ABSTRAK

FADILAH JULIANA, 2025. **Perkembangan Wayang Golek Sebagai Tradisi dan Bentuk Kebudayaan Lokal di Desa Margaluyu Kecamatan Manonjaya Kabuapten Tasikmalaya.** Jurusan Pendidikan Geografi Fakultas Keguruan dan Ilmu Pendidikan Universitas Siliwangi.

Penelitian ini dilatarbelakangi oleh peran kebudayaan sebagai sistem nilai yang tumbuh dan berkembang dalam masyarakat, termasuk kesenian wayang golek yang menjadi identitas budaya Sunda. Modernisasi dan perubahan preferensi masyarakat menyebabkan berkurangnya minat terhadap kesenian tradisional sehingga mengancam keberlanjutannya. Penelitian ini bertujuan untuk mendeskripsikan perkembangan wayang golek sebagai tradisi lokal serta mengidentifikasi faktor-faktor yang memengaruhi kelestariannya di Desa Margaluyu, Kecamatan Manonjaya. Metode yang digunakan adalah deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara mendalam, dokumentasi, dan studi literatur. Informan penelitian berjumlah 15 orang meliputi dalang, pelaku seni, tokoh masyarakat, pemerintah desa, dan warga setempat. Analisis data dilakukan melalui reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa perkembangan wayang golek di Desa Margaluyu dipertahankan melalui tradisi turun-temurun, keberadaan kelompok seni, serta dukungan sosial budaya masyarakat. Faktor yang memengaruhi kelestarian meliputi komitmen pelaku seni, regenerasi, dukungan keluarga, kegiatan budaya desa, dan pemanfaatan media digital. Penelitian menegaskan bahwa pelestarian wayang golek memerlukan kolaborasi antara masyarakat, komunitas seni, dan pemerintah desa agar tradisi ini tetap relevan dalam konteks modern.

Kata kunci: Wayang Golek; Perkembangan Tradisi; Pelestarian Budaya; Desa Margaluyu.

ABSTRACT

FADILAH JULIANA, 2025. ***The Development of Wayang Golek as a Local Tradition and Culture in Margaluyu Village, Manonjaya District, Tasikmalaya Regency.*** *Department of Geography Education, Faculty of Teacher Training and Education, Siliwangi University.*

This research is based on the role of culture as a value system that grows and develops in society, including wayang golek , which is part of Sundanese cultural identity. Modernization and changes in people's preferences have reduced interest in traditional arts and threaten their continuity. This study aims to describe the development of wayang golek as a local tradition and to identify the factors that influence its preservation in Margaluyu Village, Manonjaya District. The method used is descriptive qualitative with data collected through observation, in-depth interviews, documentation, and literature study. The research informants include the dalang , art performers, community leaders, village government, and local residents. Data analysis was carried out through data reduction, data presentation, and drawing conclusions. The results show that the development of wayang golek in Margaluyu Village is maintained through hereditary traditions, art groups, and social-cultural support from the community. Factors that influence its sustainability include the commitment of artperformers, regeneration, family support, village cultural activities, and the use of digital media. The study emphasizes that preserving wayang golek requires collaboration between the community, art groups, and village government so that this tradition remains relevant in the modern context.

Keywords: *Wayang Golek; Tradition Development: Cultural Prevertion; Margaluyu Village.*