

Sundanese Indigenous Culture:

Communication Media and Preservation Strategy

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Abstract

Culture war phenomenon in modern media is one of our concerns today. Popular culture has defeated indigenous culture. Modern mass media framing is more concerned in popular culture than in the traditional one. Less attention to traditional culture makes some problems such as conflict between Indonesia and Malaysia, popularity of Korean style, and the decreasing sense of nationalism among the youth. Avoiding the loss of our culture, we need to re-think to give a new solution in modern communication media and preservation strategy.

Sundanese culture is used in West Java Province. West Java has 46 million of population and a lot of traditional dances, songs, instruments, sports, games and traditional ceremonies. There is also some local media that support modern cultural preservation such as book, television program, radio program, newspaper, magazine, and media online. Modern events are also held to preserve Sundanese culture through a performing stage and festivals. To preserve traditional culture, some people make traditional community and ethnic-business. Moreover, West Java Government Official of Tourism and Culture Department has been taking some cultural preservation program.

This research will explore Sundanese culture by using a descriptive qualitative research with literary study, observation, and interview. The object of research are Salamina Book : Sundanese wedding, Hariring Sunda BandungTV television program, Sipatuhanan Radio, Galura Tabloid Sunda, Mangle Magazine, and Salaka Online. Some Sundanese event are also observed such as Teater Sunda Kiwari performing, Drama Basa Sunda Festival. The last is about Paguyuban Sunda community and Saung Udjo company. This study aims at exploring the modern media and to formulate a new culture preservation strategy which collaborates with government, local society and public tourism.

(Keyword : Indigenous culture, Mass Media, Culture Preservation Strategy)

1. INTRODUCTION

Sundanese culture is used in West Java Province which has 46 million of population. Sundanese culture consists of traditional dancings, songs, instruments, sports, games and traditional ceremonies.

Unfortunately, there is still small attention from people to preserve their sundanese culture. Even West Java already has local government regulation to encourage people using Sundanese language on Wednesday, especially for education institution, government and society. But the application of this regulation is still weak. Most people are still not aware about this regulation (Tempo.co, July 2012)

The rise of K-pop (Korean popular culture) in youth lives makes Indonesian young people adopted Korean popular culture to their lifestyle. They adore Korean band, movie and food. They also follow the Korean artist's look as their life style.

On the other hand, there is only a few local media that support local culture preservation. These business media produce book, television program, radio program, newspaper, magazine, media online, event and also performing business.

Moreover, West Java Government Official of Tourism and Culture Department has been taking some cultural preservation program such as providing cultural information in their website and also making routine cultural performing for public.

2. Research problem

This research will explore about communication media that play role in preventing Sundanese culture in West Java. The selected media are Salamina Book, Mangle magazine, Pojok Si Cepot local television program, radio program, and Saung Udjo.

3. Discussion

3.1. Culture

Taylor (in Sulaeman,1995:10) says that culture or civilization implies a broad, encompassing understanding of the complex feelings of a nation which includes knowledge, belief, art, morals, law, customs and other which is obtained from members of the public . Whereas Kroeber and Kluckhohn (in Sulaeman, 1995: 11) suggests the definition of culture is: "A variety of patterns, behaviors, thoughts, feelings, and reactions which were obtained and mainly derived by the symbols that make up the distinctive achievement of human groups, including the realization of material things; central essence of culture consists of traditional ideals or ideologies, and especially attachment to those values.

Cultural heritage, according to Davidson (1991:2) defined as 'the product or result of physical culture from different traditions and spiritual achievements from the past that become principal elements in the identity of a group or a nation. So cultural heritage is the result of physical (tangible) and cultural values (intangible) of the past.

These Cultural values from the past (intangible heritage) is derived from local cultures in Indonesia, including: traditions, folklore and legends, native language, history, creativity (dance, song, drama performances), adaptability and uniqueness of the local community (Galla, 2001: 12). Local word does not refer to a geographical area, in particular districts / cities, with clear administrative boundaries, but rather refers to the culture of the region that is frequently exceeded administrative areas and also do not have a clear border line with other cultural areas. The word can also refer to the local culture in indigenous people's culture (inlander) which has been called as a cultural heritage.

Physical cultural heritage (tangible heritage) is often classified as immovable heritage cultural heritage and movable heritage. Immovable cultural heritage is usually located in the open and consists of: sites, historic places, land and water landscapes, ancient buildings and / or historic hero statues (Galla, 2001: 8). The cultural heritage of moving usually placed in the room and consists of: cultural heritage objects, works of art, archives, documents, and photographs, printed work, audiovisual form of tapes, videos, and movies (Galla, 2001: 10).

3.2. Communication Media

According to Wilbur Schramm, the mass media functions are information, education, entertainment and social control. Mass media has a role for preserving local culture to enrich Indonesian culture. But, most of media today lead to negative culture, for example pop culture. Popular culture characteristics are instant, shallow, self-centered, and market-oriented. It could be music, song, film, novel, or in the form of makeup and lifestyle. Many consider as due to Westernized modernity. It also called as materialism, consumerism, violence and Hedonism. Materialism is familiar with measuring success from material, mass consumerism by buying products without think to its benefit, violence means demand to have rights without taking into consideration the logic and the democratic process. And the last is live for pleasure.

Today pop culture can also in other version such as entertainment, food, fashion, life style, and where to get along. Teenage pop culture spend their time to take good entertainment on TV, film or online media as well, eating only foods that come from overseas, using western branded clothes and even haircuts and the hijab made of foreign country. They use earrings, tattoos, idolize pop singer who simply indulgence in matters of love without idealism. As well as teens who hang out with her friends just for fun at the malls and cafes.

Pop culture is also disseminated by the mass media. Mass media is more concern to disseminate pop culture because it has more value for the advertiser than traditional culture. Only a few media still have a mission for preserving traditional culture. Mass media can do its function such as to inform, to educate, to entertain and to give social control to preserve traditional culture. For example, media can inform where we can get information about traditional culture, community and event. Media can educate people about the history of culture, its value and how to preserve it. Media can entertain people by making traditional culture performing program in television. Media can also publish public service announcement about preservation of traditional culture program as social control.

3.3. Sundanese Media

This paper will explore about some Sundanese Media and their characteristic. The media are Salamina Book, Pojok Si Cepot STV, Rodja Radio Program, Mangle Magazine, Saung Udjo and Kiwari Theatre Community.

3.3.1 Salamina Book



A wedding often lose their meaning because of modernization. The modernization which is offering practical things displaces the noble cultural value. Whereas culture in a wedding procession will help the bride to create sacred intention of the wedding.

Bridal makeup and Sundanese traditional wedding etiquette is one of a series of significant cultural that needs to be disseminated. This book includes "cooperation" forms between tradition and modernization to create am up-dated

collaboration, but still sacred. Starting from the concept of make-up, bun, fashion, until Sunda unique rituals packed within each page.

This book gives discourse about an extraordinary cultural heritage which must be preserved. Although the application is adjusted to the lifestyle trend. Foreword by Mrs. Senda Dede Yusuf (wife of West Java Vice Governor).

Salamina book content are

- a. Tradition and bridal Sundanese makeup and Sundanese traditional wedding etiquette
- b. Bridal makeup Sunda (the make-up, hairdo, the flower)
- c. Sundanese princess (makeup for the traditional ceremony)
- d. Sunda Siger (makeup for wedding party)
- e. Makeup for wedding ceremonies in a series of traditional Sundanese: Application (the proposal), recitation (the prayer), ngebakan (the shower), Ngeuyeuk seureuh (The symbolic gestures)



3.3.2. Mangle Magazine

“Mangle” in Sundanese means jasmine garlands decorate the bun woman. Mangle become more fragrant day to day. First published in October 1957 in Bogor, in 1962 and now based in Bandung. The Mangle vision is to become the media which Sundanese people proud of. Its mission are maintain the literature and philosophy Ki Sunda, being a communication media of Sundanese people, preserve the

Sundanese culture with various ethnic groups and maintain balance profit between business oriented and the preservation of Sundanese.

Content Policy in Mangle is consist of entertainment value and cultural aspects of Sunda. It also provide cultural issues of national and international. The proportion of Mangle is 55% of entertainment and Human Interest, 20% Culture and History, 20% Religion and Education, 5% Informative News etc.

Mangle Magazine rubrics:

- Guest / Profile, rubric to introduce public figures
- Nyingraykeun Lalangse Aheng, contains article with magical value and traditional medical treatment
- Saketeng Lawang, prolog from the editor.
- Katurug Katutuh, tragic story of lige
- Koropak, letters from reader to the editor.
- Munara Cahaya, article about Islam religion
- Implik-implik, contains of habits, entertainment or other unique side of society.
- Kingkilaban, contains breaking news or info, gossip of leaders, artists, humanists
- Carita Pondok (Carpon), a fiction story
- Carita Nyambung, a serial story.
- Columns, critical view and scientific articles
- Mangle Alit, writing of children
- Mangle Rumaja, writing of the youth
- Katumbiri, writings of local news or other news, in social cultural issues etc.
- Bale Bandung, writings of Sundanese culture

- Sajak and Dangding, Sundanese modern and traditional poetry
- Discussion, articles about economic, environmental, cultural, educational and other problems.
- Nyusur Galur Mapay Raratan, writing about histories which is connected to Sundanese culture
- Barakatak, humor story
- Lempa Lempi Lempong, rubric of critical question and answer but humorous.
- Tarucing Chakras, Rubric puzzle



3.3.3 Saung Angklung Udjo

Udjo, Sundanese figures, famous as angklung performer. Born in March 5th, 1929. Little Udjo started his journey in music, art and culture, since he was 4 years old. Saung Angklung Udjo (SAU) is one-stop cultural workshop, consists of : performance venue, bamboo handicraft centre, and bamboo instrument workshop. Apart from that, SAU has an honorable function as an educational laboratory and training centre to preserve the Sundanese culture – Angklung in particular.

Established in 1966 by Udjo Ngalagena and his beloved wife Uum Sumiati, with a strong purpose and dedication to conserve and preserve Sundanese traditional art and culture. Saung Angklung Udjo believes that harmonic relation is symbiosis mutualism which creates smile, warmth inside heart, and certifiable effort based on credibility for fulfilling the corporation goals.

Long time ago, angklung was an instrument that had religious ritual function. The main function of angklung was as a medium to invite Dewi Sri (rice goddess/prosperity) to come down to the earth and gave fertility to plants. They used tritonik (three tones) angklung, tetra tonik (four tones) and pentatonic (five tones).

Saung Angklung Udjo is one of the best tourism destinations in West Java. It is not only for local but also international tourist. In fact, Saung Udjo often receives invitation to perform in overseas.

3.3.4 Pojok Si Cepot (STV Program, Traditional Comedy)



Tells about the Cepot who has become icons of Sundanese humorous figure. Impressions this 30-minute comedy, broadcast on STV local TV station. Packaged as creative among modern puppet show performance that elevates the story of daily life coupled with creative works hardset STV team

completes the look of this program becomes more attractive and popular.

- The topic of Pojok Si Cepot is about hot issues in society. It can be from politic, economics, social, cultural etc but in a comedian way.

3.3.5 Dakwah (Sundanese radio program at Bandung Rodja Radio 1476AM)



First broadcasted in June 2011 as a religious radio, care about health and social problems, with no commercial advertising

breaks. Its vision is to give right understanding of Islam and the Qur'an as appropriate Sunnah according to the understanding of the best generations of people.

The goal is to make Radio Rodja as electronic media for disseminating Islam. It gives religion program with the Sundanese language. The strength of this sundanese religious program is can be downloaded through the webs

3.3.6 Teater Sunda Kiwari



36-year journey Sunda Kiwari Theatre. A fairly long period to manage an association that remains consistent with the goals, ideals that sustain language and culture (Sunda). Through the medium of theater, Theatre Sunda kiwari sought preservation efforts Sundanese values.

Long before the nomenclature of West Java, local regulations have now been assigned to the Regional Regulation No. 5 of 2003 on the preservation of the language and culture of Sundanese, Sundanese kiwari Theatre since its foundation in 1975 has been trying to develop, maintain, preserve, and develop good Sundanese in any show or other program activities.

Theatre is one of effective media in an effort to preserve the language and culture introduced. The player automatically learn the history of culture, traditions, tools, and types of art, as well as other things. Similarly, the community as appreciators, it will eventually get to know the traditions and cultural values.

Sunda Kiwari Theatre Drama Festival held Drama Basa Sunda Festival (FDBS) every two years since the start of 1990 until now. At each festival, the number of participants is always increase.

Sunda Kiwari Theatre received an award from the Indonesian Record Museum (MURI) in 2008. As a medium of learning, FDBS has stimulate the participants, screenwriter, and the audience, to make observations and review of the Sundanese cultural wealth. FDBSP 2011 held Sunda kiwari Theatre in collaboration with the Department of Tourism and Culture of West Java.

3.4 Government Media



Department of Tourism and Culture of West Java has a website to inform society about traditional culture from West Java

(<http://disparbud.jabarprov.go.id>).

It consist of Department Profile, News, Article, Tourism Information and database, Event, Art Group, Online Registration, and Complain. Profile consist of the organization structure and job description. News consist of news from web admin about department activitiy and publication from newspaper. Article is a writing that connected to the Sundanese culture. Information consist of Natural Object, Cultural Tourism, Attraction Tourism, Recreation, Historical Place, Specialty interest. Tourism data base is consist of tourism village, traditional games etc. Event consist of traditional, national and international cultural event that will be held in West Java. Art group is information about registered art communities with their contact. Online registration is a page for people to join to this website and put their information community to be published.

3.5 Preservation Strategy

During this research, there is some problem from Sundanese people in preventing their culture. From Sundanese culture book, we see that there is only small number book that tell about sundanese culture in a modern book store. So, the publishing company should be aware of preservation by making more corporation effort with government to produce more Sundanese cultural books. Local writer should be encouraged to create Sundanese book with popular style to push the selling.

Mangle magazine is difficult to find in modern store because the low number of readers. The magazine may change their format to adjust with market needs. The book retail should give wide opportunity for printed media that preserve traditional culture.

TV and radio program have responsibility as a mainstream media that can preserve traditional culture in wide range. It should be a TV program that contain of culture in popular way. If they can make an interesting program, public will watch, and advertisement will sponsor the program.

Community can do more effort to have more sponsorship from government or company. Government has obligation to preserve the culture. Companies can help in funding as their company social responsibility program.

Government should continue the effort in preservation. The website content is still incomplete, small number of the database and user.

The preservation strategy is to collaborate all the cultural stakeholder, government, media, company, community, public to work together to preserve their culture. It should be an effective communication among them. With the internet, stakeholder can communicate each

other to make their program more effective and efficient. For example, media industry can ask government to give tax subsidy to media program which produce traditional cultural product. Community can communicate to government to help them publish the product or service and ask company social responsibility. The key success factor for this preservation is the role of government. It is government responsibility to make preservation program and public follow the program.

4. CONCLUSION

Communication media can play a significant role in preserving traditional culture. But today media industry is tend to disseminate popular culture more than traditional ones. In West Java Province, Sundanese culture preservation awareness is still low. It showed from the small number of sundanese book and magazine in modern bookstore, a few radio and TV program has cultural program, and sundanese community activity is rarely found. Government should do more effort to make a successful preservation program for the Indonesian culture. Otherwise our traditional culture will be extinct.

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