

ABSTRACT

This study aims to describe the development of Tembang Pagerageungan art in Bumi Ageung, Pagersari Village. This study uses a qualitative approach with ethnographic methods. Data collection was carried out by means of literature study, observation, interviews and documentation. Data analysis through the stages of domain, taxonomy, componential, and cultural themes. The instruments used were observation guidelines, interviews and documentation such as sound recordings, images and observations. The results of the study showed the development of Tembang Pagerageungan art, namely; 1) Penembang can be performed by women and children as an addition, but for performing arts it is still performed by men. 2) Clothing uses typical Sundanese clothing, namely pangsi or can use Islamic nuances such as koko. 3) The time for the performance can be done at any time to adjust to the event. 4) The escort uses musical instruments such as kecapi, gambang and teurebang. 5) The place of performance can be done in various places, depending on the needs of the event. Bumi Ageung has a mission to utilize, develop and preserve regional arts for positive purposes. Bumi Ageung certainly faces various challenges for its preservation mission, but continues to strive to maintain its local arts in the midst of modernization. Bumi Ageung has made several preservation efforts such as introducing it widely using social media platforms, namely Instagram, TikTok, Facebook and Youtube. Documentation in the form of books and pupuh, as well as the Pasanggih Tembang Pagerageungan event involving the younger generation. This is because Tembang Pagerageungan has adapted to the development of the times, but still maintains its essence as a traditional art. Tembang Pagerageungan is not only an entertainment art, but also contains local wisdom values in the pupuh, namely religious values, social values and values of simplicity.

Keywords: Bumi Ageung, Local Wisdom Values, Tembang Pagerageungan.