



## **Strengthening Cultural Identity in Empowering the Badui Community: A Case Study of Social Facilitation**

Esti Utami Pratiwi<sup>1\*</sup>, Yeti Asnawati<sup>2</sup>, Yudiansyah Fauzi<sup>3</sup>, Riki Aldipari<sup>4</sup>, Rizki Ripai<sup>5</sup>, Fazar Sidik<sup>6</sup>, Rifki Aditia<sup>7</sup>, Zubeida Meilany<sup>8</sup>, Nana Sofiana<sup>9</sup>

<sup>1\*,2,3,4,5,6,7,8,9</sup>Politeknik Input Piksi Serang, Indonesia

esti@piksiinputserang.ac.id<sup>1\*</sup> (Corresponding author)

### **Abstrak**

Pelestarian dan promosi warisan budaya sangat penting untuk menumbuhkan kohesi sosial dan identitas dalam masyarakat, khususnya di antara kelompok masyarakat adat yang menghadapi tekanan modernisasi. Penelitian ini mengkaji peran penguatan identitas budaya dalam pemberdayaan masyarakat Badui, kelompok adat tradisional di Indonesia. Melalui studi kasus terperinci mengenai upaya fasilitasi sosial, penelitian ini mengeksplorasi strategi yang digunakan, hasil yang dicapai, dan pembelajaran yang diperoleh, yang berkontribusi pada pemahaman yang lebih luas tentang keterkaitan antara identitas budaya dan pengembangan masyarakat.

**Kata Kunci:** *Identitas Budaya, Pemberdayaan Masyarakat, Komunitas Adat, Fasilitasi Sosial, Masyarakat Badui*

### **Abstract**

*The preservation and promotion of cultural heritage are crucial for fostering social cohesion and identity within communities, particularly among indigenous groups facing the pressures of modernization. This study examines the role of cultural identity strengthening in empowering the Badui community, a traditional indigenous group in Indonesia. Through a detailed case study of social facilitation efforts, the research explores the strategies employed, outcomes achieved, and lessons learned, contributing to a broader understanding of the interplay between cultural identity and community development.*

**Keywords:** *Cultural Identity, Community Empowerment, Indigenous Communities, Social Facilitation, Badui Community.*

### **Introduction**

The preservation of cultural heritage and identity is a critical aspect of sustaining the social fabric and resilience of communities, particularly for indigenous



groups who are facing the challenges of modernization and globalization. The Badui community, located in the mountainous regions of Banten, Indonesia, is a compelling example of a group that has maintained a strict adherence to traditional practices amidst the rapid changes of the modern world. The Badui, also known as the Kanekes people, are divided into two main subgroups: the **\*\*Inner Badui\*\*** (\*Badui Dalam\*) and the Outer Badui (Badui Luar). The Inner Badui live in relative isolation, adhering rigorously to ancestral customs, while the Outer Badui, though still committed to traditional practices, engage more frequently with the outside world.

The cultural identity of the Badui is characterized by distinctive attire, traditional ceremonies, and agricultural practices, which reflect a profound spiritual connection to their ancestral lands. Their lifestyle emphasizes simplicity, sustainability, and communal living, preserving these traditions over generations. However, the rapid socio-economic changes, infrastructure development, and tourism expansion of recent decades have introduced significant pressures that threaten to erode their cultural fabric. Young members of the Badui community are increasingly drawn to modern lifestyles and economic opportunities outside their traditional setting, risking the dilution of their cultural heritage. This underscores the need for effective strategies to reinforce and preserve the cultural identity of the Badui community.

This study explores social facilitation efforts aimed at bolstering the cultural resilience of the Badui. Social facilitation refers to structured interventions designed to support and enhance community activities, preserve cultural practices, and strengthen local governance. These initiatives are crucial in maintaining cultural continuity and fostering resilience against external influences. By examining these social facilitation initiatives, this research aims to provide insights into their effectiveness and broader implications for community development and cultural preservation. The importance of cultural identity in community development is widely recognized. It provides a framework through which communities interpret the world and navigate external pressures. For the Badui, reinforcing their cultural identity is not only about preservation but also about empowering them to adapt and thrive in a changing environment.

#### *Cultural Identity and Community Development*

Cultural identity is fundamental to the development of communities, providing a sense of belonging and continuity that is essential for social cohesion and resilience. For indigenous populations, cultural identity encompasses the shared beliefs, practices, and customs that bind the community and define its way of life. This identity plays a crucial role in social and economic resilience, serving as a foundation for community cohesion and collective action (A'la et al., 2023). Research highlights that a strong cultural identity strengthens communal ties, fosters a shared vision for the future, and supports economic development through cultural tourism and traditional crafts (Kiyai & Tugang, 2021). The cultural heritage of a community, particularly one as rich and well-preserved as that of the Badui, is not only a source of pride but also a valuable resource for community development.

#### *Social Facilitation*

Social facilitation involves structured efforts to enhance community-led activities and support the preservation and revitalization of cultural practices. These initiatives engage communities in activities that reinforce their cultural heritage while providing opportunities for economic and social advancement. Social facilitation efforts have proven effective in empowering indigenous communities by creating frameworks within which traditional practices can thrive even in the face of external pressures (Wijaya et al., 2023). By supporting local governance structures and enhancing

community activities, social facilitation can help communities maintain their cultural identity while adapting to changing conditions.

### *Previous Case Studies and Theoretical Perspectives*

Theories of cultural resilience suggest that integrating traditional practices into development initiatives provides a foundation for communities to adapt to external pressures without losing their cultural essence. Case studies from various indigenous contexts demonstrate the benefits of leveraging local knowledge and cultural practices in community development efforts. These studies highlight the importance of community-driven approaches that respect and integrate indigenous cultural values, emphasizing that development efforts must be aligned with the cultural and social realities of the communities they aim to support (Abubakar, 2021). The experiences of other indigenous groups underline the necessity of preserving cultural identity as a means of ensuring social and economic resilience.

### **Implementation Method**

This study employs a qualitative research design focusing on a case study of social facilitation within the Badui community. A qualitative approach is particularly suited to understanding the complex and nuanced experiences of the Badui community regarding cultural identity strengthening efforts. This method allows for a comprehensive exploration of the strategies employed and the outcomes achieved in the context of the Badui's unique cultural and social environment.

Data were collected through multiple methods to ensure a holistic understanding of the social facilitation efforts and their impact. **Semi-structured interviews** were conducted with various members of the Badui community, including leaders, elders, and younger individuals, to gather insights into their experiences with cultural preservation and social facilitation initiatives. These interviews provided rich qualitative data on the perceptions and attitudes of the Badui towards these efforts. **Participant observations** of cultural practices, ceremonies, and social facilitation activities allowed for direct engagement with the community and a deeper understanding of the dynamics of cultural transmission and community engagement. This method provided valuable contextual information and helped to capture the lived experiences of the Badui. Additionally, **document analysis** was conducted on materials related to social facilitation initiatives, including reports, project plans, and community records. This analysis helped to assess the strategies and outcomes of these efforts, providing a detailed understanding of the interventions and their effectiveness.

The collected data were analyzed using thematic analysis, a method that involves identifying and interpreting patterns and themes within qualitative data. This approach was used to identify key themes and patterns related to cultural identity strengthening and community empowerment. The analysis focused on understanding the strategies employed, the outcomes achieved, and the broader implications for cultural and community development. Themes were developed through a process of coding and categorization, allowing for a detailed and nuanced understanding of the social facilitation efforts and their impact on the Badui community.

### **Results and Discussion**

#### *Strategies for Cultural Identity Strengthening*

The social facilitation initiative for the Badui community employed a multifaceted approach to cultural identity strengthening. **Documentation and preservation efforts** involved systematically recording traditional practices and preserving cultural

arts and crafts. This included creating written and visual records of rituals, ceremonies, and traditional knowledge, ensuring that these cultural elements are safeguarded for future generations. These efforts help to maintain the cultural heritage of the Badui in the face of external pressures and provide a valuable resource for cultural education.

Cultural revitalization activities focused on renewing interest in traditional practices among younger Badui and integrating them into the community's economic activities. This involved the establishment of cultural heritage sites, the promotion of traditional arts and crafts, and the facilitation of cultural exchange programs. These initiatives aimed to reinvigorate traditional practices and ensure their continued relevance in the modern context. By creating spaces for cultural expression and exchange, these activities help to strengthen the cultural identity of the Badui and foster a sense of pride and belonging.

Educational initiatives played a crucial role in promoting cultural heritage and ensuring its transmission to younger generations. Workshops, intergenerational knowledge sharing, and cultural education programs in local schools were developed to instill a sense of pride in cultural heritage among the younger generation. These programs aimed to bridge the gap between traditional practices and modern education, ensuring that cultural knowledge is passed down through the generations. By integrating cultural education into the formal education system, these initiatives help to reinforce the cultural identity of the Badui and promote the continuity of traditional practices.

Economic empowerment initiatives were designed to align with traditional practices and provide alternative livelihoods that respect and integrate cultural values. This included promoting traditional crafts and sustainable agriculture, creating economic opportunities that align with the cultural values of the Badui and reduce the allure of modern alternatives that might erode cultural identity. By providing sustainable economic opportunities that are rooted in traditional practices, these initiatives help to support the economic resilience of the Badui while preserving their cultural heritage.

### *Collaborative Partnerships*

The success of these social facilitation initiatives was largely attributed to collaborative efforts involving local government agencies, non-governmental organizations, and the Badui community. These partnerships facilitated the integration of local wisdom, traditional practices, and external support, ensuring the sustainability and effectiveness of the interventions. Collaboration enabled the sharing of resources, knowledge, and expertise, enhancing the impact of the cultural identity strengthening efforts. The involvement of multiple stakeholders ensured that the initiatives were aligned with the community's values, needs, and aspirations, creating a framework for effective and sustainable cultural preservation.

### *Outcomes and Impact*

The social facilitation efforts led to significant outcomes for the Badui community. Increased cultural pride among the Badui was a key outcome, strengthening their commitment to preserving their cultural identity. The documentation and educational programs ensured the preservation and transmission of traditional knowledge and skills, enhancing cultural continuity. The revitalization of cultural practices and community engagement activities strengthened social cohesion within the Badui community, fostering a sense of unity and collective identity. Additionally, the promotion of traditional crafts and sustainable agriculture provided economic opportunities that

aligned with the Badui's cultural values, contributing to their social and economic well-being.

### Conclusion

This study provides a comprehensive understanding of the role of cultural identity strengthening in the empowerment of the Badui community. The case study highlights the strategies, outcomes, and lessons learned from social facilitation initiatives, offering valuable insights for the broader field of community development and cultural preservation. The findings emphasize the importance of integrating cultural heritage into community development efforts, ensuring the sustainability and resilience of indigenous communities in the face of modernization and globalization. The lessons learned from the Badui case study offer valuable insights for policymakers, development practitioners, and researchers working with indigenous communities. The findings suggest that cultural identity strengthening can be a powerful tool for fostering social cohesion, economic opportunities, and sustainable development in marginalized communities. The strategies and outcomes of the social facilitation efforts in the Badui community can inform the design and implementation of similar interventions in other indigenous contexts, promoting the preservation of cultural diversity and holistic community development.

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