

Creativity and Local Wisdom: Community Empowerment in Developing Traditions, Arts, and Culture in the Giyanti Wonosobo Hills Area in Central Java

Sri Haryanto¹, Sukawi², Fahrur Rozi³

¹ University of al-Quran Sciences, Indonesia; sriharyanto@unsiq.ac.id

² University of al-Quran Sciences, Indonesia; zasukawi@unsiq.ac.id

³ University of al-Quran Sciences, Indonesia; fahrurozi@unsiq.ac.id

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ABSTRACT

The community service program "Community Empowerment in Developing Traditions, Arts, and Culture in the Giyanti Wonosobo Hilly Area" is a strategic initiative that aims to increase community awareness and active participation in efforts to preserve and develop rich local cultural heritage. The Giyanti Hills region, known for its unique diversity of traditions, arts, and cultures, is now facing serious challenges due to the negative impact of rapid modernization. This program focuses on preservation and empowering the community to act as agents of change in maintaining and developing existing cultural values. Through a series of activities involving education, training, and cross-sector collaboration, it is hoped that people can understand the importance of their cultural identity and integrate it into their daily lives. This service is expected to create a strong collective awareness, encourage active participation in arts and cultural activities, and strengthen social cohesion among community members. The success of this initiative will have a significant positive impact not only on the local community but also on the development of sustainable tourism that respects and uplifts local cultural values.

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Corresponding Author:

Sri Haryanto

University of al-Quran Sciences, Indonesia; sriharyanto@unsiq.ac.id

1. INTRODUCTION

As the largest archipelagic country in the world, Indonesia holds a vibrant and diverse cultural treasure (Akhmad, 2020). With more than 17,000 islands and hundreds of ethnic groups, Indonesia offers a diversity of traditions, languages, arts, and customs. Each region in Indonesia has its uniqueness in art and tradition, which reflects identity and becomes a source of pride for the local community. Indonesia is also known for its diversity of religions and beliefs that coexist, creating a unique social harmony. Dwianto, in "Cultural Studies in Indonesia," shows that the preservation of

local culture is essential in the face of globalization, which is increasingly dominant, so there needs to be a collaborative effort between the government, society, and academics to maintain and develop this cultural heritage (Dwianto et al., 2021)

One area that deserves special attention in preserving local traditions, arts, and culture is Giyanti Village, Wonosobo Regency, in Central Java. Amid its captivating natural beauty, Giyanti emerges as a clear example of efforts to preserve valuable cultural heritage. This village is known for its stunning natural panorama, and various traditions and arts passed down from generation to generation. The people of Giyanti Village actively preserve various art forms, such as traditional dance, gamelan music, and handicrafts, which reflect their local wisdom and cultural identity. Cultural preservation in Giyanti Village serves to preserve the heritage and contributes to the development of the local economy through culture-based tourism (Aisyah, 2021).

Giyanti Village, located in the southern hilly area of Wonosobo, is home to the tradition of Nyadran Giyanti, a traditional ceremony performed annually on 1 Suro in the Javanese calendar (Akhmad, 2020). This tradition not only functions as a maintenance of ancestral heritage but also as a social tool that binds the community together through a series of activities that involve all levels of society. Besides Nyadran, Giyanti Village is also known for various forms of traditional art expressions such as range-range dance, braided horse dance, and others that are entertaining and hold deep philosophical values.

The people of Giyanti Village uphold cultural values that have existed for a long time. Various traditional art activities are still preserved and practiced regularly. The community's involvement in various arts and cultural events shows its commitment to preserving and caring for existing cultural heritage. Preserving art and culture in Giyanti Village is an individual responsibility and involves collaboration between the local government, educational institutions, and the community. Training programs and workshops are often held to improve the younger generation's skills in the arts and culture so that they can continue the existing traditions.

This Community Service Program aims to dig deeper into how the people of Giyanti Village maintain and develop their traditions and find effective strategies for cultural preservation to remain relevant and sustainable (Setyaningrum, 2018). The community service approach is hoped to provide direct benefits for the community and new insights into studying cultural preservation in Indonesia.

By involving a collaboration between the service team from LP3M UNSIQ, community leaders, and the Religious Harmony Forum (FKUB), this service will explore not only existing methods of preserving art and culture but also integrate new technologies and approaches to increase the effectiveness of the preservation process in efforts to develop arts, traditions, and culture based on local wisdom, as well as its use as a means of local economic development and improvement community welfare.

2. METHODS

This Community Service is carried out for 4 months, starting from the beginning of July to December 2024, coinciding with preparations for the local festival season that culminates in the Nyadran Giyanti ceremony, a significant event for the Giyanti community, which is held every 1 Suro in the Javanese calendar. This community service is implemented in several phases, adjusted to the calendar of community activities and special periods with cultural and social significance for the local population.

Table. 1 Implementation of Community Service

Phase/Stage	Main Activities	Time	Information
Early Stage: Integration & Data Collection	Interviews with village elders, community leaders, and cultural activists Direct and participatory observation of daily activities Analysis of cultural preservation needs	Juli 2024	Focus on a deep understanding of social and cultural dynamics and building trust with the community.
Phase 2: Workshop and Training	Workshop on documentation and promotion of cultural heritage through digital media Intergenerational dialogue to discuss local cultural values Documentation of the preparation of the Nyadran festival	August - September 2024	The activity took place intensively by involving all elements of society, including youth and village elders.
Phase 3: Implementation of the Nyadran Festival	Visual and narrative documentation of the Nyadran festival Assistance to residents during the festival	October 2024	Coinciding with 1 Suro, Nyadran is the peak of activities documented as local cultural heritage.
Final Phase: Evaluation and Preparation of Reports	Evaluate the impact of activities that have been carried out Collecting feedback from the community Preparation of final report and follow-up action plan	November - December 2024	Submission of reports and recommendations for the sustainability of the program to the university and local stakeholders.

After the Nyadran festival ends, the team will evaluate the activities carried out and collect feedback from the community for future improvements. This process will assist in preparing the final report and follow-up action plan, which will be submitted to the university and stakeholders. The service flow can be seen in Figure 1 below for more details.

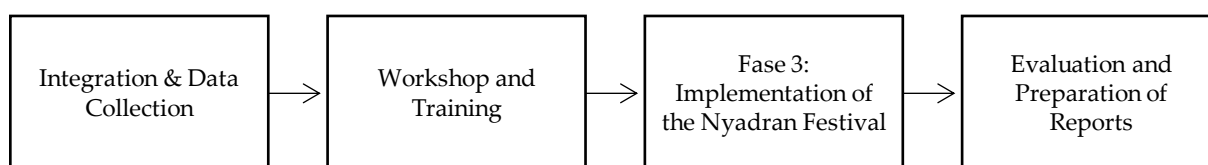


Figure 1. Service Flow

Through this holistic and sustainable approach, it is hoped that community service in Giyanti Village can significantly contribute to community empowerment and the preservation of local culture. As Putri and Rahman (2020) stated, Community service based on local context and the active participation of residents can increase the program's effectiveness and strengthen the community's cultural identity.

3. FINDINGS AND DISCUSSION

Finding

The initial step of community service involves a deep approach to building trust relationships with local communities. It will begin with a series of meetings and dialogues with village elders, community leaders, and cultural activists to deeply understand their values, needs, and expectations.



Figure 2. Socialization and Dialogue

In line with that, the team conducted initial observations of daily activities to gain a contextual understanding of social life and cultural rites. The process helps determine the most appropriate focus and method of intervention, ensuring that service activities are carried out in a way that respects and enriches Giyanti's cultural heritage.

Furthermore, from August to September 2024, activities will be more intensive, with workshops, intergenerational dialogues, and training sessions that aim to increase the capacity of local communities in terms of documentation and promotion of cultural heritage through digital media. It is also a period in which researchers will be actively involved in visual and narrative documentation, from preparing the Nyadran festival to its implementation.

Nyadran Celebration

Nyadran activities at the Tomb are a tradition that deeply means respecting ancestors and preserving local culture. In this event, the villagers gather to visit the graves of their ancestors, which is not just a ritual but also a form of recognition of the importance of cultural heritage and spiritual values passed down from generation to generation. In the process, residents bring various offerings, such as tumpeng, fruits, and various drinks, which symbolize gratitude and a plea for safety for themselves and the surrounding environment (Abidin et al., 2023). This activity strengthens social ties

between citizens and provides space for reflection and introspection regarding their cultural identity. The Nyadran Giyanti tradition contributes to strengthening the community and preserving cultural values in facing the challenges of modernization (Sari & Rahman, 2023).



Figure 3. Nyadran di Makam

Through participation in this rite, the community service team documented and actively contributed to preserving this cultural practice. Involvement in cultural activities is a crucial step in maintaining a community's identity and cultural heritage. According to Supriyadi (2020), preserving local culture is important for the current generation and ensuring that the values and traditions that have been intertwined over the years remain alive and relevant in the future. By participating in traditional rites, the team not only creates a space for the community to celebrate their heritage but also provides an opportunity to educate the younger generation about the importance of their culture. This aligns with the Ministry of Education and Culture of the Republic of Indonesia's (2022) views, emphasizing the importance of integrating cultural values into the educational curriculum to strengthen the nation's character. Therefore, community service in this context becomes a social activity and a movement that supports the sustainability of local culture and identity, ultimately enriching Indonesia's cultural treasures.

Rakanan, and Embek Festival

The Ceremonial Procession at the Village Hall, Rakanan, and Embek Festival showcases a deep integration of rituals, community, and collective joy. The ceremony at the Village Hall began with the laying of offerings under the banyan tree, symbolically connecting the community with the ancestors and the village's guardian spirit. Rakanan, who participated in the ceremony, is a tradition of distributing food from the tenon, which involves all attendees in a symbolic scramble for food, reflecting the spirit of cooperation and togetherness (Wibowo et al., 2022).

The Embek Festival, as the culmination of a series of events, is a lively celebration with an Emblek or lumping horse performance that depicts the persistence and courage of the soldiers. Through active participation in organizing and documenting every aspect of these three activities, the community service team not only assists in preserving these traditions but also contributes to the development of social relations and the sustainable enrichment of local cultures (Akbar, 2019).



Figure 4. Mask and Lengger Dance

Wayang Kulit

Wayang Kulit performances play an important role as a medium for transmitting cultural values and in-depth moral education. Wayang kulit, one of the most respected traditional art forms, serves as entertainment and a means of learning and social reflection (Sidik, 2014). The show depicts an epic and philosophical story that teaches about virtue, justice, and wisdom through dialogue and interaction between puppet characters. (Suhatmini, 2010).



Figure 5. Wayang Kulit

To serve the community, the team from the university is committed to conducting comprehensive documentation and interpretive studies on the narrative and symbolism contained in the puppet show in Giyanti. This academic involvement not only strengthens the appreciation of local art but also plays an important role in supporting the preservation of narrative techniques and puppet making, which are part of the invaluable cultural heritage. Through an interdisciplinary approach, we seek to examine and document various aspects of the performance, including the visual, auditory, and social elements that underlie it. Thus, puppet performances are maintained as a static tradition and revitalized into a dynamic and participatory educational forum. This research aligns with the latest findings in cultural studies that emphasize the importance of strengthening local identity through art (Sari, 2022; Prasetyo, 2023).

Farming

Tenongan activities stand out as a cultural practice rich in communal values. Tenongan is a tradition of carrying food in unique bamboo woven containers, mainly during the Nyadran celebration (Abidin et al., 2023). The community, especially mothers and young women, parade with a tenongan

filled with various kinds of food from house to house or communal meeting places. It is a social practice that preserves traditional weaving and cooking skills.



Figure 6. Farming

The service team plays an active role in helping prepare and document the cultural procession, one of the ancestral heritages rich in meaning. This activity aims to preserve traditions and ensure that the values contained in them can be passed on to future generations. According to recent research by Sari et al. (2023), Active participation in cultural activities can increase the sense of togetherness and solidarity between citizens, strengthening social ties.

Discussion

The implementation of community service programs in Giyanti has had a significant impact on the preservation and revitalization of local culture. The various activities focus on strengthening cultural values and involve all levels of society, especially the younger generation, in maintaining and developing existing traditions. This program has raised public awareness of the importance of preserving their cultural heritage through a more inclusive and community-based approach.

Historical and Spiritual Values of Nyadran

One main activity is the Nyadran tradition at the Tomb, which has profound historical and spiritual value. Once understood as a religious ritual, this activity has developed into a communal activity that strengthens social ties between generations. Through the documentation and promotion of this activity, both through social media and direct counseling, public awareness of the importance of preserving this ancestral tradition is increasing. The program also encourages the active participation of young people who may have previously been less involved in this activity. This tradition that is full of meaning is now understood more broadly as part of the cultural identity that needs to be preserved (Putra, 2017)

The Nyadran tradition at the Tomb is a ritual and a manifestation of the social and cultural values that have been intertwined in society for centuries. Nyadran is a means to remember and respect the ancestors and strengthen the sense of community togetherness. This process is physical and involves emotional and spiritual aspects, where each individual feels close to their history and identity.

Nyadran activities at the Tomb are also events to strengthen social solidarity. In each meeting, the community prayed, cleaned the graves, and shared stories and experiences. This creates a space for intergenerational dialogue, where values and knowledge can be exchanged.

In order to preserve the Nyadran tradition at the Tomb, it is important to conduct further research on this activity's social and cultural impact. This research can provide deeper insights into how these traditions adapt to changing times and how society can maintain and preserve them. Thus, the Nyadran in the Tomb will become a tradition and a living and relevant cultural heritage for future generations.

Revitalization of Tenongan Tradition

The Tenongan tradition, which involves bamboo weaving as a unique container for various ceremonies, has been successfully revitalized in this community service. This bamboo weaving activity provides insight into these traditional skills' artistic and practical value. Beyond preserving skills, this activity also provides opportunities for the younger generation to learn and be directly involved in the bamboo weaving learning process. This not only fosters a sense of pride in cultural heritage but also raises awareness of the importance of preserving traditional skills that are increasingly marginalized by modernization (H. Hasanah, 2016)

The revitalization of the Tenongan tradition is not just a physical activity but also an in-depth educational process. Through structured training, participants are taught weaving techniques and invited to understand the philosophy and meaning behind each pattern and shape produced. This aligns with culture-based education, emphasizing the importance of strengthening self-identity and community by understanding cultural heritage.

Youth involvement in this preservation process is expected to create a new generation who not only inherits bamboo weaving skills but also has a sense of responsibility to preserve and develop the tradition. Research by Supriyanto (2019) demonstrates that active involvement in cultural activities can increase a sense of belonging and pride in local heritage, encouraging participation in cultural preservation efforts.

The revitalization of the Tenongan tradition also opens up new economic opportunities for the community. With the growing interest in bamboo woven products, local artisans can leverage their skills to create products that have a high selling value. This helps improve the community's economic well-being and promotes the sustainability of tradition through product innovation that suits the tastes of the modern market. The importance of collaboration between various parties cannot be ignored in efforts to revitalize this tradition. Cooperation between the government, educational institutions, and civil society organizations is urgently needed to create an ecosystem that supports cultural preservation.

Revitalizing the Tenongan tradition through bamboo weaving is a strategic step in maintaining and developing cultural heritage. By engaging the younger generation, strengthening local cultural identities, and creating economic opportunities, this tradition can continue to live on and benefit society. Further research and the development of innovative training programs will be crucial to ensure the sustainability of this tradition in the future, as Nugroho (2021) expressed; "Cultural preservation is not only the older generation's responsibility but also a common task that every member of society must carry out."

Wayang Kulit Performance:

Wayang Kulit's performance is one of the most important cultural elements in Giyanti Village. In order to modernize the way these performances are presented, technology is used to document and promote Wayang Kulit. Using digital platforms to introduce this traditional art to a broader audience has changed how the community interacts with Wayang Kulit. Apart from entertainment, Wayang Kulit is an educational medium rich in moral and philosophical values. Through digital documentation and more effective promotion, the stories of Wayang Kulit can be more accessible to the younger generation and the broader community so that they can enrich their understanding of the values contained in the stories (N. Hasanah, 2016)

In a broader context, the Wayang Kulit performance in Giyanti Village is not just entertainment but also a bridge between generations. Through technology, such as video streaming and social media, these shows can be reached by a more diverse audience, domestically and abroad. This allows the Wayang Kulit artists to interact directly with the audience, share experiences, and explain the meaning behind each character and story shown.

In terms of education, Wayang Kulit can be used to teach noble values, such as honesty, courage, and wisdom. By utilizing digital platforms, educational institutions can incorporate Wayang Kulit performances into their curriculum. For example, students can be invited to analyze the characters in the story and discuss how those values are relevant to their daily lives. This approach makes learning more engaging and provides a cultural context. It can be invaluable to develop a mobile app containing information about Wayang Kulit, including its history, manufacturing techniques, and performance guides. The app can include interactive features, such as quizzes and educational games, designed to increase understanding and appreciation of the art of Wayang Kulit among the younger generation.

Festival Emblem:

The Emblem Festival, held at the Giyanti Hall, has shown a significant increase in community participation and the number of visitors. This is in line with the increasing quality of documentation and promotion of the festival. Through this activity, the Giyanti Village community is increasingly involved in planning and implementing the festival, a place to preserve culture and a platform for cultural exchange. The festival enriches the community's insight into the potential and uniqueness of their local traditions and fosters a strong community cooperation spirit. This activity also has a positive economic impact by increasing the number of tourists who are interested in visiting the village (Krishna & Suadnyana, 2020)

The Emblem Festival also strives to partner with various educational institutions and arts organizations. Through this collaboration, the festival can present more quality art performances, such as traditional dance, music, and theater, that raise local cultural themes. By involving young artists and students, the festival is a space to showcase talents and educate the next generation on the importance of preserving cultural heritage.

In the context of cultural preservation, the Emblem Festival functions as a space for intercultural dialogue. By inviting communities from other regions to participate, the festival creates an opportunity to exchange ideas and experiences. Panel discussions and open forums during the festival allowed participants to share views and best practices in preserving local culture and forge closer community relationships. The Emblem Festival has become a clear example of how cultural activities can positively impact society. By continuing to innovate and adapt, the Emblem Festival is expected to grow and provide more significant benefits for Giyanti Village and its surroundings.

4. CONCLUSION

The implementation of community service in Giyanti Village has achieved significant results in maintaining and revitalizing the village's traditional culture while incorporating modern innovations to increase the relevance and sustainability of these activities. The program has fostered a sense of ownership and pride in their cultural heritage by involving local communities in all aspects, from planning to implementation. This has been seen through increased participation in traditional events, the revitalization of traditional skills such as bamboo weaving, and digital platforms to promote and document local culture.

This devotion also demonstrates the importance of a qualitative approach in understanding social and cultural dynamics by revealing how traditional values can coexist and adapt to modern changes. In-depth observations and interviews have provided valuable insights into how the Giyanti Village community navigates the challenges of modernization while still holding fast to its traditions. Overall, community service in Giyanti Village has shown that cultural preservation is about preserving the past, enriching the present, and ensuring the transmission of cultural heritage to the future. This success offers a model that can be replicated by other communities in preserving and developing their cultures amid rapid globalization, emphasizing the importance of collaboration between academic researchers, local communities, and other stakeholders in cultural preservation efforts.

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