



# SEMINAR NASIONAL HASIL PENGABDIAN MASYARAKAT

## PENGUATAN PEMAHAMAN BUDAYA DESA DALAM MEWUJUDKAN DESA WISATA BUDAYA CIKALONG KECAMATAN SIDAMULIH KABUPATEN PANGANDARAN

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### Abstrak

Desa Cikalong Kecamatan Sidamulih Kabupaten Pangandaran merupakan desa dengan warisan budaya kuat dan mengakar yang berbeda dari desa lainnya. Desa Cikalong sebagai desa tua telah melestarikan budaya Sunda asli secara turun-temurun dan menjadi nilai kuat dalam pembangunan desa wisata budaya. Melihat potensi tersebut, pencanangan Desa Cikalong sebagai desa wisata budaya telah dilakukan oleh Pemerintah Desa Cikalong dan Pemerintah Kabupaten Pangandaran, namun dalam tahap pembentukannya memiliki beberapa kendala di lapangan, terutama regenerasi pemahaman budaya di generasi muda yang terpapar budaya luar. Pengabdian difokuskan pada penguatan pemahaman budaya desa kepada masyarakat, terutama generasi muda. Pengabdian kepada masyarakat yang dilakukan menggunakan pendekatan Asset-based Community Development (ABCD). Hasil pengabdian menunjukkan keterlibatan generasi muda dalam kegiatan penguatan pemahaman budaya berupa pendampingan dan Lomba Ibing Ronggeng. Kegiatan ini menjadi pemicu keterlibatan masyarakat secara luas dalam melestarikan budaya ronggeng yang telah hidup di tengah-tengah masyarakat Desa Cikalong. Generasi muda menjadi termotivasi untuk memahami lebih dalam dan terlibat langsung sebagai pelaku budaya. Pengabdian ini sebagai bagian dari upaya mewujudkan Desa Wisata Budaya Cikalong yang berfokus pada peningkatan pemahaman budaya di generasi muda Desa Cikalong.

Kata kunci: Desa wisata budaya, budaya, masyarakat,

### Abstract

Cikalong Village, Sidamulih District, Pangandaran is a village with a strong and rooted cultural heritage that is different from other villages. Cikalong Village as an old village has preserved the original Sundanese culture from generation to generation and has become a strong value in the development of cultural tourism villages. Seeing this potential, the declaration of Cikalong Village as a cultural tourism village has been carried out by the Cikalong Village Government and the Pangandaran Government, but in its development it has several obstacles in the field, especially the regeneration of cultural understanding in the younger generation who are exposed to western and south korean cultures. The community engagement is focused on strengthening the understanding of village culture to the community, especially the younger generation. Community service is carried out using the Asset-based Community Development (ABCD) approach. The results of the service show the involvement of the younger generation in strengthening cultural understanding activities in the form of mentoring and the Ibing Ronggeng Competition. This activity is a trigger for broad community involvement in preserving the ronggeng culture that has lived in the midst of the Cikalong Village community. The younger generation becomes motivated to understand more deeply and be directly involved as cultural actors. This community engagement is part of the effort to realize the Cikalong Cultural Tourism Village which focuses on increasing cultural understanding in the younger generation of Cikalong Village.

Keywords: cultural tourism village, culture, community

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