

**PELESTARIAN PERMAINAN TRADISIONAL SEBAGAI IDENTITAS  
MASYARAKAT SUNDA DALAM PENGEMBANGAN PARIWISATA  
BUDAYA**

(Studi Kasus di *Pakarangan Ulin Komunitas Hong Dago Pakar*)

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**ABSTRAK**

Di zaman modern ini anak-anak di daerah perkotaan mulai jarang mengetahui tentang permainan tradisional dan cara memainkannya. Hal tersebut perlahan mengancam eksistensi permainan tradisional. Komunitas Hong adalah komunitas yang aktif melestarikan permainan tradisional Sunda. Penelitian ini bertujuan untuk mengetahui proses pelestarian permainan tradisional sebagai identitas masyarakat Sunda dalam pengembangan pariwisata budaya. Penelitian ini menggunakan pendekatan kualitatif dengan metode studi kasus. Teknik pengumpulan data yang digunakan adalah wawancara mendalam, observasi partisipasi, studi dokumentasi dan studi literatur. Hasil penelitian menunjukkan bahwa permainan tradisional Sunda memiliki makna filosofi yang berkaitan dengan kehidupan yaitu, bagaimana mengenal diri, mengenal lingkungan dan mengenal Tuhan. Komunitas Hong memanfaatkan Pakarangan Ulin sebagai tempat wisata permainan tradisional untuk mengenalkan permainan tradisional Sunda melalui kegiatan pertunjukan permainan tradisional, workshop pembuatan mainan tradisional Sunda, outbound permainan tradisional serta kunjungan ke museum permainan Indonesia. Faktor pendorong pelestarian permainan tradisional di Pakarangan Ulin antara lain kesadaran diri untuk melestarikan budaya, keterlibatan masyarakat dan kerjasama dengan pemerintah, ketersediaan sarana prasarana serta strategi sosialisasi dan promosi permainan tradisional. Faktor penghambat pelestarian permainan tradisional Sunda di *Pakarangan Ulin* meliputi kurangnya sosialisasi permainan tradisional, minimnya ruang bermain, kesulitan menemukan material pembuatan alat permainan, dan pergeseran popularitas permainan tradisional. Proses pelestarian permainan tradisional Sunda di *Pakarangan Ulin* memberikan dampak ekonomi dan sosial budaya tersendiri terhadap anggota *Komunitas Hong*, masyarakat sekitar, dan pengunjung.

Kata Kunci: *Komunitas Hong*, masyarakat Sunda, permainan tradisional

# **PRESERVING TRADITIONAL GAMES AS SUNDANESE IDENTITY IN CULTURAL TOURISM DEVELOPMENT**

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## **ABSTRACT**

In this modern age of children in the urban areas began to rarely find out about traditional games and how to play it. It is slowly threatening the existence of the traditional game. Komunitas Hong is an active community of preserving the Sundanese's traditional games. This research aims to know the process of preservation of traditional games as the identity of the Sundanese in the development of cultural tourism. This research used the qualitative approach with case studies. Data collection techniques used are in-depth interviews, partisipating observation, study of documentation, the study of literature. Research results show that the game has meaning traditional Sundanese philosophy relating to life-there are, how to get to know yourself, know your surroundings and to know God. Komunitas Hong utilize Pakarangan Ulin as a place of traditional game tour to introduce the Sundanese's traditional games by traditional performances through games, traditional Sundanese toy-making workshop, traditional games outbound, and visits to Museum Permainan Indonesia. The driving factor in the preservation of traditional games in Pakarangan Ulin, among, self awareness to preserve culture, community involvement and cooperation with the Government, the availability of infrastructure as well as the strategy of socialization and promotion of traditional games. Restricting factors in the preservation of Sundanese's traditional games in Pakarangan Ulin include lack of socialization of the traditional game, the lack of a playroom, trouble finding material manufacture gaming device, and a shift in the popularity of traditional games. The process of preserving the traditional games in Pakarangan Ulin gives the economic and social impact of its own culture against Komunitas Hong's members, local communities, and visitors.

**Keyword:** cultural tourism, Sundanese, traditional games