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Traditional Art in Building Cultural Identity: A Case Study on a Cultural Degree Event

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Abstrack

Brebes Regency is located at the west end of Central Java, directly adjacent to Cirebon Regency, West Java Province. In general, the people in Brebes, which is known as the city of Bawang, besides being famous for its agricultural products and also very famous for its salted eggs. Brebes Regency besides being famous for its agricultural and livestock products, Brebes Regency also has various kinds of culture that developed in the Brebes people, including the arts that still exist and are still being preserved by the people of Brebes Regency namely, Burok art, Kuntulan art, Sintren art, mask art dance and lumping horses art and digul art. The art is strived for a conservation to make it easier to build a cultural identity. This study aims to determine the cultural identity built in the conservation of traditional arts in Brebes Regency through cultural degrees. The approach used to examine and explore the problem in this research is using anthropological and sociological approaches. Because they can be used to determine the process of Cultural Degree held by Brebes Regency based on the reflection of cultural values for people who have human creations or historical events that have functions and people needs.

Keywords: Conservation, Traditional Arts, Identity

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INTRODUCTION

The conservation of traditional arts that grows and develops in Brebes Regency can be seen from the cultural values that are applied in the lives of the people of Brebes Regency. The people of Brebes Regency carry out the application of cultural values with the aim of making the most important and valuable benchmark in order to always maintain and preserve culture with the aim of knowing the cultural identity that exists in Brebes Regency. Conservation is a term that is familiar to hear in the environmental realm, how culture can be understood as a form of conservation is a discussion that is reviewed more deeply. Conservation has the meaning of an effort to maintain, preserve, and accept a development or change (Rahman and Padavettan 2012).

The application in the concept of conservation is not allowed to look at the various aspects that are applied and the disciplines of science, because the concept of conservation will cover various groups with different interests. It must be underlined that the application of the concept of conservation must involve the wider community, especially people who are in the environment of the conserved area. (Saputra and Purwantiasning 2013)

Art can be interpreted that something created by humans with elements of beauty that has the ability and can evoke a feeling of oneself and others. Thus, this definition of art has a product that is produced by beauty, so that humans can try to create something that is seen as beautiful and can bring themselves to pleasure. So that art is everything that lives and has the same breath as the development of a sense of beauty that grows in the human heart from time to time and can only be judged by the size of the taste.

In general, the people of Brebes Regency have a culture that comes from Javanese culture and Sundanese culture. For Sundanese culture, it is spread over six sub-districts, namely Salem District, partly in Bantarkawung, Larangan, Banjarharjo, Keanggungan and Losari

Districts. There are several sub-districts bordering Sundanese culture, so there is a lot of assimilation of Sundanese and Javanese culture. Even some of the population also uses two languages, namely Sundanese and Javanese. The people of Brebes and its surroundings are now more and more comfortable using the Brebesan Javanese language or ngapak, the Javanese language which is identical to the Brebes dialect. There are several important statements regarding to be able to build the identity culture of Brebes Regency. Almost all Brebes people can think that culture tends to be synonymous with art. Yet more than that, culture has a very broad meaning. Meanwhile, art is only limited to attractions that are shown visually. In the context of Indonesian tourism, art has an important role as part of attractions or tourist attractions, especially for some leading tourist destinations. (Darwis and Sutono Bandung Tourism College 2017)

Creativity and the combination of cultural arts can become a new art that can represent the cultural identity of a region. This is what Brebes Culturalists should formulate, especially with Brebes' own unique condition, which has Javanese and Sundanese elements. To be able to realize what are desires and hopes, it all takes a process and cannot be realized individually but will involve various groups of people to be able to support each other.

The Cultural Degree is a routine activity that is always carried out by Brebes Regency in an effort to realize and launch the existing Culture in the community around Brebes Regency. The Cultural Degree Ceremony carried out by the people of Brebes Regency has been carried out for about 10 years. However, the arrangement for the procession or official ceremonies related to regional symbols was carried out starting in 2009.

The implementation of cultural titles has been agreed and inaugurated every January 18, so that every January 18, Brebes Regency celebrates the anniversary of Brebes Regency. The series of commemorations of the

anniversary of Brebes Regency, namely the holding of a cultural carnival and culinary bazaar in commemoration of the 340th anniversary of the Brebes Regency which was held in the town square of the Brebes onion, Thursday 18/01/2018. Brebes Regency, religious leaders, community leaders, mass organizations, as well as political parties who participated in enlivening the anniversary of the district. Brebes in 2018.

The problems faced by the community in sparking the distinctive cultural identity of Brebes made researchers intrigued to find out what problems were faced by the community. So that researchers can do a search with the object to be studied such as at the anniversary of Brebes district. The anniversary of Brebes Regency can be seen from the form of the performance, the whole of the presentation philosophies presented in the Brebes Regency anniversary event. In addition, it can also be seen from the performance carried out by Dinbudpar how the government's actions are to be able to make efforts to realize a cultural identity that marks the characteristics of Brebes Regency.

Brebes Regency has not been able to provide confirmation or strength in an identity to become a benchmark for recognizing a culture or an art. The people and government of Brebes Regency are still unsure about what identity can be used as a characteristic of an original work of Brebes Regency. so that many artists find it difficult to convince the government and society to recognize an identity.

METHODS

This research is a qualitative research with descriptive method. The data collected is in the form of words, pictures, and not numbers. This is due to the application of qualitative methods. According to Moleong (2019), it can be explained here that the approach used to explore a qualitative research can use an anthropological and sociological approach because it can be used to determine

the process of the Cultural Degree held by Brebes Regency based on the mirror of cultural values for the people who have their works. human beings or historical events that have a function in the needs of society.

Research carried out directly and indirectly because during the pandemic, direct research was hampered in searching for data so that this research was carried out online using media via WhatsApp. The research was conducted at the Department of Culture and Tourism of Brebes Regency with the research location historically having adequate geographical and socio-cultural environmental conditions for researchers.

Data was collected by observation, interviews, and document studies. Triangulation is used to determine the validity of the data, by examining the data that has been obtained through various sources and confirming to the experts. based on the data obtained, the research aims to determine the cultural identity of Brebes Regency by using the triplehilks concept and the concept of traditional art, so that it can attempt to integrate various points of view in solving research problems.

RESULTS AND DISCUSIONS

The subject matter in research related to the results of data collection in the field due to the presence of covid-19 made it difficult to find data so that the search for field data was carried out by searching for documentation of cultural degrees that were carried out before the onset of covid-19, namely from 2018 and 2019. The first data is seen from the presentation of cultural titles which includes the presentation structure, the number of lists of fillers for cultural titles and the characteristics of each art group. the second, seen from the cultural identity by covering the special characteristics that confirm the culture of the Brebes people, the basic beliefs in the involvement of art groups, the basic values seen from the symbols and costumes. the third can be seen from the

involvement of the institution in taking part in the cultural title of the Brebes district.

Presentation of Cultural Degrees

Culture is a life that has an effort to develop a habit that is carried out by each region and feels shared by the community and is passed down from generation to generation. Culture can be formed from various elements, including religious and political elements, customs, language, and works of art. Regarding the cultural process and the strategy or mindset it uses, it is necessary to refer to the following notions of culture:

Culture is basically not included in a noun, but has a verb meaning. Or in other words, culture is our own work, as our own responsibility. Thus, culture is described functionally, namely as a relation to our own life plan. Culture is seen in terms of language, like culture, is an inseparable part of human beings so that many people tend to think it is inherited genetically. When there is someone who will try to communicate with people who are different from his culture, he can adjust the differences, by proving that the culture can be learned. Marimin(2017)

Culture or culture comes from the Latin *colore* which means maintenance, processing of land into agricultural land. While the word *culture*, has the meaning of a word that comes from Sanskrit, namely *buddayah* from *buddhi* or reason. In other words, culture is a product created, in a sense and human initiative in fulfilling their needs (Soeroso and Susuilo 2008).

Performing arts is a branch of art that is always present in human life and has a very complex development. So that art begins to disappear with the passage of time, which we can only enjoy when the art is being performed, Soedarsono, (2003). Performing art is art that is presented with the appearance of everything that is shown. That is, in a performing art, you will get something that can be enjoyed during a process that is expressed by the perpetrator, namely in the form of dance, music, and theater (Bastoni, 1992).

Customs are part of the culture as a whole where the culture of the community has several developed customs, such as art, traditions and community behavior. In the opinion of Bronislaw Malinowski said that there are 4 main elements that include in customs including: a system of social norms that allows a cooperation between members of the community to adapt to their natural surroundings, economic organization, tools and institutions or officers to education (the family is the main educational institution) and power organizations (politics).

The area of Brebes Regency which is located between the borders of Central Java Province and West Java Province, it is certain that there is some assimilation of a culture from the two regions. Assimilation automatically forms a separate custom and culture so that it can be a combination of two cultures or even separate cultures, which grow and develop independently. Things that can be done like this, which usually must be developed and preserved, for the sake of builders in society. Namely by prioritizing the points of regional development. Especially in the field of developing a community economy, in the field of preservation and community independence. With the preservation of a culture and customs that exist within the community itself, then directly or indirectly the community will participate in developing in the economic field..

The cultural title in the anniversary event of Brebes Regency seeks to be able to spark an identity that exists in Brebes Regency. The people of Brebes hope to be able to know the cultural identity of Brebes Regency with the existence of cultural titles which are held every year. The annual cultural title event showcases the work made by the native people of Brebes by bringing up historical philosophies related to the Brebes Regency. To realize an identity with guidelines at the cultural degree event will not always be carried out well, but the journey to realize the cultural title event there are several obstacles that we cannot avoid, including in budgeting costs, inadequate human resources, lack of attention from the government.

Each identity of each region has various forms of style or style in art and at the same time makes it a characteristic and form of identity. For example, in a wider scope of Java, namely in Central Java, it is known as the Jogjakarta dance style and the Surakarta dance style, while in West Java it is known as the Sundanese style, Soedarsono, (1972: 58). The cultural identity attached to a cultural title show can be seen in the coastal arts, including mask dance, burok art, kuntulan art, sintren art described above, but apart from the arts mentioned above, there are also traditional arts that are very closely related to the arts. Brebes district, namely mask arts, coastal puppet arts and arts in jalawestu ceremonies. This art can be said to be the art of the Brebes community, because the art is often performed at certain events by the Brebes community.

In general, the culture that exists in the Brebes community comes from the cultural roots that exist in Java and Sunda. For the culture in the Sunda region, it can be spread in six sub-districts, namely Salem District, some are in Bantarkawung, Larangan, Banjarharjo, Keanggunan and Losari Districts. In addition, in several sub-districts bordering Sundanese culture, there is a lot of assimilation of Sundanese and Javanese culture. Even some of the residents also use two languages, Sundanese and Javanese.

There are several other sub-districts, which are thought to be outside of the six sub-districts, originating from Javanese culture. Although a culture that exists in Java found in Brebes Regency and its surroundings is different from the cultural roots that exist in Javanese palaces, such as Surakarta and Yogyakarta. The differences that occur as a result of cultural assimilation and the developmental factors of the times that will occur today. As in the use of the Javanese language, for the area around the palace it is still very strict to use Javanese manners. Therefore, in the palace area and its surroundings, there are still those who use the Javanese Keratonan language, the Javanese Kromo language, and the Javanese Ngoko

language. Meanwhile, in Brebes Regency, or the Pantura Region, the use of the Javanese Kromo language is almost no longer used, especially among the people of the Pantura. So that the tradition is completely lost, and some of it can still be maintained properly. The people of Brebes and its surroundings currently use the Brebesan Javanese language, the Javanese dialect of Brebes which is the hallmark of the Brebes Region.

Fillers of cultural titles have sections, each section showing different things and showing the advantages of each presentation. The description of the highlight of the cultural title that is performed or presented is a complete performance in a core series of cultural titles. The form of presentation of the cultural title has a meaning, namely the meaning of gratitude to the Creator for providing abundant agricultural products. For anyone who watches the cultural title carnival, especially those who seek blessings when participating in the struggle for the produce made by gunung brought by each performer of the cultural title event which is considered a blessing for the surrounding audience. The order of the performances includes:

Early Show

The beginning of the opening of the show was opened in front of the Brebes Regency DPRD building because before it began all members of the DPR and the Regent and their representatives held a trial first. after the trial was over, the regent was welcomed out of the room to the front yard of the DPR building and was greeted by the dancers who were already in front of the DPR building after that the dancers danced and continued with the ceremony of handing over the pataka.



Figure 1. Submission of Pataka received by Bupati
(Documentation, Dinbudpar 2019)

The regent received a sign from the commander after that the regent with his husband and followed by representatives and sub-districts of Brebes district using a decorated carriage to go to the regency pavilion and the carnival procession was followed by sub-district representatives by showing the superior arts in each Brebes district. . The Commander, followed by his soldiers, started the journey to the Regency pavilion and was followed by a Tosa motorbike carrying a mountain of produce and behind him, the Regent and his husband took a carriage.



Figure 2. The Regent and his husband are ready to be paraded using a carriage
(Documentation, Dinbudpar 2019)



Figure 3. Commander on horse followed by his soldiers
(Documentation, Dinbudpar 2019)

The Cultural Identity of Brebes Regency related to socio-political can be seen from the Vision and Mission of Brebes Regency. The Vision is: VISION OF THE REGENCY OF BREBES: "TOWARDS BREBES EXCELLENCE, PROSPERITY AND JUSTICE" while the Missions of Brebes Regency are: 3 MISSIONS:

1. Improving the quality of human resources who are noble, intelligent, healthy and highly competitive based on the values of the One Godhead through education and health.
2. Improving the quality of infrastructure development and regional development according to the spatial plan by taking into account the preservation of natural resources, the environment and the principles of sustainable development.
3. Improving agricultural development, people's economy by strengthening regional innovation and investment in order to realize community welfare based on local wisdom.
4. Improving the implementation of regional government that is professional, effective and efficient as well as creating stability in regional security and order.
5. Strengthening village governance and empowering rural communities to become advanced and independent villages.
6. Improving gender equality and justice as well as fulfilling children's rights in

development participation and realizing social protection.

Vision and Mission are people's guidelines for moving forward for the next generation in preserving arts and culture in Brebes Regency. Guided by the vision and mission of Brebes Regency in the future, it has a cultural identity that is original from Brebes Regency. The efforts of the Brebes community to be more active in building culture can be seen in the Brebes Regency anniversary cultural event, so that the Brebes community can participate in realizing and enlivening the Brebes Regency anniversary cultural event. The image that you want to build in advancing and realizing the vision and mission of Brebes Regency can be realized through a work of art presented by every representative of the Brebes district.

The cultural identity of Brebes can be seen from the traditional clothes and dialect of the daily language of the Brebes people's characteristics which make it a very unique cultural identity. The Brebes dialect and Brebesan traditional clothes have made their identity and are well known in the wider community. Besides that, there are also foods from the famous salted egg and agricultural products known as shallots. Recently, Brebes Regency on Friday, June 4, 2021, Regent Hj. Idza Priyanti, S.E, M.H ratified and distributed duplicate certificates of determination of salted egg as an intangible cultural heritage to salted egg entrepreneurs in Brebes Regency.

Culture or way of life in the socio-cultural system includes tangible cultural elements in the form of man-made materials or objects and intangibles such as values, norms (Giddens, 1991: 31-32). Thus, as revealed by Tohir (2011), coastal communities are a group of people who are relatively independent, live together for a long time, inhabit a coastal area, have the same culture, which is identical to coastal nature, and carry out their activities within the group.

Customs that make a guide in an identity, are part of a culture as a whole. Where in the culture of the community, there are

several customs that are developed, such as the arts, traditions and behavior of the people. In the opinion of Bronislaw Malinowski, there are 4 main elements which include: a system of social norms that allows cooperation between members of the community to adapt to their natural surroundings, economic organization, tools and institutions or officers for education (the family is an educational institution). main) and power organizations (politics).

CONCLUSION

The conservation of traditional arts that grows and develops in Brebes Regency can be seen from the cultural values applied by the people of Brebes Regency. The community do this with the aim of making the most important and valuable benchmark to always be preserved in order to clarify the cultural identity that exists in Brebes Regency. Conservation has the meaning of preserving so that the people of Brebes Regency are very enthusiastic to participate in the conservation of traditional arts with efforts to build an identity that still cannot be used as a benchmark as the identity of Brebes Regency. Basically, this identity can be seen from the combination of Sundanese and Javanese languages that are inherent in the people of Brebes Regency. With the reason that the Brebes Regency area is an area that is on the border of Central Java Province and West Java Province, it is certain that there will be some cultural assimilation from the two regions. This assimilation automatically forms its own customs and culture.

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