

ABSTRAK

NADILA SADIAH. 2026. **Upaya Pelestarian Kesenian Tradisional Sebagai Unsur Budaya Pada Masyarakat Desa Bugel Kecamatan Ciawi Kabupaten Tasikmalaya.** Jurusan Pendidikan Geografi. Fakultas Keguruan dan Ilmu Pendidikan. Universitas Siliwangi. Tasikmalaya.

Penelitian ini dilatarbelakangi oleh menurunnya minat generasi muda serta minimnya pementasan kesenian tradisional akibat pengaruh modernisasi dan perkembangan teknologi. Kesenian tradisional yang menjadi fokus penelitian ini adalah kesenian Pencak Silat dan Reog Sunda yang memiliki nilai budaya penting sebagai sarana pewarisan nilai-nilai sosial masyarakat. Metode yang digunakan dalam penelitian ini adalah metode deskriptif kualitatif dengan teknik pengumpulan data melalui observasi, wawancara, dan dokumentasi. Subjek penelitian meliputi pelaku seni, tokoh masyarakat, pemerintah desa, serta anggota komunitas kesenian di Desa Bugel. Analisis data dilakukan melalui tahap reduksi data, penyajian data, dan penarikan kesimpulan. Hasil penelitian menunjukkan bahwa kesenian Pencak Silat dan Reog Sunda masih dilestarikan sebagai bagian dari unsur budaya masyarakat Desa Bugel. Upaya pelestarian dilakukan melalui beberapa cara, yaitu pewarisan budaya kepada generasi muda baik secara formal maupun informal, peran aktif komunitas dan dukungan pemerintah desa, inovasi dalam pengemasan kesenian agar lebih menarik, serta penyelenggaraan pementasan pada berbagai kegiatan masyarakat. Meskipun demikian, pelestarian kesenian masih menghadapi kendala seperti rendahnya partisipasi generasi muda dan keterbatasan sarana prasarana. Kesimpulan dari penelitian ini menunjukkan bahwa pelestarian kesenian tradisional memerlukan sinergi antara masyarakat, komunitas seni, dan pemerintah agar keberlanjutan budaya lokal tetap terjaga. Upaya yang berkelanjutan dan adaptif terhadap perkembangan zaman menjadi kunci dalam mempertahankan eksistensi kesenian tradisional sebagai hasil pewarisan kebudayaan masyarakat.

Kata Kunci: Pelestarian Kebudayaan, Kesenian Tradisional, Pencak Silat, Reog Sunda

ABSTRACT

*NADILA SADIAH. 2026. **Efforts to Preserve Traditional Arts as Cultural Elements in the Bugel Village Community, Ciawi District, Tasikmalaya Regency.** Department of Graphic Education, Faculty of Teacher Training and Education, Siliwangi University, Tasikmalaya.*

This research is motivated by the declining interest of the younger generation and the lack of traditional arts performances due to the influence of modernization and technological developments. The traditional arts that are the focus of this research are pencak silat and reog Sunda, which have important cultural value as a means of transmitting social values in society. Methods: The method used in this research is a descriptive qualitative method with data collection techniques through observation, interviews, and documentation. Research subjects included artists, community leaders, the village government, and members of the arts community in Bugel Village. Data analysis was carried out through the stages of data reduction, data presentation, and drawing conclusions. The results of the study indicate that pencak silat and reog Sunda are still preserved as part of the cultural elements of the Bugel Village community. Preservation efforts are carried out through several methods, including passing on cultural heritage to the younger generation, both formally and informally, active community involvement and support from the village government, innovation in presenting arts to make them more attractive, and organizing performances at various community events. However, arts preservation still faces obstacles such as low youth participation and limited infrastructure. The conclusion of this study is that the preservation of traditional arts requires synergy between the community, arts communities, and the government to ensure the sustainability of local culture. Sustainable and adaptive efforts to current developments are key to maintaining the existence of traditional arts as a result of the community's cultural heritage.

Keywords: *Cultural Preservation, Traditional Arts, Pencak Silat, Reog Sunda*