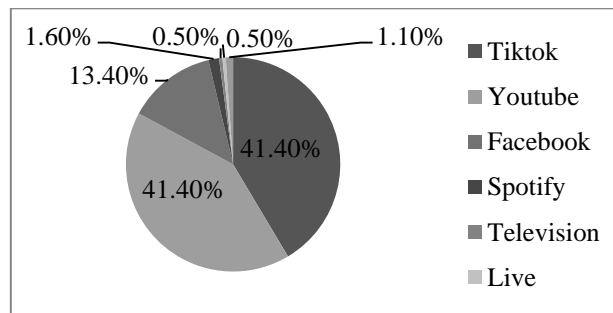


Chart 9. Channels Through Which Generation Z Accesses Traditional Music

Generation Z engages with traditional music through a variety of channels, with the most prominent being cultural events (76.3%) and digital platforms (69.9%). This demonstrates that

Gen Z not only seeks information but also desires direct experiences and interactive engagement within digital spaces. This trend can be explained by the strong association of traditional music with local festivals and communal events, as well as the rapid expansion of digital platforms, which have effectively digitized music, infusing it with a contemporary appeal while retaining traditional elements. Family also plays a significant role in introducing traditional music to younger generations. As a natural and emotionally resonant medium, the family remains an effective conduit for cultural transmission. Beyond cultural events and digital platforms, schools and mass media such as television and radio also serve as important access points. In some regions, folk songs have been officially integrated into school curricula, thereby institutionalizing cultural education. Meanwhile, mass media helps extend the reach of traditional music, making it more accessible to young audiences. Among digital platforms, **YouTube and TikTok** are the most commonly used by Gen Z to engage with traditional music. These platforms have become powerful tools for promoting heritage music thanks to their audiovisual nature and the appeal of short-form content. While Facebook is still used, it no longer serves as a primary channel for traditional music consumption compared to TikTok and YouTube. Platforms such as **Instagram** and **Spotify** are used less frequently, as they are not yet well-suited to delivering traditional music content - Instagram being image-centric, and Spotify still lacking a sufficient repository or dedicated investment in this genre.

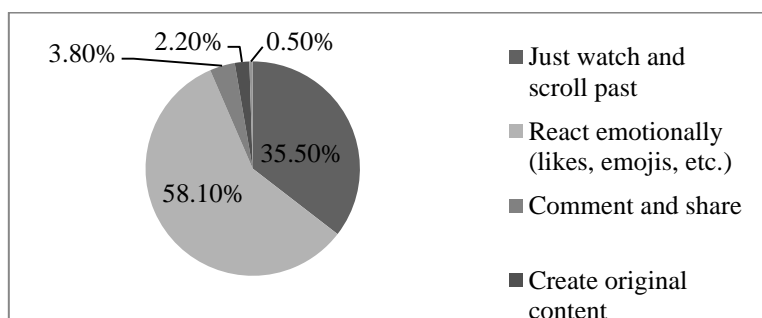


Chart 10. Gen Z's Reactions and Perceptions When Engaging With Traditional Music

The data shows that 35.5% of respondents reported passively viewing or scrolling through content related to traditional music, while 58.1% expressed emotional reactions such as likes, comments, or shares. This indicates that although Gen Z is engaging with traditional music content to some extent, their level of deep participation - particularly in content creation and dissemination - remains limited. The proportion of those who actively create content, perform, or upload related materials is notably low. This highlights a potential gap - and simultaneously an opportunity - for Gen Z to evolve from passive consumers to active creators and cultural ambassadors for traditional music in the digital space.

5.4. Factors That Attract Gen Z to Traditional Music and Existing Barriers

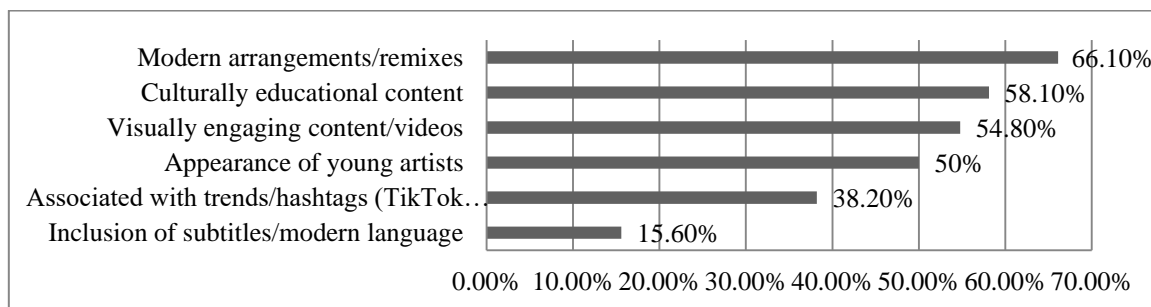


Chart 11. Approaches to Revitalizing Traditional Music to Suit Gen Z's Tastes

Modernization is seen as the key to making traditional music more accessible and appealing to today's youth. A significant 66.1% of respondents selected "modern harmonization and arrangement" as the most effective method for renewing traditional music - an approach that aligns well with contemporary musical styles and Gen Z's aesthetic preferences. Other highly rated strategies include "educational and inspirational content" (58.1%) and "engaging visuals or videos" (54.8%), suggesting that Gen Z desires not only to listen but also to understand and feel inspired through visual storytelling. Notably, the presence of young artists (50%) and alignment with social trends or hashtags (38.2%) further highlight that Gen Z is more likely to engage with traditional music when it is associated with familiar, youth-driven identities or popular movements on social media.

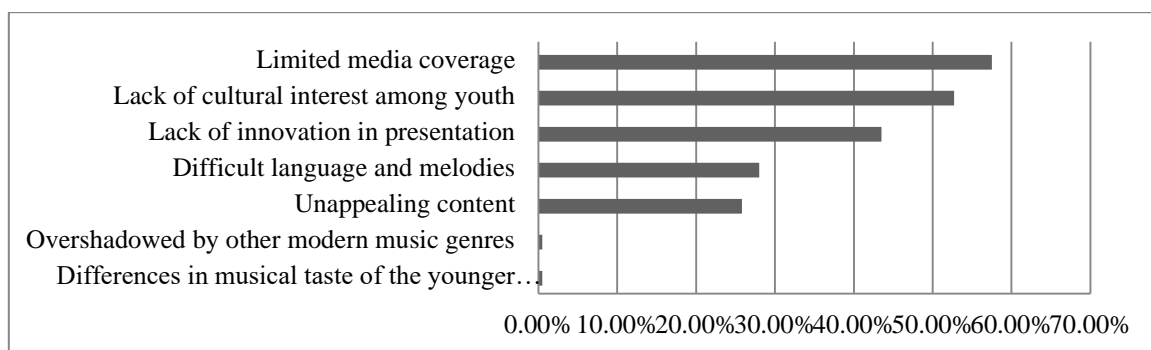


Chart 12. Barriers Preventing Gen Z from Engaging With Traditional Music

From the chart above, poor communication is identified as the biggest barrier. Although Gen Z accesses traditional music through digital channels, its promotion and dissemination remain limited. Only when it is widely spread or goes "viral" can its growth accelerate. A lack of cultural interest among young people (52.7%) and a "lack of innovation in format" (43.5%) are also major issues. Content and language are not the main problems - "difficult language and melody" and "unattractive content" have lower percentages.

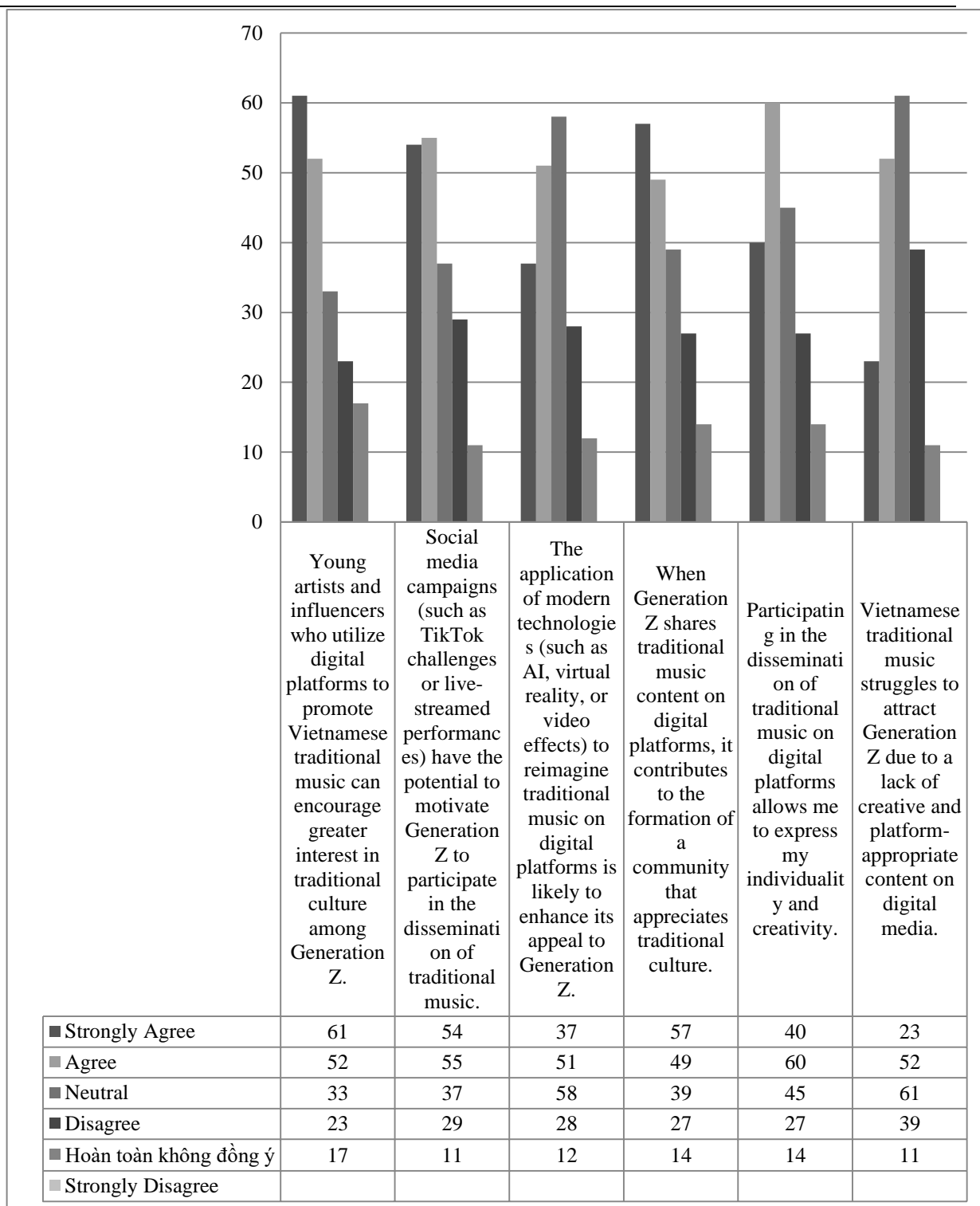


Chart 13. Gen Z's Assessment of the Role of Technology and Social Media in Promoting Traditional Music

As many as 60.5% of Gen Z agree or strongly agree that young artists and influencers promoting traditional music on digital platforms make them more interested in traditional culture, while only 12.3% disagree. This shows that the digital environment, along with the

creativity of young artists, is opening up new approaches, making traditional music more accessible. However, 27.2% are neutral, indicating that a portion remains uncertain about the influence of this factor.

Campaigns such as TikTok challenges, livestreaming, etc., are considered by 58.3% of respondents to be capable of encouraging Gen Z to spread traditional music. The rate of disagreement is 21.4%, while 19.8% remain neutral. This result indicates that Gen Z is sensitive to how content is delivered and tends to be attracted to creative and highly interactive formats. However, the actual effectiveness of such methods still needs further evaluation.

Regarding the use of AI, virtual reality, or video effects to attract Gen Z to traditional music, 56.1% expressed agreement. However, the rates of disagreement (21.9%) and neutrality (20.9%) reflect a clear division. Gen Z embraces technology but is also cautious about preserving traditional identity - especially when integrating modern elements into long-standing cultural values.

More than 50% of Gen Z believe that sharing traditional music content on digital platforms can contribute to building a community that values traditional culture. However, with 21% neutral and 21.9% in disagreement, there is still skepticism about the long-term impact of content sharing in preserving cultural values.

53.5% agree that spreading traditional music on digital platforms is a way to express personality and creativity. Gen Z uses social media not only for entertainment but also to construct their personal identity. However, the remaining 46%, who are either neutral or disagree, indicate that barriers still exist in finding engaging ways for them to express themselves through traditional content.

Traditional music is believed to be difficult to attract Gen Z due to a lack of creative content suited to digital platforms, according to 40.1% of survey respondents. Although this figure is not excessively high, it reflects a real challenge - without innovation in presentation, traditional music may continue to be seen as “distant” in the digital entertainment world. Nevertheless, 32.6% are neutral and 26.8% disagree, showing that there is still faith in the inherent appeal of traditional music - if it is presented in a fresh and engaging way.

5.5. Proposed Solutions from Gen Z

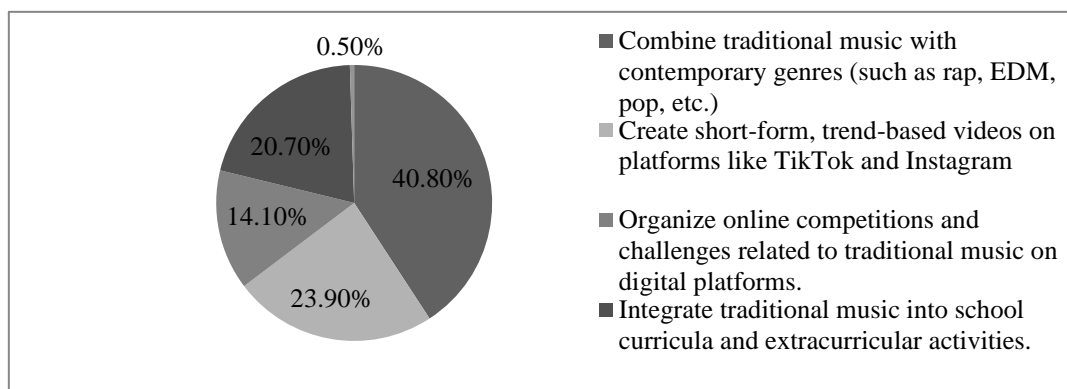


Chart 14. Solutions to Attract Young People to Traditional Music on Digital Platforms

The survey results clearly reflect Gen Z's perspective on preserving the core values of traditional music while creating new products on digital platforms. Gen Z prioritizes innovative and creative approaches to traditional music. Nearly 41% chose the combination of traditional music with modern genres such as rap, EDM, and pop as an effective strategy on digital platforms. Additionally, 23.9% support spreading traditional music through short, trend-based videos on social media, highlighting the prominent role of TikTok and Instagram in marketing music to young audiences. Approximately 20.7% proposed organizing online contests or challenges to foster interaction and experiential appeal. Meanwhile, only 14.1% highly valued the integration of traditional music into school curricula, suggesting that the current educational approach is still not engaging enough for this generation.

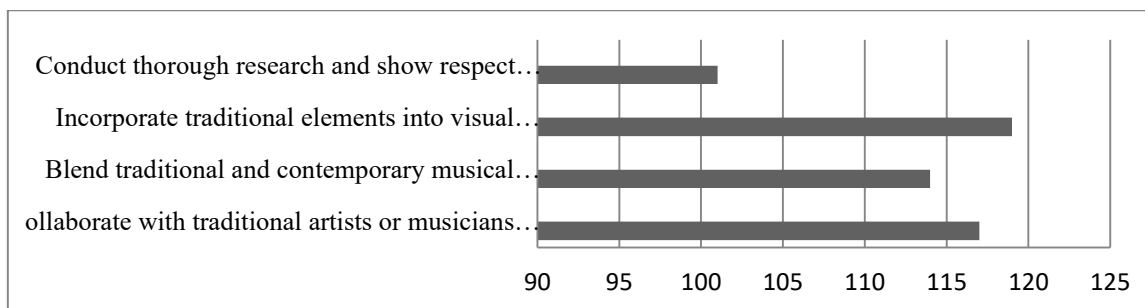


Chart 15. Solutions for Preserving Traditional Core Values in New Music Products by Young Artists

The data shows that the majority of respondents highly value the integration of traditional elements into visuals and performance formats on digital platforms. Specifically, 64% of participants believe that incorporating traditional elements into imagery, costumes, stage settings, or music videos is an effective way to preserve the core values of traditional music in the creation of new works. In addition, 62.9% encourage young artists to collaborate with artisans or cultural experts to ensure authenticity and cultural depth. The combination of traditional and modern musical materials also received strong support (61.3%), reflecting a multidimensional musical approach aligned with Gen Z's contemporary tastes. Meanwhile, 54.3% believe that thorough research and respectful engagement with traditional melodies and rhythms remain a necessary foundation.

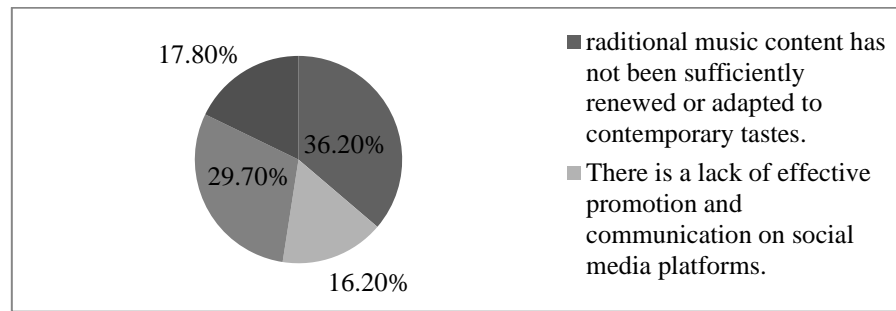


Chart 16. Obstacles Facing Gen Z in Accessing Traditional Music on Digital Platforms

Analysis of survey data shows that the main barrier preventing young people from engaging with traditional music on digital platforms is the lack of innovation in content (36.2%), reflecting a gap between Gen Z's modern musical preferences and the traditional presentation style. In addition, nearly 30% stated that the lack of suitable spaces and interactive environments makes it difficult for them to access and remain connected with this genre. Moreover, 17.8% of respondents prioritize modern and international music genres, leading to a decline in interest toward national traditional music. Notably, 16.2% pointed to weaknesses in communication and promotion strategies, highlighting the urgent need for more effective digital marketing approaches.

In the open-ended question, when asked what elements a digital campaign should include to promote traditional music to Gen Z, respondents offered numerous era-relevant suggestions. Most emphasized that an effective campaign must strike a balance between creativity, modernity, and cultural identity. Among the most appealing approaches was the fusion of traditional music with contemporary genres such as EDM, rap, lo-fi, and pop - methods seen as aligning with Gen Z's tastes. Visually compelling content was also highly rated. Gen Z expressed a strong preference for high - aesthetic-value products, including graphics, lighting effects, and modernized traditional costumes, matching the characteristics of "fast-paced - eye-catching - easily viral" content on platforms like TikTok, YouTube Shorts, CapCut, etc. The involvement of young artists, influencers, and respected figures, as well as collaborations between contemporary and traditional artists, was considered a key factor in enhancing cultural depth and outreach. Interactive activities such as remix challenges or reinterpreting old songs in new styles were also recommended. Some respondents suggested incorporating light-hearted entertainment and educational elements into short videos, avoiding a rigid or didactic tone. Additionally, creating sound templates, dance challenges, or CapCut templates based on traditional music remixes was seen as a practical way to engage the community and encourage widespread participation.

6. Discussion

6.1. Comparison with Previous Research Findings

The study "*Communication about Traditional Culture through Music Videos of Young Singers in Vietnam*" (2023), published on the ResearchGate platform, focuses on analyzing how young artists incorporate traditional cultural elements into music videos using a modern aesthetic

language. It affirms that music videos serve as an effective medium for cultural communication in the digital media environment. This view aligns closely with findings from the current survey, in which most participants expressed their willingness to engage with traditional music if it is delivered via familiar platforms such as TikTok, YouTube, or Spotify, using shareable formats and aesthetics that align with digital tastes.

However, the current study goes beyond the product - or artist - centric perspective by emphasizing the role of Gen Z as co-creators in the process of reinterpreting and disseminating traditional music. It highlights a shift from passive reception to active co-creation, illustrated by Gen Z's proactive involvement in producing and sharing traditional music content on digital platforms. Additionally, the research expands the ecosystemic perspective by underscoring the importance of education, media, and creative communities in maintaining the connection between young people and musical heritage.

Moreover, while Yihang Xu's study offers some solutions for improving Gen Z's engagement with classical music, it remains limited to a passive reception framework. In contrast, the current research emphasizes Gen Z's active creative behaviors - such as remixing, editing TikTok clips, and rearranging folk music - as concrete evidence of their role as cultural co-constructors in the digital space.

Recently, digital culture has become a significant arena for Gen Z in Vietnam. For example, the *TVCcreate* competition organized by university students applied digital thinking to heritage through creative videos, demonstrating the potential for cultural dissemination using digital language (Văn Hóa Newspaper, 2025). A study by *Biển Việt Nam* also revealed that Gen Z actively explores and shares cultural - historical content via social media platforms such as TikTok and YouTube, with high engagement rates (Biển Việt Nam, 2025).

In issue no. 1 (2023) of the Journal of Cultural Studies, Phạm Thị Thu Hương emphasizes that sustainable cultural development in the present context must be grounded in three core approaches: national identity, scientific orientation, and popularization. These principles can be flexibly applied in the digital environment, where technology functions not only as a means of transmission but also as a medium that shapes ways of thinking about heritage. The act of younger generations—particularly Gen Z—creatively engaging with and disseminating traditional cultural values via digital platforms represents a convergence of popular spirit, cultural inheritance, and the application of modern technology. This approach is entirely compatible with the theoretical model presented in this article.

6.2. Significance of the Study

This study affirms that Gen Z plays a vital role in reinterpreting and revitalizing traditional cultural values on digital platforms. Today, Gen Z not only receives but also actively creates content, blending traditional elements with modern language and aesthetics. Their selective attitude, creative spirit, and technological fluency demonstrate their potential to renew and expand the space for the dissemination of traditional music in digital environments.

At the same time, the study introduces a new approach to engaging with folk culture through a digital media mindset. Instead of relying solely on administrative or conventional educational preservation strategies, the survey results suggest that integrating culture into digital

content - via interactive campaigns, visually engaging formats, and viral-friendly designs - could be the key to building a sustainable connection between folk culture and younger generations. The research not only investigates how Gen Z engages with traditional music but also proposes a fundamentally new way of approaching folk culture - one based on digital media thinking, in which the younger generation acts as active agents in creating, interpreting, and spreading cultural values through digital platforms. This represents a significant theoretical and practical contribution to cultural studies in the digital age.

6.3. Limitations of the Study

Despite achieving several positive outcomes, this study still has certain limitations that need to be acknowledged frankly as a foundation for future research. One of the most significant limitations lies in the relatively modest sample size, which lacks strong representativeness. The survey respondents were mainly university students concentrated in the northern region of Vietnam, making it difficult to generalize the findings to the entire Gen Z population nationwide. Moreover, due to time and resource constraints, the study primarily employed basic quantitative descriptive methods and did not explore advanced statistical techniques such as factor analysis, causal relationship testing, or cultural consumption behavior modeling.

Another limitation is the absence of an intergenerational comparative perspective. This makes it difficult to clearly assess the distinctiveness of Gen Z in their reception of traditional music. Without control groups from other generations - such as Gen Y, Gen X, or the post-Gen Z cohort - the study's capacity for inference and in-depth analysis remains limited.

Lastly, the research mainly focused on surveying young people's perceptions, attitudes, and expectations, without delving into specific behaviors or measuring the impact of ongoing campaigns to promote traditional music. The lack of experimental data or in-depth interviews with artists and content creators is also an area that needs improvement.

7. Conclusion and Recommendations

7.1. Conclusion

Survey results indicate that Gen Z possesses a relatively strong awareness of Vietnamese traditional music, with over 96% recognizing genres such as *Quan họ*, *Hát chèo*, *Tuồng*, Southern folk songs, and *Nhã nhạc cung đình*. However, their level of appreciation and frequency of listening remain limited, suggesting that traditional music has yet to become a common form of entertainment among the younger generation. Gen Z primarily accesses traditional music through cultural events, YouTube, TikTok, and family influence. The roles of young artists and influencers are highly valued in spreading traditional values. They are particularly drawn to modernized music products that feature creative harmonization, engaging visuals, and educational content. Nonetheless, the application of emerging technologies such as AI or virtual reality remains controversial, as many express concerns over the potential loss of cultural authenticity. The most significant challenges today include a lack of proactive interest from the youth and ineffective communication strategies that fail to foster long-term listening habits. Yet, Gen Z - with their digital mindset and innovative spirit - holds the potential to become a creative bridge that brings traditional music sustainably into the digital age.

7.2. Recommendations

To effectively promote Vietnamese traditional music to the Gen Z demographic on digital platforms, it is essential to enhance multi-channel communication campaigns with creative and engaging content. In parallel, modernizing traditional music - through new arrangements and the incorporation of contemporary musical elements - can make it more relatable to Gen Z's aesthetic preferences. However, the application of digital technologies such as AI and virtual reality should be approached with caution to ensure that the core values and cultural identity of traditional music are not compromised. Furthermore, efforts should be made to diversify the range of traditional music genres introduced, rather than focusing solely on the most popular ones. In addition, content should emphasize educational value, cultural inspiration, and experiential engagement in order to foster sustainable interest among Gen Z audiences.

7.3. Future Research Directions

Future studies should focus on evaluating the effectiveness of various forms of digital communication in promoting traditional music to Gen Z, especially on emerging platforms and through innovative interactive formats. It is also essential to diversify the surveyed Gen Z population across different regions to better understand variations in perceptions and preferences related to traditional music.

In addition, in-depth research on the impact of modernizing traditional music through new technologies on Gen Z's awareness and attitudes will help identify a balance between innovation and cultural preservation. Finally, fostering collaboration among traditional artists, young performers, influential figures, and media organizations will be key to developing more effective and sustainable campaigns for the dissemination of traditional music in the future.

**This article was supported by the program Eurasia – Asian Perspectives in the Global Era: Identity, Integration, and Innovation, Thang Long University, sponsored by the Eurasia Foundation (from Asia).*

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