

Culture Transmission Through the Gambang Semarang Traditional Arts Community in the Era of Globalization

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Abstract. Ethnic music cannot be separated from culture. Gambang Semarang is one of the traditional arts in the city of Semarang with various art communities that have become entrenched, from the young to the old. There are several Semarang gambang art communities that have their own uniqueness in preserving this traditional art. The transmission of gambang semarang music is a way of preserving, studying and passing on traditional arts so that they continue to exist and are increasingly recognized by the public. This study uses a qualitative method with a phenomenological approach. The results of this study show that there are several ways in which the transmission of the Semarang gambang gambang occurs in the current era of globalization, namely through the world of education, involving both educators and students, through digitalization and art exhibitions. The world of education certainly involves learning Semarang gambang music in schools, both elementary and tertiary levels. Transmission through digitization is of course inseparable from how we are friends and utilize technology for art preservation in the current era of globalization and holding art exhibitions so that the public is also actively involved in listening to and observing the gambang art of Semarang.

Keywords: Cultural Transmission; Art Community; Gambang Semarang; Era of Globalization

INTRODUCTION

The traditional art community faces various challenges in the globalization era. Globalization allows people from all over the world to connect and interact easily, but it can also lead to a loss of cultural and traditional identities (Andalas, 2018; Soedarsono, 2002; Susilo & Soeroso, 2014). To overcome this problem, indigenous peoples must prioritize the preservation of traditional values and find new ways to spread traditional values to a wider audience.

Preservation of traditional arts is of course carried out on the awareness of various levels of society to jointly develop traditional arts so that they continue to exist and survive in the current era of globalization (Elvandari, 2020; Irhandayaningsih, 2018). Music transmission is an important component of musical practice, especially in today's globalized world where cultural practices are widespread and exchange of cultural elements is the norm (Irawati, 2019). The transmission of Semarang gambang music through the art community is carried out by several communities in the city of Semarang through education, digitalization and several musical performances so that people, especially millennials, know more deeply the art of the Semarang Gambang musical tradition in the city of Semarang.

Traditional music also faces challenges similar to traditional arts in general in the globalization era, namely the loss of cultural

identity and traditional art due to the influence of foreign cultures (Hasanah & Halija, 2023; Setyaningrum, 2018; Sudirga, 2020). Musical performances from foreign countries such as Korea, Japan, allow our traditional music to experience extinction, being abandoned by millennial youth. Their social media is full of shows that are far from eastern customs and cultural traditions so that their character is shaped by the influx of foreign cultures. The music they listen to everyday is not local traditional music but rather K-Pop style, or pop music from other countries.

To overcome this challenge, the traditional arts community must strengthen efforts to preserve traditional arts and seek new ways to promote their traditional arts to the wider world. Several things that can be done at this time are through strengthening of art communities such as the Gambang Semarang art community in the city of Semarang, through education in schools both intra and extracurricular music learning, the most important thing is that millennial young people are invited to know in advance through education at school taught by teachers or schools call on the art community to teach in schools. Of course, Semarang gambang transmission must be friendly with technology and even utilize current technology to get closer to society, especially millennials who cannot be separated from technology every day and the last is government support for Semarang gambang art to be able to appear in performances facilitated by the local

government by spectacular packaging, because through the frequent holding of traditional art performances the community will slowly get closer and show their concern for traditional arts, in this case the Semarang Gambang art.

METHODS

This study uses a qualitative method with a phenomenological approach. Qualitative research methods are research methods used to understand and explain complex and contextual social phenomena, through the collection, analysis, and interpretation of data obtained from interactions with research subjects (Creswell, 2018). After the data is collected, the researcher performs data analysis using qualitative analysis techniques such as reduction, coding, categorization, and interpretation, to obtain a deep understanding of the phenomenon under study (Sugiyono, 2013). The results of qualitative research cannot be generalized statistically, but can provide a rich and in-depth picture of the experiences and thoughts of the research subjects.

The approach to research on the cultural transmission of the Semarang gambang community in this globalization era uses a phenomenological approach. The phenomenological approach is a qualitative research method that aims to understand human subjective experience in certain situations. In the phenomenological approach, the researcher focuses on understanding and describing people's subjective experiences in the context of everyday life. Researchers study how people experience and assign meaning to certain situations, and seek to understand the cognitive and emotional processes involved in those experiences (Hadi et al., 2021). The phenomenological approach is appropriate for looking at the situation of the development of the Semarang gambang art which is managed by the art community up to the transmission process which is carried out both through education, performance, and also acculturation through the digitalization process.

RESULTS AND DISCUSSION

Cultural Transmission

Cultural transmission is a process of spreading values, norms, traditions, language, as well as knowledge and skills from one generation to the next (Henrich & Boyd, 1998). The process of spreading cultural values can occur intentionally or unintentionally. The

dissemination of cultural values is carried out through formal or informal education where a teacher or community leader can teach directly to the next generation who will be taught.

This process of cultural transmission can be carried out in various ways, including through formal education, informal teaching, and social interaction in society. In cultural transmission, there are several factors that influence the process, such as the social context, environment, and technology. In addition, social and cultural changes can also affect the process of cultural transmission.

In some cultures, cultural transmission can also be done through art, music and folklore. Art and music can be a means of expressing the cultural identity of a society and can be an effective means of maintaining and developing cultural values. The process of cultural transmission is very important in maintaining the continuity of the culture of a society. Therefore, there needs to be serious attention in maintaining and developing the process of cultural transmission so that it can continue to be preserved for the next generation. The transmission of the Semarang gambang is carried out by several communities who are aware of the importance of preserving Semarang's traditional arts by providing education to today's millennial generations.

Transmission of Gambang Semarang Through the Community

The Gambang Semarang Community is a group consisting of musicians, music teachers, and lovers of traditional Javanese music in the city of Semarang, Central Java. The activities carried out by this community focus on preserving and promoting Semarang's Gambang traditional music to the wider community because the art of Semarang's gambang is community-based (Raharjo et al., 2021). Several Gambang Semarang communities named Gambang Semarang Art Company were established on November 21 2012, there is also the non-formal educational institution Merby Semarang Club which also strongly supports the educational process of Gambang Semarang by forming a group called Nang Nok Gambang Semarang.

Some of the activities carried out by the Semarang Gambang community include the Semarang Gambang performance. The Semarang Gambang Community often holds performances and concerts of Semarang's Gambang traditional music. These performances and concerts are held

at various cultural events, such as traditional music festivals, cultural celebrations, and weddings, to introduce Semarang's Gambang music to the wider community.



Figure 1. Gambang Semarang Community
(Sumber: <https://inibaru.id/indimania/gambang-semarang-art-company-upayakan-pelestarian-gambang-semarang>)

Social and Humane Activities The Gambang Semarang Community is also active in social and humanitarian activities, such as social services for children in orphanages and fundraising to help victims of natural disasters. This activity is one way to help the local community and shows that cultural activities can also be beneficial to the community. Besides that, the Gambang Semarang community also often holds workshops and workshops on Javanese traditional music, especially Gambang Semarang. This activity was held to introduce more deeply about Javanese traditional music and increase people's understanding of the cultural values contained therein. Through these activities, the Gambang Semarang community hopes to continue to preserve and promote Javanese traditional music, especially Gambang Semarang, to the wider community and the younger generation.

Forms of Semarang Gambang Transmission Through Education

The transmission of the Semarang gambang community has of course also entered through education in both music and dance schools. Gambang Semarang can also be spread through education, both at the school and university levels. Several ways have been carried out to integrate Semarang Gambang in education, namely adding Semarang Gambang material to the music curriculum. Music teachers can teach

techniques for playing Gambang Semarang and also introduce the history and cultural values contained in the music. The learning of Semarang gambang music in several schools in Semarang has become part of extracurricular learning which of course is prepared to accompany the Semarang gambang dance which is part of the music and dance extracurricular collaboration (Raharjo & Arsih, 2019).

Creating a traditional music group at school is also a very effective way of inheritance. Schools can form traditional music groups, including the Gambang Semarang group, which interested students can join. This music group can be a place for students to learn and play the Gambang Semarang more intensively. After forming a traditional music group, this was realized by holding a Gambang Semarang performance at school. Schools can invite the Gambang Semarang group to perform at school cultural events. This can be an opportunity for students to see firsthand the performance of Gambang Semarang and introduce Javanese traditional music to students and their parents.

Schools can collaborate with the Semarang Gambang community to introduce and teach Semarang Gambang to students. The Semarang Gambang Community can provide training and teaching on a regular basis and be a resource for developing educational programs on traditional Javanese music. With this transmission pattern, Gambang Semarang can be integrated into education and used as a way to preserve and promote the art of Semarang gambang to the current millennial generation.

Forms of Semarang Gambang Transmission Through Digitalization

Digitalization can be a way to introduce Gambang Semarang to a wider audience and support cultural sustainability. The way to digitize that has been done is by making a video tutorial on Gambang Semarang. Video tutorials are made to introduce and teach the technique of playing Gambang Semarang to interested people. These video tutorials can be found on several online platforms, such as YouTube, TikTok or Instagram, so they can be accessed easily and quickly, especially the millennial generation who access their devices all the time. In this case, the millennial generation will be accustomed to watching traditional arts on social media, especially Semarang.

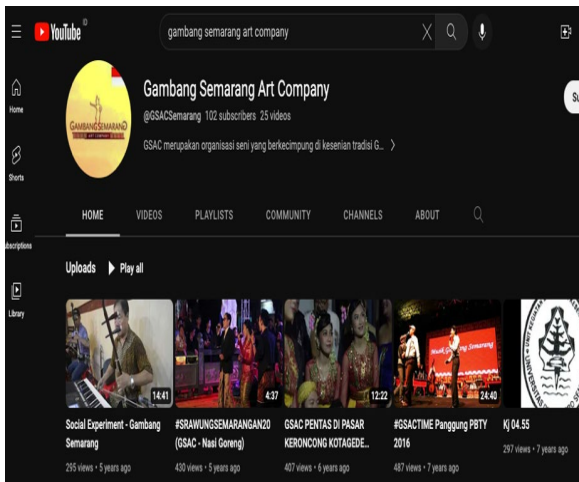


Figure 2. Youtube Channel Gombang Semarang Art Community
(Sumber: <https://www.youtube.com/@GSACSemarang>)

Apart from that, several Semarang gambang communities are also active in holding virtual Gambang Semarang concerts. A virtual concert was held to present Gambang Semarang's performance online. This virtual concert is broadcast via online platforms, such as Zoom or YouTube, so that it can be accessed by the public from various places, especially during the pandemic era. Several Semarang Gambang communities are performing virtually, in addition to providing virtual entertainment to the public, virtual performances are held to fulfill the lives of Gambang Semarang artists who during the pandemic were unable to carry out artistic activities. This has received support from the Semarang city government for the Gambang Semarang art community to remain creative and productive during the pandemic.

Social media is used to market Gambang Semarang to the wider community. Interesting content about Gambang Semarang, such as photos, videos and stories, is shared on various social media platforms, such as Facebook, Instagram and Twitter. In these ways, Gambang Semarang is increasingly being introduced to the wider community and can help in preserving the sustainability of this culture.



Figure 3. Gombang Semarang Art Community Instagram
(Sumber: <https://www.instagram.com>)

Forms of Semarang Gambang Transmission Through Performances

Performances are an effective way of transmitting Gambang Semarang culture. Through the show, the audience can directly witness and feel the gambang Semarang traditional music, as well as experience the nuances and atmosphere created in the show. Some of the things that can be done in the Semarang Gambang performance include: several Semarang Gambang communities hold concerts or Semarang Gambang art performances in various places, such as performance halls, city parks, or open fields. In this way, the audience can immediately feel the beauty of Semarang's Gambang music.

Holding Semarang Gambang performances in various cultural events, such as art festivals, cultural parades, or weddings. In this way, Semarang's Gambang music can be performed in front of a large audience, so that it can be better known and appreciated by the public.

Holding Gambang Semarang performances collaboratively with artists from various fields, such as dance, theater, or painting. In this way, the Gambang Semarang performance can be presented in a more interesting and creative form, and can attract the attention of a wider audience. By holding performances regularly and continuously, Gambang Semarang can be maintained and preserved. Apart from that, the Gambang Semarang performance can also be a means of developing arts and culture that can be

accessed by the wider community.



Figure 4. Gambang Semarang Performance
(Sumber: <https://www.instagram.com>)

CONCLUSION

The transmission of the Semarang Gambang which was carried out by several art activist communities, especially the Gambang Semarang, had a tremendous impact on society. By utilizing digital media such as YouTube, Instagram, Tiktok, Semarang's gambang art can be accepted in the wider community. The pattern of inheritance or transmission carried out by several Semarang gambang communities is very diverse, namely through education in schools. Several art activists conducted workshops at several schools in Semarang with the aim of introducing Semarang gambang art to students at both the elementary and high school levels, especially today's millennial students who tend to like foreign art. Semarang gambang art activists are also vigorous and active in performing in several activities which are also supported by the Semarang city government so that the inheritance of Semarang Gambang art also gets full support from the city government.

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