

Preserving a Sedekah Bumi Tradition of Munggugianti

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Abstract

Culture and society are two things that go hand in hand. Sedekah Bumi is an example of a culture that is preserved by the people of Munggugianti Village who are blessed with fertile land. It has been a tradition that the carnival of the Gunung Sedekah Bumi must be carried out as a gratitude for God's blessings that have blessed the community's harvest. The existence of such a tradition turns out to be packaged quite interestingly by the surrounding community so that a village can organize a carnival that attracts the attention of the wider community.

Keywords: Sedekah Bumi, Carnival, Munggugianti Village.

INTRODUCTION

Religious human life must basically believe that this life is accompanied by other realms. This belief can lead to believing in the gods, believing in God Almighty, or believing in everything that happens on Earth (Syam, 2005). These beliefs inevitably lead to certain behaviors that lead humans to fear, surrender, be optimistic, pray, and worship certain things (Huda, 2017). For the sake of a life that can run well and safely, there are many provisions and instructions from supernatural beings (Damami, 2002). Such dependence has basically existed since ancient times. On the basis that the relationship to these beliefs is considered correct, it has become a tradition that must always be done so as not to bring disaster.

Organizing a Sedekah Bumi tradition has actually existed since ancient times. This tradition in a religion is called a ritual or religious act (Agus, 2006). It must use something that is considered sacred. This action is carried out regularly in order to maintain good relations with those considered to have the highest power.

Sedekah Bumi is held as a form of human gratitude to God Almighty who has provided sustenance to his creatures through the land / earth. Sedekah Bumi is also very popular in Java with various characteristics in each region. In addition to gratitude, Sedekah Bumi is also held as a request to bestow the Earth's upcoming harvest. Thus, the meaning of the community following the Earth Alms is as a form of gratitude, tranquility, and obedience to God Almighty.

The era of modernization, which indirectly leads people to switch to a new lifestyle and tends to abandon traditions, can indirectly threaten the existence of existing cultures and traditions. However, this is not the case in Munggugianti Village. Munggugianti Village, located in Gresik Regency, is one of the villages that still carries out traditional activities in its area, one of which is the annual Sedekah Bumi activity. The increasingly modern era requires the people of Munggugianti to continue to innovate without forgetting the existing traditions. If based on the natural panorama, Munggugianti Village is not quite prominent, but its community is quite optimistic and enthusiastic about encouraging their village to become a tourist destination. Munggugianti Village also regularly organizes various activities every year, such as the carnival and Kirab Gunung Sedekah Bumi. The carnival features various cultural arts created by the community. In comparison, it is not as big as the Carnival in Jember, but it is quite interesting for

many people to watch. Kirab Gunungan Sedekah Bumi is still being held again after the Covid-19 pandemic.

On a village scale, Munggugianti can be considered quite great because it can organize various cultural activities that attract the attention of many people. The existence of traditional activities carried out by the people of Munggugianti Village has fostered their desire to have a tourist village through the Sedekah Bumi event. However, the obstacle faced by Munggugianti community in realizing this hope is the lack of public awareness of the cultural activities they organize. In addition, the Covid-19 pandemic also hampered the activities. Sedekah Bumi activities were also not held in 2020. So, the role of Ciputra University here is to help realize Munggugianti Village to have a tourist village through assistance and increase awareness of these activities to the people of Indonesia through social media. The purpose of doing brand awareness through social media is to be able to help this activity be covered by the mass media from the stands, and also a press release. Increasing brand awareness through social media has also been proven to increase the success of an event (Syafrizal, Hajar, & Kholik, 2022). Ciputra University also provided documentation training to the youth organization of Munggugianti Village. Ciputra University also sees this local potential as an opportunity to develop its added value as part of supporting the spirit of “nguri-nguri kabudayan”.

METHOD

In carrying out a Kirab Gunungan Sedekah Bumi, there are several things that have been done with the following details.

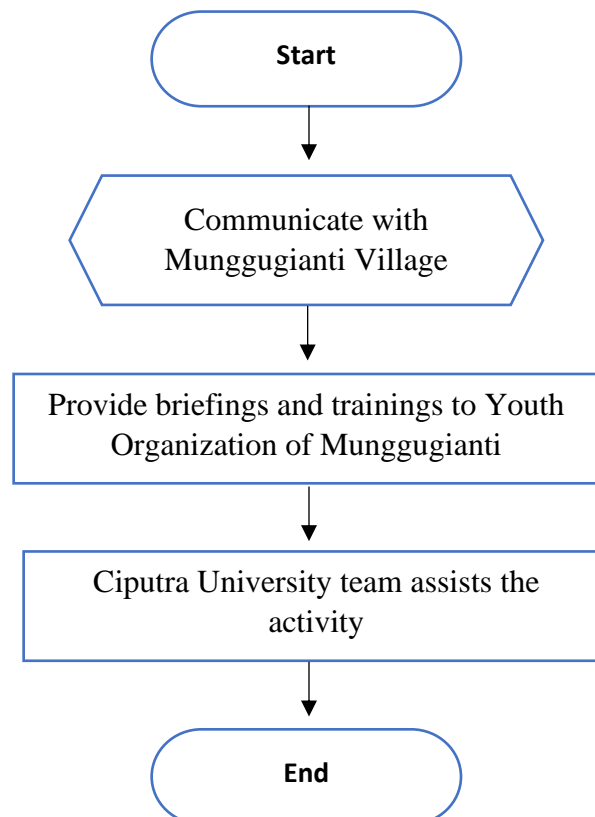


Figure 1. Flowchart Activities

Resource: (Author, 2021)

Preparations from the Ciputra University team have been made since October. In November, the team from Ciputra University began to conduct documentation training, both video and photo, to the youth organization of Munggugianti Village. In addition, they were also trained to make press releases. Two days before a Kirab, the villagers, consisting of youth organizations and the surrounding community, and assisted by the team from Ciputra University together made and arranged a giant tumpeng consisting of vegetables and fruits. The team from Ciputra University also helped connect a Gunungan Sedekah Bumi to the media. Hopefully, from all the activities that have been carried out, there will be a positive synergy in the future.

RESULT AND DISCUSSION

Kirab Gunungan Sedekah Bumi in Munggugianti Village was held on December 18, 2021. Two days before the event, the villagers have prepared a giant tumpeng that is ready to be paraded to the village hall. This year, the tumpeng reaches 2 meters in height with the tip in the form of a pineapple fruit as a symbol of the crown. The process is also quite complicated. It is certain that the villagers work together in making it. Ciputra University team also helped in the making process for the success of the event. Long before the day of the event, the Ciputra University team had communicated and briefed on the activities of the Gunungan Sedekah Bumi



Figure 2. A giant tumpeng
Sumber: (Penulis, 2021)



Figure 3. The process of directing tumpeng to the village hall
Resource: (Author, 2021)

On the day of the event, tumpeng has been prepared by the locals and placed beside the lake. When all personnel were ready, the procession began. A team from Ciputra University was also

on hand to assist and document the event. Before being paraded to the village hall, there was a person who led the prayer and wished for blessings from the earth alms activities. After that, tumpeng was paraded by many people with pride and joy to the village hall. The atmosphere around Munggugianti was very congested at that time. This is one of the signs that the event in Munggugianti was a success. Everyone was very enthusiastic waiting for the giant tumpeng to be ready to be contested by many people. After the tumpeng arrived at the village hall, the tumpeng was again given a prayer by wishing the blessing of the tumpeng. After that, the tumpeng is contested by many people. All the vegetables and fruits are gone in a matter of minutes. Cheerful and happy faces enveloped the people of Munggugianti.

From this event, Ciputra University succeeded in building brand awareness to the wider community. This is evidenced by the number of media, both print and digital media covering activities in Munggugianti Village. These media include TIMES Indonesia, Suarajatim.id, and RepJogja. In addition, Ciputra University students create stories on Instagram and link to Ciputra University's Instagram account.

CONCLUSIONS AND RECOMMENDATIONS

Munggugianti villagers have a high enthusiasm to reestablish the culture of Kirab Gunungan Sedekah Bumi. Even though they are still young, they also understand how to organize this culture. The activities carried out are still small and within the scope of the village scale. However, they are very optimistic about making munggugianti village one of the tourist villages in Gresik. This year, the villagers, especially the youth organization, learned to promote the Kirab Gunungan Sedekah Bumi activity, which proved to be a success. In an effort to develop further, there should be further direction and assistance to be able to unlock the potential of Munggugianti Village as one of the tourist villages in Gresik that is thick with Javanese culture. Munggugianti Village is also expected to cooperate with the local government in an effort to promote Munggugianti Village as a tourist village through this event. This is done in order to attract more tourists from within and outside the country.

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