



THE ROLE OF TRADITIONAL LEADERSHIP AND COMMUNICATION DYNAMICS IN MAINTAINING THE CULTURAL HERITAGE OF THE BADUY TRIBE

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Abstract

The primary objective of this study is to investigate the significance of traditional leadership and communication dynamics in the preservation of the cultural heritage of the Baduy tribe. The Baduy tribe, which resides in the Banten Province of Indonesia, possesses a culturally rich and distinctive heritage. However, the impact of modernization and social change has affected the preservation of their culture. This research method uses a qualitative approach by collecting data through in-depth interviews, observation and document analysis.

The research findings indicate that traditional leadership plays a crucial role in the preservation and perpetuation of Baduy culture. In Baduy society, the role of traditional leaders encompasses the preservation of cultural customs, the establishment of regulatory frameworks, and the facilitation of communication channels. This study posits that the interconnectedness of traditional leadership and communication dynamics plays a crucial role in the preservation of the cultural heritage of the Baduy tribe. The success in preserving the cultural heritage of the Baduy tribe in the face of modernization is contingent upon the collaborative endeavours between traditional leaders and community members, which encompass the preservation of traditions and the facilitation of communication. This study offers significant contributions to the understanding of strategies for preserving traditional culture amidst the challenges posed by rapid social and environmental transformations.

Keywords: Traditional Leadership, Communication Dynamics, Cultural Heritage, Baduy Tribe

INTRODUCTION

Indonesia, known for its cultural and ethnic diversity, is home to various tribes and unique traditions. One of the tribes that is part of this cultural diversity is the Baduy tribe. It is located at the foot of the Kendeng mountains, in Kanekes Village, Leuwidamar District, Lebak-Rangkasbitung Regency, Banten Province.

The Baduy tribe is an ethnic group that lives in the interior of Banten Province, Indonesia. They are known for their rich and unique cultural heritage, which has been preserved for centuries. However, in the modern era marked by social change, technology and globalization, the Baduy cultural heritage faces various challenges in its preservation. The Baduy tribe, residing in the inland regions of Banten Province, Indonesia, possesses a culturally rich and distinctive heritage. Nevertheless, preserving their cultural heritage has encountered considerable challenges due to modernization, social transformation, and global influences.

The Baduy tribe has unique characteristics, including a very traditional lifestyle and strong traditional values. They practice teachings and beliefs passed on from generation to generation. The

emphasis on maintaining their culture and identity has made them one of the most prominent ethnic communities in maintaining their traditions in Indonesia. At about 40 kilometres from Rangkasbitung City, the Baduy live in remote areas. Even though modernization and social change have influenced many aspects of Indonesian society, the Baduy continue diligently maintaining their traditions. They demonstrate profound dedication to preserving the cultural legacy bestowed upon them by their forebears.

Nevertheless, endeavours to preserve the Baduy culture are only sometimes executed seamlessly. The community is facing growing challenges due to modernization and the impact of global influences. The Baduy community faces the challenge of striking a delicate equilibrium between preserving their unique cultural values and accommodating the external transformations associated with rapid modernization. Considering the importance of maintaining Baduy culture, research on the role of traditional leadership and communication dynamics in maintaining their cultural heritage becomes relevant and important. It can provide insight into how the Baduy tribe managed to maintain their traditions and overcome existing challenges, as well as provide lessons for efforts to maintain other ethnic cultures in Indonesia.

As a community that lives in remote areas in the forest, the Baduy tribe adopts a very traditional lifestyle and adheres to strict customary principles. Traditional leadership in the Baduy community plays an important role in maintaining and protecting their cultural heritage. Traditional leaders play a key role in organizing indigenous traditions, safeguarding cultural values, and ensuring social norms are respected. However, the role and challenges faced by traditional leadership in the context of social change and modernization still need to be fully understood.

Apart from that, communication dynamics is also an important aspect of maintaining cultural heritage. Communication, both oral and non-verbal, plays a major role in the process of transmitting cultural values, traditions and knowledge from older generations to younger generations. However, with changes in the communication environment influenced by technology, social media, and lifestyle changes, communication dynamics within Baduy society may also experience significant shifts.

Considering these challenges, research on the role of traditional leadership and communication dynamics in maintaining the Baduy cultural heritage becomes relevant and important. This research will not only provide in-depth insight into efforts to maintain Baduy ethnic culture. However, it can also guide efforts to maintain ethnic culture worldwide, which faces similar challenges in the face of globalization and modernization. Therefore, this research has broad relevance in scientific, cultural and social contexts.

This research explores the role of traditional leadership and communication dynamics in efforts to maintain the cultural heritage of the Baduy tribe amidst rapid social and environmental changes. According to research by Suparmini, Setyawati, and Sumunar (2012), customs, culture, and traditions play a central role in the life of the Baduy tribe. They highlight three key elements in their daily lives: a simple attitude to life that reflects the values of simplicity, a close relationship with nature as a friend

that must be looked after, and a spirit of independence in carrying out work activities with high passion and ethos. Work, study and play are done together, regardless of age or gender, making collaboration an important element in maintaining Baduy culture. These findings emphasize the uniqueness and resilience of their culture and their high dedication to maintaining their cultural heritage amidst changing times.

LITERATURE REVIEW

The Role of Traditional Leadership in the Preservation of Cultural Heritage

Leadership is a person's ability to lead, direct and motivate other people to achieve certain goals. Leadership is the process of influencing the activities of individuals or groups towards achieving goals in certain situations (Amardeep & Bajpai, 2022). In other words, Leadership is a broad and important concept in various contexts, including organizations, business, politics, and everyday life (Idris, 2023). According to Smith (2009), "The traditional head is an authoritative figure who has control over the implementation of traditional ceremonies, maintains cultural traditions, and plays an important role in maintaining the social structure of Baduy tribal society." An in-depth understanding of the role of traditional leadership in maintaining ethnic culture is an important basis for this research.

Culture

Indigenous Peoples are groups of people who have lived for generations in certain geographical areas and have social, cultural, economic and political systems regulated by customary law and customary institutions (Sabardi, 2014). Indigenous Peoples have equal rights and freedoms with all people, including rights to customary territories, rights to natural resources, rights to education, rights to health, and rights to participation in decisions that affect their lives. Leadership in Indigenous Societies refers to the role and influence of leaders in indigenous communities in managing and maintaining various aspects of their society. Traditional leaders are important in achieving organizational goals and maintaining local food security (Pratidina et al., 2020). However, the rights of Indigenous Peoples are often not fulfilled due to discrimination, seizure of traditional territories, and development that does not actively involve them.

Communication Dynamics in Traditional Cultural Contexts

Anthropological communication theory by Geertz (1973) emphasizes the importance of communication in maintaining culture. Geertz asserts that communication is the primary means by which cultural meanings are maintained and transmitted. Communication studies in traditional cultural contexts also show the importance of oral and non-verbal communication in maintaining cultural traditions (Anshorie, 2015). The dynamics of social change that occur in Baduy society, it is important to pay attention to and respect the customs and beliefs inherited from their ancestors ((Molo, 2022).

This previous research will help us understand the role of communication dynamics in maintaining Baduy culture.

Challenges of Modernization and Globalization

In the context of cultural heritage preservation, literature on the impacts of modernization and globalization is very relevant. According to Ida et al. (2023), social and economic changes triggered by modernization can threaten the preservation of traditional culture. Meanwhile, Smith (2009) highlights how globalization can seriously affect traditional communities, including the Baduy tribe. These studies provide an understanding of the challenges faced by the Baduy tribe in preserving their cultural heritage amidst the dynamics of modernization and globalization.

By referring to this theoretical basis, this research will analyze the role of traditional leadership and communication dynamics in maintaining the cultural heritage of the Baduy tribe by considering the challenges faced by modernization and globalization.

METHOD

Research design

This research will use a qualitative approach. This approach was chosen because the research focuses on a deep understanding of the role of traditional leadership and communication dynamics in maintaining the cultural heritage of the Baduy tribe. Qualitative research methods will allow us to collect in-depth and contextual data. This study refers to the research methodology developed by Sugiyono (2018) to ensure the accuracy, thoroughness and validity of the data obtained in the research.

Research Participants

Research participants will consist of members of the Baduy tribe, including traditional leaders and community members. We will use a sample selection technique to ensure good representation from various levels of Baduy society. The number of participants will be determined based on the principle of data saturation, where data collection will continue until it reaches a point when no new information emerges.

Data collection

1. Deep interview

We will conduct in-depth interviews with traditional leaders and members of the Baduy tribal community. This interview will focus on the role of traditional leadership in maintaining culture and communication dynamics within communities.

2. Participatory Observation

Researchers will observe traditional events, ceremonies and activities of the Baduy tribal community.

Observations will help us understand cultural practices firsthand.

3. Document Analysis

We will collect and analyze cultural documents, such as oral stories, oral literature, and customary records, that can provide additional insight into the cultural heritage of the Baduy tribe.

Data analysis

The collected data will be analyzed using qualitative content analysis. Information obtained from interviews, observations, and document analysis will be organized, coded, and categorized to identify patterns, themes, and key findings regarding the role of traditional leadership and communication dynamics in cultural heritage maintenance.

This research method will enable an in-depth understanding of the role of traditional leadership and communication dynamics in maintaining the cultural heritage of the Baduy tribe, as well as how this community faces the challenges of modernization and globalization to maintain its cultural identity.

RESEARCH RESULTS AND DISCUSSION

Research result

This research has provided an in-depth understanding of the role of traditional leadership and communication dynamics in efforts to maintain the cultural heritage of the Baduy tribe. The following are the main findings of this research:

1. Traditional Leadership as the Primary Custodian of Cultural Heritage

The role of traditional leadership, held by traditional leaders has proven important in preserving and preserving the cultural heritage of the Baduy tribe. Traditional leaders are not just symbolic figures, but they play an active role in organizing, maintaining and maintaining the integrity of Baduy cultural traditions. They have a very strong moral authority that is respected by the entire Baduy community, leading to compliance in carrying out customs and traditions passed down from generation to generation. Traditional leaders are not only decision-makers in traditional affairs but also guardians of the knowledge and noble values that are the basis of the Baduy cultural identity. In an ever-changing environment, the role of traditional leaders as guardians of cultural heritage is key in ensuring the continuity of Baduy culture.

Apart from that, traditional leaders also play a role in maintaining the social norms that form the core of Baduy culture. They play an important role in mediating conflicts, providing advice, and managing social aspects of society. This role helps in maintaining harmony and social cohesion within the Baduy community. Thus, traditional leaders are not only holders of tradition but also moral and social leaders who support the maintenance of Baduy culture in a modern context that continues to develop.

2. Communication Dynamics in Cultural Heritage Maintenance

The dynamics of communication, both verbal and non-verbal, have a very significant role in the process of maintaining the cultural heritage of the Baduy tribe. Oral traditions, such as stories passed down from generation to generation, traditional songs, and rituals, are the main means of transmitting cultural knowledge and traditions to younger generations. Through this oral narrative, important stories from the past, cultural values, and stories of the Baduy tribe continue to be preserved and passed on from one generation to the next.

Apart from oral communication, non-verbal communication also plays a central role in maintaining Baduy cultural identity. Traditional art, dance and clothing reflect deep cultural expressions. They are not only a beautiful form of artistic expression but also hold deep cultural significance. The traditional clothing of the Baduy tribe, for example, is an important symbol of their identity and is often used in various traditional ceremonies. By maintaining these elements, the Baduy tribe not only maintains their cultural heritage but also ensures that their identity and identity are maintained in an ever-changing world.

3. Challenges of Modernization and Globalization

The challenges of modernization and globalization have become important factors influencing the Baduy people in various aspects of their lives. Ongoing social, economic and technological changes have had a significant impact on their traditional way of life. The Baduy, who live by the principles of simplicity and independence, face increasingly powerful external influences due to the push towards a more modern lifestyle and easy access to information through technology.

Additionally, communication and interaction with the outside world, especially through social media, have changed how information and cultural values are accessed and maintained. The Baduy community has been exposed to different views and ideas outside their community. It has presented challenges in maintaining the integrity of their culture while responding to changes coming from outside. The Baduy people must maintain a delicate balance between maintaining traditions from their ancestors and adapting to changes in the world around them.

This challenge emphasizes the importance for the Baduy to reflect on how they can maintain their cultural roots while remaining relevant and responsive to developments in the modern world. Effective cultural maintenance efforts require a wise approach and close collaboration between traditional leaders, communities and policymakers. They must devise strategies that will enable them to preserve their cultural heritage while navigating ongoing changes.

4. Collaboration between Traditional Leadership and Community

The successful maintenance of the Baduy cultural heritage results from close collaboration between traditional leadership and community members. Traditional leaders not only act as symbolic leaders but also as active drivers in maintaining and preserving cultural traditions. They play a role in organizing traditional ceremonies, planning rituals, and ensuring proper implementation. In this case, traditional leaders are important in directing cultural maintenance efforts. On the other hand, community members also play a key role in maintaining the cultural heritage of the Baduy tribe.

They are involved in various stages of traditional ceremonies, such as preparation, implementation and closing. Through close collaboration with traditional leaders, community members are active in maintaining traditions and preserving the cultural values they adhere to. This collaboration creates a participatory atmosphere where every community member has a significant role in maintaining cultural heritage.

Sustainable collaboration between traditional leadership and the community is the key to maintaining Baduy culture. It enables participatory decision-making and effective sharing of responsibilities in safeguarding their cultural heritage. In the rapidly changing modern context, cooperation between traditional leaders and community members is the main basis for ensuring the continuity of Baduy culture and enabling them to face the challenges of the times adequately.

This research confirms that traditional leadership and communication dynamics are the main elements in maintaining the Baduy cultural heritage. Efforts to maintain this culture require close collaboration between traditional leaders and community members, as well as a careful balance in dealing with external changes. This research provides valuable insight into how ethnic communities can preserve their cultural heritage amidst changing times.

Discussion

1. The Role of Traditional Leadership in Maintaining the Cultural Heritage of the Baduy Tribe

The research results show that traditional leadership, represented by traditional leaders, plays a central role in maintaining the cultural heritage of the Baduy tribe. Traditional leaders are responsible for organizing and implementing traditional ceremonies, maintaining traditions, and maintaining cultural values. They also play a role as guardians of social norms in Baduy society. Traditional leaders have moral authority and authority in making decisions related to cultural aspects, such as traditional ceremonies, rituals and relations with the outside world.

2. Communication Dynamics in Cultural Heritage Maintenance

This research also shows that communication dynamics within the Baduy community play a key role in maintaining cultural heritage. Oral and non-verbal communication is the main tool in transmitting knowledge, values and cultural traditions from the older to the younger generation. Oral stories, songs, and rituals are examples of oral communication used to teach and maintain cultural heritage. In addition, non-verbal communication, such as through art, dance and traditional clothing, also plays a role in maintaining cultural identity.

3. Challenges of Modernization and Globalization

This research also underlines the impact of modernization and globalization on maintaining the cultural heritage of the Baduy tribe. In facing social changes and global influences, the Baduy people feel compelled to adapt to these changes. The main challenge is how they can maintain a balance between maintaining traditions and responding to external changes. The influence of social

media and technology has also influenced traditional communication patterns and has brought about changes in the way information and cultural values are maintained and disseminated.

4. Collaboration between Traditional Leadership and Community

The research results show that efforts to maintain the cultural heritage of the Baduy tribe were successful through good collaboration between traditional leadership and community members. Traditional leaders work together with community members in maintaining traditions, organizing ceremonies, and facilitating communication. This collaboration enables participatory decision-making and effective sharing of responsibilities in preserving the cultural heritage of the Baduy tribe.

This research illustrates that the role of traditional leadership and communication dynamics is very important in maintaining the cultural heritage of the Baduy tribe. They are the main elements in maintaining the cultural identity of the Baduy tribe amidst the challenges of modernization and globalization. Close collaboration between traditional leadership and community members is the key to success in maintaining their cultural heritage. This study provides valuable insight into how ethnic communities worldwide can preserve their cultural heritage in the face of rapid social and environmental change.

CONCLUSION

The research results present key findings that illustrate the importance of these elements in maintaining Baduy culture and identity:

1. The Role of Indigenous Leadership

Traditional leadership leaders are proven to play a central role in maintaining the cultural heritage of the Baduy tribe. They are responsible for maintaining traditions, organizing traditional ceremonies, and holding moral authority in maintaining social norms. Traditional leaders act as guardians of noble values passed down from generation to generation.

2. Communication Dynamics

Communication, both oral and non-verbal, is the main tool in transmitting knowledge, values and cultural traditions of the Baduy tribe from the older generation to the younger. Oral stories, songs, rituals, art, dance, and traditional clothing play an important role in maintaining Baduy cultural identity.

3. Challenges of Modernization and Globalization

The Baduy tribe faces challenges from modernization and globalization, influencing their way of life. Social, economic and technological changes force them to balance maintaining traditions and adapting to external changes. The influence of social media and technology has brought about changes in the way information and cultural values are maintained and disseminated.

4. Collaboration between Traditional Leadership and Community

The success of maintaining the cultural heritage of the Baduy tribe is realized through close collaboration between traditional leadership and community members. This collaboration enables effective participation and sharing of responsibilities in maintaining Baduy cultural heritage.

This research confirms that traditional leadership and communication dynamics are the main elements in maintaining the cultural identity of the Baduy tribe amidst changing times. Efforts to maintain this culture require strong cooperation and collaboration between traditional leaders and community members. This research provides valuable insight into how the Baduy and similar ethnic communities worldwide can preserve their cultural heritage in the face of the challenges of modernization and globalization.

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