



## THE ROLE OF DIGITAL TECHNOLOGY IN PRESERVING LOCAL WISDOM OF CIRENDEU TRADITIONAL VILLAGE: PERSPECTIVE STUDENT PMM 3 UPI

## PERAN TEKNOLOGI DIGITAL DALAM PELESTARIAN KEARIFAN LOKAL KAMPUNG ADAT CIRENDEU: PERSFEKTIF MAHASISWA PMM 3 UPI

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### Abstract

This study aims to examine how digital technology plays a role in preserving local wisdom in the Cirendeue Traditional Village from the perspective of students of the Independent Student Exchange Program (PMM) 3, Universitas Pendidikan Indonesia (UPI). The research method used is descriptive qualitative with data collection techniques through interviews, observations, and literature studies. The results of the study indicate that digital technology has a significant role in the documentation, education, and promotion of local culture in the Cirendeue Traditional Village through social media, websites, and other digital-based applications. The obstacles faced in the implementation of digital technology are the limited infrastructure and digital literacy of the local community. Therefore, collaboration is needed between students, academics, and the community in developing more effective strategies to utilize digital technology in preserving local culture.

**Keywords :** PMM, digital technology

### Abstrak

Penelitian ini bertujuan untuk mengkaji bagaimana teknologi digital berperan dalam melestarikan kearifan lokal di Kampung Adat Cirendeue dari perspektif mahasiswa Program Pertukaran Mahasiswa Merdeka (PMM) 3 Universitas Pendidikan Indonesia (UPI). Metode penelitian yang digunakan adalah kualitatif deskriptif dengan teknik pengumpulan data melalui wawancara, observasi, dan studi literatur. Hasil penelitian menunjukkan bahwa teknologi



digital memiliki peran yang signifikan dalam dokumentasi, edukasi, serta promosi budaya lokal Kampung Adat Cirendeui melalui media sosial, website, dan aplikasi berbasis digital lainnya. Kendala yang dihadapi dalam implementasi teknologi digital adalah keterbatasan infrastruktur dan literasi digital masyarakat setempat. Oleh karena itu, diperlukan kolaborasi antara mahasiswa, akademisi, dan masyarakat dalam mengembangkan strategi yang lebih efektif untuk memanfaatkan teknologi digital dalam pelestarian budaya lokal.

**Kata Kunci :** PMM, Teknologi Digital

## 1. INTRODUCTION

In the digital era like Nowadays , the development of increasingly sophisticated digital technology has had a significant impact on various sectors, including in the field of culture or local wisdom . The ever-growing flow of globalization makes the world increasingly connected to each other , but this also challenges the preservation of local cultures that are rich in traditions and values that have existed since ancient times . Local culture, which is an inseparable part of the identity of a nation or community, faces a serious threat in the form of cultural homogenization due to the influence of global culture, especially digital culture which is often considered more modern and more interesting.

Local cultural richness, such as traditional arts, languages, customs, and local wisdom, are often overlooked in the increasingly rapid circulation of information in the digital world. Without proper preservation efforts, local culture can be threatened with extinction or lose its relevance in modern society. Therefore, preserving local culture is important to maintain so that it can survive and thrive in this digital era.

The role of technology in preserving local culture is enormous, but the challenge that arises is how to integrate digital technology with wise preservation efforts, without sacrificing deep cultural values. The digitization of local culture, such as through social media platforms, videos, mobile applications, and websites, offers opportunities to introduce local culture to a wider and younger audience. However, this also requires appropriate policies and strategies so that technology can be used to enrich and not replace existing traditional values. The digital era brings its own opportunities and challenges for the preservation of local culture. On the one hand, digital technology allows for wider and faster documentation, promotion, and distribution of cultural information. On the other hand, exposure to global content through digital media often causes local culture to be displaced by more dominant international trends. Digitalization can be a strategic tool in cultural preservation, but must be balanced with the right adaptation strategy (Wibowo, 2022)

In an era of globalization marked by rapid advances in digital technology, communities around the world face new challenges and opportunities in preserving local wisdom. Local wisdom, which includes values, traditions, and knowledge passed down from generation to generation, is an integral part of a community's identity. In Indonesia, which is rich in cultural diversity, preserving local wisdom is becoming increasingly important, especially in areas with strong traditions such as Kampung Adat Cirendeui.



Cirendeus Traditional Village, located in West Java, is an example of a community rich in Sundanese traditions and culture. The younger generation, who are more familiar with technology, are often more interested in global digital content, thus ignoring the local wisdom around them. The traditions of the Cirendeus traditional village community include various aspects, from performing arts, handicrafts, to traditional rituals and ceremonies. However, with the increasing penetration of digital technology, there are concerns that these values and practices could be eroded by a more dominant global culture.

Cirendeus Village is one of the villages where some of its residents have abandoned their dependence on rice as a staple food, they use cassava instead, with this cassava they also process it with various preparations until it becomes a source of food for the lives of local residents, the staple food is rice made from cassava or known as "Rasi" an abbreviation of cassava rice, it is verified that the food made from cassava is in this village. The Cirendeus community upholds the principle "Teu boga sawah asal boga pare, teu boga pare asal boga beas, teu boga beas asal nyangu, teu nyangu asal dahar, teu dahar asal kuat". The principle that characterizes the indigenous people of Cirendeus village. In their beliefs, this community holds atheistic beliefs, beliefs from their ancestors or called 'kuring', they also consider and feel that every teaching they adhere to is actually the same as other religions such as Islam. Considering that their god is also Allah but different in terms of worship. (Annida Nurhaniffa, 2022)

In addition to the uniqueness of its staple foods, the Cirendeus traditional village also has many customs and cultures that are interesting to study. Another example is that the Cirendeus traditional community always commemorates the Saka New Year which is celebrated every 1 Sura, the community calls this celebration Suraan. This celebration is an ancestral tradition that can be interpreted as a way for the ancestors, and is based on the Sunda Wiwitan belief which is based on the teachings of Madrais or the Cigugur religion. This Suraan celebration is local wisdom, has taken root in the community, so it continues to be maintained and routinely carried out by its community. (Ratna Rizky Wulandari, 2024)

The Cirendeus community inherited the Sunda Wiwitan belief, a belief brought by Prince Madrais from the Gebang Sultanate, East Cirebon in 1918. The Cirendeus community routinely holds the Satu Sura ceremony, a ceremony for followers of the Sunda Wiwitan belief. Before 2000, the Cirendeus community celebrated the Satu Sura ceremony with new clothes. However, then there was a new rule, now men must wear black pangsi clothes and batik headbands, while women wear white kebaya. Then the fruit mountains were modified to resemble janur, tumpang rice, and other agricultural products. In addition, the art of the lute, Sundanese ngamumule, and wuwuhan or advice from elders. (Sanusi, 2022)

Students of the Independent Student Exchange Program (PMM) 3 of the Indonesian Education University (UPI) have a strategic role in this context. They are not only observers, but also agents of change who can integrate technology in efforts to preserve culture. Through their experience in the Cirendeus Traditional Village, students can explore how digital technology can be utilized to support the preservation of local wisdom. They can contribute to



designing programs that educate the community about the importance of local wisdom and ways to utilize technology in its preservation.

However, it is important to understand how the role of digital technology can contribute positively or negatively to the preservation of local wisdom. There are challenges in maintaining the authenticity and integrity of local wisdom amidst the rapid flow of information. Therefore, this study aims to explore the role of digital technology in preserving local wisdom in Kampung Adat Cirendeui from the perspective of PMM 3 UPI students. This study will use a qualitative approach to gain an in-depth understanding of students' experiences, views, and perceptions related to the interaction between digital technology and local wisdom.

Through in-depth interviews, focus group discussions, and participant observation, this study is expected to explore various dimensions of the role of digital technology in preserving local wisdom. The results of this study are expected to provide significant academic contributions, as well as practical recommendations for the community and stakeholders in efforts to preserve local wisdom in the digital era. By understanding the role of digital technology, it is hoped that the people of Kampung Adat Cirendeui can find new ways to appreciate and preserve their cultural heritage, so that their cultural identity remains alive and relevant amidst changing times. This study is also expected to be a reference for the development of more effective and sustainable cultural preservation strategies, as well as encourage collaboration between the younger generation and the community in maintaining local wisdom in the digital era.

The basic reason researchers conducted this research is because the younger generation, including PMM students, have an important role in the sustainability of local wisdom. Facing a serious threat in the form of cultural homogenization due to the influence of global culture, especially digital culture which is often considered more modern and interesting. So that with the existence of this PMM program, it is used as a forum for researchers to convey perspectives, ideas, and concepts about how digital technology can be used to preserve local wisdom. This perspective is very valuable for formulating relevant and effective preservation strategies in the digital era .

## 2. RESEARCH METHOD

This study uses a qualitative research approach with a descriptive research type . Descriptive methods are used to research intensively and in depth about a phenomenon, namely in the Cirendeui traditional village. The purpose of the study is to analyze how the role of digital technology can preserve local wisdom in the Cirendeui Traditional Village, including the forms of technology used . The research instruments consist of observation, interviews, and documentation used to collect data systematically. The data collection techniques used are by conducting observations, interviews, and documentation with several sources who understand the issue of preserving local culture, including traditional figures in the Cirendeui traditional village, and several PMM 3 UPI students who have implemented the Nusantara module in the Cirendeui traditional village.

## 3. RESULTS AND DISCUSSION



In this chapter, the researcher presents the data from the research conducted. The research instruments in this study consisted of pre-test and post-test. Hypothesis testing with SPSS 25 includes mean scores, and significant t-tests. The kind of test was multiple choice and essay. The total number of questions in each test was 15, which consists of 10 multiple choice and 5 essays. For the assessment, each correct answer was awarded one point in multiple choice questions, while the essay test was worth five points. The result of the test can be seen as follows:

Based on the results of observations and interviews conducted in the Cirendeu traditional village on September 30, 2023 in the Nusantara module activities of PMM 3 UPI students, it was shown that the people of the Cireundeu Traditional Village themselves still hold fast to their traditions and cultural values, as well as their religion which is adhered to and passed down from generation to generation. Most of the Cireundeu people adhere to the Madrais or Sunda Wiwitan beliefs.

Sunda Wiwitan comes from the words Sunda and wiwitan, which can be interpreted that Sunda Wiwitan means original Sunda or original Sunda or also called Jati Sunda religion. It is believed to be a great religion. The ancestral religion of the nation that cares deeply about nature and manners. The view of the Cirendeu indigenous people towards religion is ageman (guidance) for guidance in life (salvation) which cannot be separated from the meaning of culture, which means that when someone is religious, indirectly and unconsciously he is carrying out and interpreting the culture that is inherent in the religion he adheres to. (Hafsah Restu Nurul Annafi, 2024)



Figure 1 *Nusantara Module Activities for PMM 3 UPI Students*

The people of Cireundeu Traditional Village consume Rasi (cassava rice) as a substitute for rice and make it their main menu in their daily lives until it becomes their staple food source.





Figure 2 *Making Rasi (cassava rice)*



Figure 3 *Rasi (cassava rice)*

In its own local wisdom, the people of the Cirende traditional village are able to maintain and preserve their customs and traditional values amidst the progress of the times that facilitate fast, instant and sophisticated mobility. The people of Cirende Village themselves are a Sundanese traditional community that is able to maintain and preserve customs from generation to generation and is not influenced by outside culture, especially in maintaining the customs of their ancestors. (Annida Nurhaniffa, 2022)

In terms of technology, the Cirende community is no stranger to technology, especially that related to food technology. They are very accustomed to processing cassava into various and interesting food products. Thanks to the tradition of eating rasi as a substitute for rice, the Cirende traditional village is currently a model for food security by the Ministry of Agriculture of the Republic of Indonesia.



The Cireundeu Traditional Village community accepts current technology such as television, communication devices (cell phones) and lighting. This shows that the Cirendeu community does not oppose the development of technology that is present in their lives as long as it does not violate customary rules.

The use of digital technology in the Cirendeu traditional village has had many significant impacts on efforts to preserve local wisdom. The existence of social media, e-commerce, and other digital platforms has opened up new opportunities for the community to document, promote, and educate the younger generation and the wider community about their local culture (Maya Ratu Fadilla, 2024). Traditions that were previously only passed down orally and through direct practice can now be documented in digital form, such as videos, articles, and interactive content that are more easily accessed and studied by the wider public.

One real example of the use of digital technology is how the people of Kampung Adat Cirendeu have started to publish their traditional ceremonies and cultural activities through social media such as YouTube, Instagram, Facebook, etc. In addition, handicrafts and cassava processed products that are characteristic of this traditional village can now be sold online, helping to improve the local economy. Digital technology has also strengthened public awareness, both inside and outside the community, about the importance of maintaining local wisdom so that it remains sustainable amidst the flow of modernization.

However, despite its enormous benefits, the use of digital technology in preserving culture also faces various challenges. Therefore, a strategy is needed that essentially utilizes the role of digital media and information in preventing negative effects from outside due to globalization, including websites, mobile applications, mobile games, and so on can be used as a basis for an approach to disseminating local wisdom in Indonesia via the Internet with an emphasis on spreading through blogs and social media, making local media into national and international media capable of increasing the role of local culture on the world stage. (Erly Krisnanik, 2023) Some of the challenges that are often faced include limited digital infrastructure, low digital literacy of the community, and the risk of cultural commercialization that can obscure the authentic values of existing traditions.

The younger generation, who are now increasingly familiar with global culture through the internet, also face a dilemma between maintaining local cultural identity and following modern cultural trends that are more dominant or seem more attractive. If not managed properly, local culture can lose its original meaning and become mere entertainment content without deep understanding.

In this context, PMM 3 UPI students have an important role as agents of change who can bridge digital technology with cultural preservation. Students can contribute by creating informative educational content, helping the community in promoting local wisdom in the Cirendeu traditional village. In addition, collaboration with academics, government, and digital communities can also strengthen cultural preservation efforts.



#### 4. CONCLUSION

Digital technology has enormous potential for preserving local wisdom in the Cirendeu traditional village. Digital technology can be an effective tool to be used as a basis for documentation, promotion, and dissemination of information about local wisdom, and help preserve the traditional and cultural values of the Cirendeu traditional village community. With the Merdeka 3 Student Exchange Program at UPI, it can be a bridge for students to get to know local wisdom in Indonesia, especially local wisdom in the Cirendeu traditional

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