

LENTERA: Nusantara Educational Literacy for the Brightness of Literacy — Strategy for Preserving Lontara Script in The Digital Era Through the Bugis Makassar Sipakatau, Sipakainge, Sipakalebbi Philosophical Approach

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Abstract. Understanding of the Lontara script in South Sulawesi shows a downward trend, with most young people only recognizing the forms without being able to read or write it. Based on data from the 2022 Program for International Student Assessment (PISA) by the OECD, Indonesia ranks 66th out of 81 countries in reading literacy, emphasizing the urgency of preserving regional languages and scripts. This research aims to design and implement the LENTERA (Educational Literacy of the Archipelago for the Light of Literacy) program as a literacy improvement strategy based on *Trigatra Bangun Bahasa*—Indonesian, regional languages, and foreign languages—with a technological approach and humanitarian values based on the Bugis Makassar philosophy of *Sipakatau* (humanizing each other), *Sipakainge* (reminding each other), and *Sipakalebbi* (honoring each other). The research method used descriptive qualitative design through a case study of LENTERA's implementation in a student community in South Sulawesi. Data collection methods included participant observation, in-depth interviews, and review of literature concerning literacy, language, and educational technology. Initial results indicate increased student interest in learning the Lontara script after the introduction of digitally interactive learning methods. The program also fosters awareness that language is not merely a means of communication but also a source of civilization, identity, and history. In conclusion, LENTERA has the potential to become an effective model of community service in preserving cultural heritage while improving literacy among the younger generation. The implementation of this program aligns with the Tri Dharma of Higher Education, point 3 (Community Service), and supports equitable access to technology and education, even in remote areas. By preserving literacy, future generations not only preserve history but also strengthen national identity.

Keywords: Lontara Script, Language, Digitalization, Literacy, Preservation