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Existence of the Teras Sunda Cibiru as a preserving Sundanese traditional arts

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Abstract: The national legacy of the Sundanese people is their culture, which is being conserved for upcoming generations. But as time passes, an increasing proportion of youth are becoming less aware of the history, customs, and culture that form the basis of Indonesian identity. The goal of this study is to increase local artists' and stakeholders' understanding of the importance of preserving and advancing Sundanese traditional art, which has the potential to enrich traditions as a source of identity, income, and economic productivity. The project involved monitoring Teras Sunda Cibiru and working to make it more prevalent. The research was carried out by employing a qualitative method with triangulation techniques. The primary data was obtained from experts in the field of art, while secondary data was acquired from literature reviews. The findings of this study aim to conserve Sundanese traditional arts through Teras Sunda Cibiru, as well as efforts to increase the existence. efforts to increase existence the Teras Sunda Cibiru that have been carried out by stakeholders and artists can become a center for the preservation and enhancement of the sustainable existence of traditional Sundanese art, as well as a place for people to learn, appreciate the rich cultural heritage.

1. Introduction

Indonesia is a country with a diverse culture, one of which is represented by the different traditional arts that are cultivated throughout the country's various regions, including Sundanese culture in West Java and certain areas of Central Java [1]. Art is the products of human thought itself, which essentially relies on the heart. It is created by incorporating the emotions that exist in humans without relying on logic or reasoning. Traditional art is one of the cultural aspects that may be employed as the major topic in the larger framework of cultural studies. Arifninetrirosa asserts in his book entitled *Pemeliharaan Kehidupan Budaya Kesenian Tradisional dalam Pembangunan Nasional* that art is understood in accordance with the values that people choose to uphold [2]. Because art is a natural part of any community, it may help society create and develop new cultures.

Art and Tourism are two activities that have strong interrelationships. In the context of tourism, it has become a very attractive tourist attraction. Art that includes music, dance, and other arts, both traditional and modern. From an artistic point of view, the development of the tourism industry has significantly encouraged the growth of creativity to develop the arts so as to attract visitors or tourists. However, current tourism development should not only be for commercial purposes but also prioritize



the value of art and culture itself, which has become the identity of our nation. One way to preserve these arts is by modernizing them so that people who have tended to be carried away by globalization can accept one of them but can also uphold the artistic and cultural values contained therein.

The government has an important role in preserving art, but in society it is often forgotten. Art can be expressed in various ways, as it should. Various arts have sprung up with the times. Teras Sunda Cibiru exists as a culture and arts laboratory and can be used as a medium for artists in the city of Bandung to preserve and develop traditional culture and arts. This can be seen in how the community increases the existence of the Sunda Cibiru Terrace as a means of preserving traditional Sundanese art. Teras Sunda Cibiru have played an integral role in preserving these timeless art forms for generations. But why should you care, aside from being visually stunning and culturally rich, these traditions offer a glimpse into a way of life that is rapidly disappearing. By understanding and preserving these arts, we can keep a vital part of our history alive for future generations to enjoy.

Sundanese traditional arts are an integral part of the rich cultural heritage of the Sundanese people, who inhabit the western part of Java Island in Indonesia. These arts include music, dance, theater, puppetry, painting, and sculpture, among others. They are not only forms of entertainment but also serve as means of communication, education, and spiritual expression. Moreover, Sundanese traditional arts play a crucial role in preserving the culture and history of the Sundanese people. They reflect the values, beliefs, and customs of the community and transmit them from one generation to another. They also provide a sense of identity and pride for the Sundanese people, who have a distinct cultural identity within Indonesia.

The younger generation, unfortunately, did not embrace this development. This is due to many different factors, including internal ones—people no longer value their ancestors' traditions—and external ones—relentless globalization's growth, which has resulted in numerous developments and changes [3]. This raises questions about what may be done to preserve Sundanese traditional arts and promote its. The purpose of the study is to illustrate the impressive efforts of the Bandung City Tourism and Culture Office in preserving and promoting traditional Sundanese arts through Teras Sunda Cibiru, as well as efforts to increase the existence made by stake holder and local artis to create arts creations can be enjoyed by the younger generation nowadays.

2. Literature review

Preservation, in the Big Indonesian Dictionary (KBBI offline, QT Media, 2014), comes from the basic word sustainable, which means it remains forever unchanged. Then, in the rules for using Indonesian, the use of prefix and the suffix *-an*, is used to describe a process or effort (a verb). So based on the keyword sustainable plus the prefix and the suffix *-an*, what is meant by preservation is an effort or process to make something remain unchanged forever. It can also be defined as an effort to maintain something so that it remains as it is.

In more detail, preservation defines as an activity that is carried out continuously, directed, and integrated in order to realize certain goals that reflect the existence of something that is permanent and eternal, dynamic, flexible, and selective [4]. Regarding the preservation of local culture, Jacobus Ranjabar argues that the preservation of the nation's old norms (local culture) is to maintain the values of cultural arts and traditional values by developing dynamic manifestations and adapting to situations and conditions that are always changing and developing [5].

Preservation is an effort that is based on a basis, and this basis is also called the factors that support it both from within and from outside of the thing being preserved. Therefore, a conservation process or action recognizes a strategy or technique based on the needs and conditions of each species [6]. One of the objectives of cultural preservation is also to carry out cultural revitalization (strengthening). Regarding the cultural revitalization, he said there were three steps, namely: 1) understanding to raise awareness; 2) collective planning; and 3) awakening cultural creativity.

One of the experts who expresses opinions about culture is Edward Burnett Tylor. They explains that culture is a complex collection of knowledge, beliefs, arts, laws, morals, customs, and any other capabilities or habits acquired by humans as members of society [7]. Herskovits views culture as

something that is passed down from one generation to another, which is then referred to as superorganic [8]. Soemardjan and Soemardi explain that culture is a means of creation, taste, and the creation of society [9].

3. Methodology

This research was approached qualitatively, which produced descriptive data in the form of written or spoken words from the people and the observed behavior. Descriptive research strategies are used to describe, suggest, or describe various existing data or theories [10]. Researchers used snowball sampling technique to determine participants. At the first time researcher had one participant who is the management of Teras Sunda Cibiru, then he suggested some people to be interviewed according to criteria that researchers wanted. After that, from those suggested by the management of Teras Sunda Cibiru, they also suggest other people to become participants researchers. The criteria of participants in this study are: 1. Participants are natives or people who inhabit in Teras Sunda Cibiru, 2. Participants are society figures in the Teras Sunda Cibiru, 3. Participants know and understand about the Preservation of Sundanese culture existed in Teras Sunda Cibiru 4. Participants are doing activities in Sundanese's arts and culture. The total number of informants in this research was six people consisting of two management of the Sunda Cibiru terrace, one person at the Calung Arts Association in Bandung and five visitors.

The data collection technique used in this study is the observation method, observing and investigating directly the object of research. The data in this study were also taken by document studies, collecting supporting data such as documentation (photos), journals, theses, dissertations, theses, books, and various other supporting documents that review the Indonesian tourism industry, including from mass media that has credibility. Data processing and analysis techniques in this study were carried out by identifying facts in the field, which were then narrated, producing conclusions that could be used as a reference for development, The validity of the examination of data use a triangulation method, namely triangulation source by comparing the research's result with expert opinion and theory. There are four types of triangulation: (1) methods triangulation, (2) inter-researcher triangulation (if the research is done in groups), (3) data source triangulation, and (4) theoretical triangulation [11].

4. Results and discussions

Teras Sunda Cibiru is a center for the development of Sundanese arts and culture that was built by the Bandung City Tourism and Culture Office (Disparbud) in 2017 and inaugurated in 2018. Built on a 5,600-square-meter plot of land, it is located on Jalan Jend. AH. Nasution, Cipadung Village, Cibiru District. The Sunda Cibiru Terrace was built with the main design dominated by bamboo, which is one of the characteristics of Sundanese culture. The construction of the Sunda Cibiru Terrace will cost around IDR 7.9 billion.

Teras Sunda Cibiru was built with the aim of being a means of developing Sundanese art and culture as well as a laboratory for Bandung City artists to work and exhibit art performances. Teras Sunda Cibiru is also expected to become a new tourist destination in Bandung, with the goal of introducing Sundanese culture and arts on a national and even international scale. As well as being a place for performing arts and art exhibitions for Sundanese artists, especially those in the city of Bandung, such as theatre, music, traditional dance, and several commemorative events related to culture and art. Some of the rooms in Teras Sunda Cibiru can also be rented to the general public for exhibitions or art performances.

However, a number of public facilities had to be closed during the COVID-19 pandemic. The Sunda Cibiru terrace, which is usually crowded with various art events, is now empty. In fact, before the COVID-19 pandemic, visitors came almost every day, both for art performances and just to take pictures. Various facilities are provided in a place with an area of 5,600 square meters with buildings dominated by bamboo, which is one of the characteristics of Sundanese culture. A number of spaces have been prepared to hold art events, such as a tool-making room, a gallery, an art venue, a prayer room and an underground parking lot. Even the Sunda Cibiru terrace provides access for tourists with

disabilities. To enjoy the various facilities available, visitors are free of charge; however, due to the quiet conditions, many of the facilities are underutilized and look neglected. Many things must be maintained and developed again to attract tourists to these tourist attractions and cultural arts.



Figure 1. A gallery space for crafting art supplies.

Efforts to preserve the arts, namely all intangible cultural achievements, if considered still useful because of their relevance to life, therefore require continuous preservation efforts [12]. Art that develops in society is a form of culture; art that lives in society is called traditional art. In reality, art or culture can process, develop, shrink, change, or transform [13]. In the above limitations, conservation is seen as consisting of three aspects, namely protection, development, and utilization. It is in the utilization aspect that there is interest in tourism. To describe the correct concept, it is immediately necessary to add an explanation that the use of culture can be directed to various purposes, not just tourism.

Teras Sunda Cibiru have become a vital tool in preserving Sundanese traditional arts. Through the establishment of cultural centers and workshops, local artists are able to share their knowledge and skills with younger generations. Furthermore, the Teras Sunda Cibiru provide a platform for artists to showcase their work and connect with potential buyers. This not only helps to support the artists financially but also raises awareness about the importance of preserving Sundanese traditional arts.



Figure 2. Amphitheater as a venue for artistic performances.



Figure 3. Painting exhibition.

According to Tuloli, apart from the government component, those who are also responsible are educators, students, community leaders, politicians, journalists, and others [14]. It can be said that the preservation and utilization of cultural arts are the duties of all people. Teras Sunda Cibiru have a significant impact on the preservation of Sundanese traditional arts. By providing a space for artists to showcase their work, the terraces have helped to keep these art forms alive and thriving. In addition, the terraces have also attracted tourists from around the world who are interested in learning more about Sundanese culture. This has provided a valuable source of income for local artists and artisans, helping to support their work and ensure that these traditions continue for generations to come.

4.1. The importance of preserving traditional arts

Preserving traditional arts is crucial to maintaining cultural heritage and identity [15]. These art forms are often passed down from generation to generation, and losing them would mean losing a part of our history and culture. In addition, traditional arts can provide a sense of community and belonging for those who practice and appreciate them. The Teras Sunda Cibiru play an important role in preserving Sundanese traditional arts. By showcasing dance, music, costume, and storytelling, the terraces help keep these art forms alive and accessible to both locals and tourists. In fact, the terraces have become a popular destination for those interested in learning more about Sundanese culture and its rich artistic traditions.

It is of significant importance for several reasons, as it plays a crucial role in maintaining cultural heritage, fostering a sense of identity, and enriching society in various ways. Traditional arts are a vital part of a culture's history and identity. They often represent the unique customs, values, and artistic expressions of a particular community or region. By preserving these art forms, we ensure that future generations have access to their cultural roots and can learn from the wisdom, creativity, and traditions of their ancestors. Traditional arts also provide individuals with a sense of identity and belonging to a larger community. They help people connect with their cultural heritage and establish a sense of continuity with their past. This connection can boost self-esteem and pride in one's cultural background, fostering a stronger sense of belonging to a particular group or society.

Preserving traditional arts is not an easy task, and the Teras Sunda Cibiru are no exception. One of the biggest challenges is the lack of funding and support from the government and private sector. Without adequate resources, it is difficult to maintain the terraces and ensure that they are accessible to the public. Another challenge is the changing attitudes towards traditional arts among younger generations. With the rise of modern technology and globalization, many young people are more interested in Western culture and may not see the value in preserving their own cultural heritage. This can make it difficult to pass down traditional knowledge and skills to future generations.

4.2. *The future of the Teras Sunda Cibiru*

As we look to the future of the Teras Sunda Cibiru, it is clear that they will continue to play a crucial role in preserving Sundanese traditional arts. Not only do they provide a space for artists to showcase their talents, but they also serve as a reminder of the rich cultural heritage of the region. However, there are also challenges ahead. As modernization and globalization continue to impact the world, it can be difficult to maintain traditional practices. It will be important for communities to come together to ensure that the Teras Sunda Cibiru remain a vibrant part of Sundanese culture for next generations.

In realizing the preservation and efforts to increase the existence of the Sunda Cibiru Terrace, what needs to be studied are:

1. **Facility Development and Maintenance:** The first effort is to ensure the Teras Sunda Cibiru facility is in good condition and well maintained. Repair, renovation, and maintenance of the building and the surrounding area must be carried out regularly to keep visitors comfortable and safe. This includes setting up the stage, seating, lighting, and adequate sanitation.
2. **Improved Accessibility:** Ensuring easy accessibility to the Sunda Cibiru Terrace is also important in increasing its existence. This can be done by improving the road and transportation infrastructure in the area. Providing clear road signs and adequate public transportation information can help visitors reach the place easily.
3. **Education and Training Programs:** To maintain the preservation of traditional Sundanese arts, education and training programs can be held at Teras Sunda Cibiru. This program can involve artists and experts in Sundanese culture to provide training to the younger generation and the general public on traditional arts, such as dance, music, visual arts, and other performing arts. In addition, visitors can also be invited to participate in workshops and classes related to traditional Sundanese arts.
4. **Regular Cultural Performances and Events:** To increase the existence of Teras Sunda Cibiru, it is important to hold regular cultural performances and events featuring traditional Sundanese arts. This can include performances of dance, traditional music, theater, wayang, and other forms of performing arts. These events must be well advertised and regularly scheduled in order to attract the attention of the wider community and become popular cultural tourism destinations.
5. **Collaboration with Related Communities and Institutions:** Teras Sunda Cibiru can collaborate with artist communities, educational institutions, and related cultural institutions to expand networks and create fruitful collaborations. This collaboration can include exchanging knowledge and experiences, organizing joint events, and developing art projects involving local communities.
6. **Marketing and Promotion:** In order for Teras Sunda Cibiru to be widely known, it is necessary to carry out effective marketing and promotion efforts. This can involve using social media, placing banners or posters in strategic places, working with local media, and participating in cultural exhibitions and festivals. By promoting the Sunda Cibiru Terrace as an attractive cultural tourism destination, it can attract people's interest to visit the place and support the preservation of traditional Sundanese arts.

Through these steps, it is hoped that Teras Sunda Cibiru can become a center for the preservation and enhancement of the sustainable existence of traditional Sundanese art, as well as a place for people to learn, appreciate, and enjoy the rich cultural heritage. In order to maintain art as a vital part of sustainable tourism, it is necessary to adhere to sustainable tourism principles that take into account social, economic, and environmental factors. The management of the Teras Sunda Cibiru can take a number of actions to effectively manage the area, including working with local communities to raise awareness of the value of cultural heritage preservation, creating training and community empowerment initiatives to enhance cultural heritage-related skills, creating sustainable tourism initiatives that honor the environment and local culture, Select sustainable management techniques and ecologically friendly preservation strategies. Put in place an efficient monitoring system to measure the results of cultural heritage management initiatives. An important factor in the growth of the local economy can be arts

tourism [16]. Including local communities in the creation and marketing of art can boost their revenue. Creative sectors can benefit from arts tourism. The growth of the local arts community can empower local creative industry participants and artists, as well as provide new jobs [17].

A key component of socially sustainable tourism is the involvement and empowerment of local people. By empowering local communities, giving them the chance to influence tourism-related decisions, and promoting the growth of regional enterprises and skill sets, we can raise living standards and revenue. In addition, it can promote tolerance for the customs and cultural heritage of the area and discourage tourist activities that could denigrate or harm those traditions. In addition to promoting positive visitor participation in local life, socially responsible tourism can enlighten visitors about cultural norms, practices, and culture.

Fair distribution of the economic advantages of tourism among local communities, the establishment of small and medium-sized businesses, and the participation of the local industry in the tourism value chain are all made possible by economically sustainable tourism. In addition, encouraging economic diversification to lessen reliance on tourism and cultivating additional sustainable economic sectors are important steps toward establishing long-term stability.

Environmental aspects include the preservation of nature and natural resources, the preservation of biodiversity and natural ecosystems, and the adoption of environmentally friendly methods to reduce the consumption of energy and natural resources. Additionally capable of efficiently managing waste and lessening the effects of pollution is environmentally sustainable tourism, lowering carbon footprints, promoting the use of eco-friendly technologies and sustainable waste management techniques, and creating destination management plans that take capacity and environmental impact into account.

Government, business, and local communities must work together to establish strong relationships in order to put sustainable tourism concepts into practice. Work together to create guidelines and best practices that encourage environmentally friendly travel, embrace community involvement in the planning and development of tourism, and value local expertise and experience in preserving the sustainability of travel destinations.

Traveling for the arts can raise awareness of the cultural legacy of the area. The sustainability and diversity of a region's cultural history can be preserved with the support of art preservation programs. Local communities should be actively involved in arts tourism. Programs for training, workshops, and cooperative initiatives that increase community involvement in the production and preservation of the arts can fall under this category. The environmental effects of art tourism must be considered as it develops. This covers managing waste, protecting the environment, and lowering carbon emissions from tourism-related activities. Environmental aesthetic sustainability should be taken into account while planning an art trip. A sustainable tourism experience can be produced by preserving the natural beauty and incorporating art into the surrounding environment.

These three factors when combined can result in art preservation having a good, long-lasting effect on the environment, society, and economy as a crucial component of sustainable tourism. Among these sustainable planning strategies are those that emphasize resource conservation, art integration with the surrounding natural beauty, and local culture.

5. Conclusion and recommendations

Maintaining cultural heritage, encouraging a sense of identity and belonging, advancing cultural diversity, stimulating artistic innovation, advancing economic development, promoting spiritual and emotional well-being, bolstering education, and preserving traditional knowledge all depend on the preservation of traditional arts.

Actually, there are a lot of ways to achieve cultural preservation, and constructing facilities to do so is one of them. One such location is the Teras Sunda Cibiru, designed to serve as a workspace and public gallery for artists from Bandung City. One of the traditional artistic tourist attractions in Bandung is Teras Sunda Cibiru. It is anticipated that this traditional art-based tourist site will draw visitors to Bandung, particularly those interested in learning about Sundanese culture.

In actuality, though, there are still issues with Teras Sunda Cibiru use, one of which being the COVID-19 pandemic. The COVID-19 outbreak forced the closure of a number of public buildings. As a result, there were no longer any creative events held at the Cibiru Sunda Terrace, and a number of its facilities were in disrepair. In the end, fewer people visited as a result of these factors. In order to overcome the aforementioned issues, Teras Sunda Cibiru must be optimally promoted in order to resurrect its existence, allow for the holding of artistic events, and boost tourism through the construction and upkeep of facilities, improved accessibility, educational and training initiatives, performances, and frequent cultural events. In order for art preservation which is a crucial component of sustainable tourism to have a long lasting positive influence on the environment, society, and economy. The public sector, private industry, and local communities must form solid alliances going forward, creating a cultural and artistic laboratory for artists in Bandung to preserve and advance traditional arts and culture on the Cibiru Sundanese terrace.

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