

THE ROLE OF REGIONAL CULTURAL WEEK IN AN EFFORT TO MAINTAIN THE EXISTENCE OF TRADITIONAL GAMES AS THE NATION'S CULTURAL HERITAGE IN THE MODERN ERA

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ABSTRACT

In writing this journal will be discussed on the topic entitled "The Role of Regional Cultural Week in an Effort to Care for the Existence of Traditional Games as the Nation's Cultural Heritage in the Modern Era" to explore the topic, the Government should make efforts to carry out activities or events every year or every month that invite the nation's generation and children to be more familiar with traditional games in the modern era so that in these efforts traditional games will not Completely lost, besides that, the government must also work with parents so that their children are limited in the use of gadgets because with children who are not limited in the use of gadgets, there will be a dislike for traditional games, parents must also invite their children in every cultural week event based on traditional games to maintain the existence of cultural heritage. Efforts to maintain the existence of traditional games can be applied through books, holding traditional game activities at school or at home, building communities in the community and others. This research methodology uses a qualitative approach and the system used in this scientific work is a descriptive method. Literature research is research conducted where the author collects data and collects data from various sources. The sources taken are among others from books, and websites. On the other hand, library research is used as the first step of research to determine the research topic, with the conduct of this research will be used as material for further research and analysis to obtain research results. Where the most important thought of the discussion is to provide knowledge and increase broader insight.

Keywords: *Regional Culture Week, Traditional Games, Cultural Heritage, Modern Era.*

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INTRODUCTION

As a cultured society, knowing the amplification of a regional culture is very essential. Regional culture itself is a traditional art that is unique to a region (Wibowo et al., 2016). In addition, regional culture innovates with the times. In the era of modernization, cultural acculturation continues to occur which makes regional culture mixed with modern culture (Ozer et al., 2017). Where, the cultural values of the region are not lost or faded, but collaborate with the culture of modernization.

Therefore, as a cultured society, it is important to be able to harmonize local culture with modern culture in the current digitalization era. Preservation of the culture of a region is important to maintain its existence (Asfina & Ovilia, 2016). Be it games, traditions or other forms of culture. Moreover, the rise of technology that at any time continues to grow, making culture no longer an interest for the community. One alternative to introduce as well as become a channel to attract public interest in regional culture, through cultural weeks (Lewis, 2013). Where, these activities accommodate the existence of regional culture to attract public interest in the modernization era. So that inter-regional cultures with the modernization era are well integrated

Thus, our purpose in reviewing the discussion entitled "The Role of Regional Culture Week in Efforts to Care for the Existence of Traditional Games as Cultural Heritage", is none

other than the background of acculturation of regional culture with modern culture today (Makorohim et al., 2021). The era of digitalization has more appeal so that it can dilute cultural values, one of which is traditional games. The rise of the use of gadgets among young people, eliminated the existence of traditional games and replaced by modern games. Thus, through the regional culture week, it is hoped that it can revive curiosity about culture in the form of traditional games and their development to maintain culture in a region, especially traditional games. As a young generation, we should take part in preserving culture, to foster a sense of unity, diversity in cultural values that until now continue to develop in the modernization era.

METHOD

First, library research is used as the first step of research to determine the research topic, with the conduct of this research will be used as material for further research and analysis to obtain research results. Where the most important thought of the discussion is to provide knowledge and increase broader insight. Second, This research uses one method, namely descriptive which is characterized by describing or telling the problem to be solved. Descriptive methods in a research process must be done by means of qualitative and quantitative approaches. Qualitative means sourced from data search or interviews, the results of the approach are used as discussion material and the results of research topics. This journal uses a study where the author collects data and collects data from various sources. The sources taken are one of them from books, e-journals and websites.

RESULTS AND DISCUSSION

Regional Culture Week

Culture in Indonesia is very diverse in many kinds ranging from traditional clothing, regional specialties, traditional dances, regional games and many more varieties, to preserve many cultures in Indonesia that are diverse the government makes many efforts so that regional culture becomes the identity of the people in the area does not fade in the era, one of the government's efforts is to hold a regional cultural week (Minasa, N.D.).

Culture in Indonesia is really diverse in many kinds ranging from traditional clothing, regional specialties, traditional dance dances, regional games and many more varieties, to preserve many diverse cultures in Indonesia, the government makes many efforts so that regional culture becomes the identity of the people in the area does not fade in the swallows of the era, one of the government's efforts is to hold a regional cultural week quoted from the website *keminfo.go.id* Regional Culture Week is an implementation of one of the agendas of the cultural promotion strategy, by providing space for diversity of cultural expressions, and encouraging cultural interaction to strengthen an inclusive culture (Mulyoutami et al., 2009). As quoted from the website, the cultural week has a role to provide an important space in strengthening regional identity by preserving various cultures that have become characteristic of regions in Indonesia (Reisinger, 2009).

Traditional Games

When talking about tradition, tradition is an activity carried out in a certain area by previous ancestors and passed on to posterity for generations (Kwon, 2006). One example of a tradition passed down by ancestors is traditional games. Traditional games themselves are games that

originate and grow from certain regions that contain cultural values and life then preserved for generations and from time to time traditional games have the aim of seeking pleasure, and can also be used as sports activities, usually this game has certain conditions to determine the winning and losing of players.

Once upon a time, traditional games could not only be used as entertainment, but also as a means of learning for children. There are several kinds of types in traditional games such as, cublek-suweng, engklek, kite, hide and seek and so on. Each of these games has its own advantages, such as being able to increase cohesion, honesty and increase cooperation (Eliasa, 2014). Along with the rapid development of the times, traditional games have gradually begun to die out because they have begun to be replaced by online games that use a lot of technology, such as online games. Online games have many positive impacts that are useful for child development and can increase children's creativity (Behnamnia et al., 2020). But in addition to the positive effects of online games, there are also many negative impacts caused to child development, and the socialist spirit of children, because online games tend to be done individually and without involving direct activities (Steckel, 2009).

Cultural Heritage

Heritage is a legacy that exists because of an event or occurrence in the past that continues to be preserved until now and the future. While Culture is a form of human creation carried out in everyday life. Cultural Heritage is classified into 2, namely Non-Tangible and Material. Non-tangible heritage is a relic of elders that is preserved from the present and the future which is finally recreated by the community in the form of practice, expression, knowledge, skills and so on. The nature of intangible cultural heritage is that it can disappear over time.

1. Intangible Cultural Heritage

We can know, cultural heritage in non-tangible form cannot be touched or held in physical form, but in the form of abstract charities. However, it can be felt its existence.

- a. In the field of oral tradition and expression of poetry, folklore, folk song, proverbs, dance, music, theater
- b. In the field of customs, traditional ceremonies
- c. In the field of knowledge, Knowledge of nature, Knowledge of history, Knowledge of traditional medicine

2. Material cultural heritage

Material cultural heritage is cultural relics that can be seen by the eye and touched by the hands around us.

- a. In the field of sites, Prambanan Temple, Borobudur Temple, sculpture
- b. In the field of art, Gong, Angklung, Flute, Drum and other traditional musical instruments
- c. In the field of Architecture, Mosques, Traditional Houses
- d. In the field of objects in everyday life, Pottery, Keris, sword, Ceramics

Era Modern

The modern era is an era where humans begin to leave previous habits or relics of ancestors which are now replaced by relying on sophisticated technology, at this time humans begin to rely on modern era technology. In this modern era, the rapid development of technology has a

positive and negative impact on existing life, sophisticated technology can affect human lifestyles (Marpaung, 2018). From children to parents began to rely on modern-era technology.

Modern technological advances have given birth to new things in the world of information and communication, it actually helps people in living life. However, with the ease of information and communication, people focus on the digital world. Areas that originally had many cultures are now decreasing, people are leaving old things and starting new things, which are considered contemporary and more interesting in other words. People began to follow western culture. Such as, the way of language, the style of dress, the style of appearance.

Rapidly developing technology influences associations and traditions in society (Salehan et al., 2018). The bad impact slowly makes the culture and traditions that exist in the community begin to be forgotten. Many young people are drifting away and becoming victims of the negative side of technology that is growing today (Cooper et al., 2016). One example we observed was a change in traditional games. As time goes by traditional games begin to be forgotten, it is very rare to find children who still play traditional games. Many children underestimate culture, in this era children play more online games because judging from the development of parents allowing children to play mobile phones rather than developing traditional games.

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Traditional games are a wealth of Indonesian culture that should be preserved. The heritage of these ancestors is full of local wisdom values and instills good values in life. In addition, for its various benefits, traditional games need to be re-grounded. Digging, grounding, and preserving traditional games must be pursued by cooperation from all parties in maintaining the existence of traditional games in the midst of modernization. Long before occupying this modern era, many children were proud and happy to play various traditional games from each region. Nuances of happiness and cheerfulness of traditional games

It cannot be found in modern games that are now the prima donna of children's culture. To anticipate that cultural values in traditional games do not fade but develop, the role of regional cultural weeks is needed. So that the existence of traditional and modern games can collaborate. Its cultural values do not say but instead develop in addition to the progress of the times. The potential for the development and preservation of traditional games through cultural weeks will be more rapid. Because the community is not only limited to knowing what traditional games are, but participating because of the re-creation of interest in traditional games that are accommodated as interesting as possible in regional cultural weeks.

CONCLUSION

Looking at the accumulated data that we have obtained, it is concluded that the existence of regional cultural weeks in preserving traditional games as one of the identities of a nation in the modern era has a very effective role. Because of the existence of this regional cultural week, it becomes a vehicle for traditional games to build its existence in the modern era which tends to be unfamiliar with traditional games in their respective regions. However, with the regional culture week, it is an introduction for today's children to be able to get to know, learn, play and even preserve traditional games in the modern era which are increasingly eroding and stepping.

Government efforts to improve culture, including to preserve the play of children in the past, will be problematic when there is no participation from all levels of society in cultural week activities in their respective regions.

Thus, correlations from all levels of society have their own fundamental capacity to publicize traditional games to young Indonesian shoots when online games are popular that can be easily accessed with electronic telecommunication devices. And one of the efforts of the Ministry of Culture that is being intensified is the regional cultural week which is held as an event to increase existence while raising the local wisdom of Indonesian culture.

Therefore, it is time for traditional games to be repopularized by us as guardians of values or guardians of values that exist in society which then along with the factors listed earlier, Indonesian little children should be able to cultivate personalities with socialist character, able to work together, respect diversity, do not have high selfishness, be able to cultivate honest habits, develop sportsmanship and other positive attitudes because of their popularity. Back to the traditional games in their respective regions.

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