

Application of the Pentahelix Model in the Preservation of Gibung Tradition to Increase the Attraction of Cultural Tourism in East Lombok

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ABSTRACT

Keywords: cultural sustainability, cultural heritage.	The Gibung tradition in Kelayu is a cultural heritage of religious and social significance as a tribute to TGH Umar, a great local scholar. In addition to commemorating the haul of TGH Umar, this tradition strengthens social relations and maintains the cultural identity of the community "Trio Kelayu Bersaudara." However, its sustainability faces challenges, mainly due to the declining participation of the younger generation and the influence of globalization. This study uses a qualitative method with a descriptive approach to explore the value and symbols in Gibung and identify the role of each pentahelix element (government, academics, business, society, and media) in its preservation. The results of the study show that pentahelix synergy is an effective strategy for maintaining the sustainability of Gibung amid modernization. The support of community participation plays an important role in ensuring that Gibung remains relevant for future generations and becomes a symbol of a rich cultural identity.
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Introduction

Tradition is one of the important elements in strengthening the cultural identity of a society and maintaining the heritage of ancestors so that it remains alive amid the development of the times (Alwiyah & Sahrul, 2024). Tradition is part of customs, which are magical and religious customs in a society from generation to generation (Agustina & Anshori, 2024). In East Lombok, one of the traditions that has deep cultural and religious value is the "Gibung" tradition.

Gibung is held to commemorate the haul of TGH Umar, a great scholar who is respected and became a role model for the Kelayu community which covers the areas of South Kelayu, North Kelayu, and Kelayu Jorong, often called the "Trio of Kelayu Brothers." In this tradition, thousands of residents gather at the Al-Umary Mosque and carry a "tray" containing dishes covered with "tebolak beaq," which is a distinctive red lid as a symbol of respect for TGH Umar. In addition to being a form of respect, Gibung is also a place of togetherness that can strengthen friendships among the Kelayu community while maintaining religious values that have been inherited by ancestors.

The symbolic meaning of Gibung as a form of solidarity and togetherness of the Kelayu community makes an important contribution to strengthening cultural identity and strengthening social relations between them. However, amid the development of the times, this Gibung tradition faces many sustainability challenges, especially because the younger generation is not familiar with the values and meanings contained in this tradition. Low participation of the younger generation risks threatening the continuation of this tradition in the future (Puspasari & Lestari, 2019).

To preserve the Gibung tradition, the active role of various parties is very crucial. A pentahelix approach involving the government, academics, business people, the community, and the media can be an effective strategy (Vani et al., 2020). One of the tourism sector development strategies carried out is the application of the pentahelix concept (Parijkova, 2015). The government can provide support in the form of policies and programs for cultural preservation, academics play a role in documenting traditional values, and the media plays a role in disseminating information to increase awareness (Nujum et al., 2024).

Socio-culture is a technical implementing element in the field of culture and tourism (Saenal, 2020). Business people can support through the provision of sponsorships and promotions, while the community, especially the younger generation, is expected to have awareness of the importance of maintaining this tradition (Solehudin, 2024). With the collaboration involving five elements in the Penta helix, the Gibung tradition can remain sustainable and provide sustainable cultural value, as well as remain an important part of the identity of the Kelayu people.

Method

This study uses a qualitative method with a descriptive approach. This method was chosen to dig deeply into the tradition of Gibung in Kelayu, East Lombok, including the meaning and challenges in its preservation. The descriptive approach aims to clearly describe Gibung cultural practices, the role of each element in pentahelix, and the efforts that can be made by the community and related parties to maintain the sustainability of this tradition. The research was conducted in Selong District, East Lombok Regency, with a focus on the South Kelayu, North Kelayu, and Kelayu Jorong areas. The informants from the study consisted of the Kelayu community who were directly involved in the Gibung tradition.

The researcher carried out direct observation in the context of the commemoration of the TGH Umar haul to understand the atmosphere of the implementation of the Gibung tradition starting from preparations, and processions, to joint dining activities. This observation includes the observation of symbols such as the tray and ebook being used in the tradition. The researcher also conducted semi-structured interviews with community leaders and representatives of pentahelix elements. This interview explores information related to the meaning of Gibung, their views on the challenges in preserving the tradition, and the role that each party can play in maintaining the sustainability of this tradition.

Results and Discussion

The Role of Community Elements in the Preservation of Gibung Tradition

The community is the most important element in ensuring the sustainability of the Gibung tradition. As the main actors, they are not only the guardians of tradition but also agents of change who can adapt Gibung to the development of the times without eliminating the underlying cultural values. Some of the findings related to the role of the community in the preservation of the Gibung tradition include collective participation in the tradition, inheritance of values to the younger generation, and tradition preservation communities.

Community participation at every stage of Gibung implementation starting from preparation, and implementation, to evaluation, shows their commitment to maintaining the sustainability of tradition. Cross-generational involvement, especially with the presence of traditional leaders, mothers in the preparation of trays, to youth who help publicize the event, creates a strong synergy in community elements. The community also has an important role in passing on the values of the Gibung tradition to the current generation. This effort is carried out with informal education such as telling stories about the history of the Gibung tradition to involve the younger generation in the event procession. This inheritance is a strategic step to ensure that Gibung remains relevant amid modernization.

Several community initiatives have created local communities that focus on preserving the Gibung tradition. This community is not only a place to share knowledge but also a forum for innovation such as integrating Gibung elements into modern activities such as cultural festivals or social media content so that it can attract the attention of the younger generation. The major challenges faced are lifestyle changes and the low awareness of the younger generation towards traditional cultural values (Jensen & Arnett, 2012). Therefore, communities need to strengthen their efforts through collaboration with other pentahelix elements, especially the media and the government to support the preservation of traditions more broadly (Kelvin et al., 2022).

The Meaning of Gibung Tradition as a Cultural Heritage

Gibung is not only an annual event held to commemorate the haul of TGH Umar, but also serves as a symbol of respect and community service to religious leaders who are respected in East Lombok. This tradition contains the values of togetherness and appreciation for religious values inherited by TGH Umar. The presence of thousands of residents who gathered carrying trays filled with special food with traditional lids (ebook beaq) is a tangible expression of collective respect for their history and identity which is preserved through direct involvement in the annual event.

In addition to paying homage to TGH Umar, Gibung also contains the values of unity and family. The three regions that are members of the "Kelayu Bersaudara Trio", namely South Kelayu, North Kelayu, and Kelayu Jorong, take advantage of this moment to strengthen social ties and reflect the value of togetherness in the community. As a form of cultural expression that reflects solidarity, Gibung also strengthens the common

identity of the Kelayu community and ensures the sustainability of local traditions that can be passed on to future generations.

Implementation of Gibung as a Media of Friendship and Social Solidarity

The Gibung procession was carried out by gathering the community at the Al-Umary Mosque which after that together went to the TGH Umar Foundation. On this trip, residents brought trays filled with special food and covered with tebolak beaq, a symbol of purity and sincerity of the heart to pay respect. After arriving at the foundation, the trays are opened and arranged in a certain formation specially designed by the mothers of the three regions that show the social structure of the community and the important role of women in the implementation of this tradition.

The joint meal or "giving" activity that was carried out then was not only a meal, but also a form of celebration of brotherhood and respect between residents. This shows a broader meaning in the social life of the Kelayu community, namely the importance of maintaining togetherness, sharing harmony, and strengthening the bond of friendship. Through this joint meal activity, the community has the opportunity to share and remember the services of TGH Umar, as well as strengthen their inner bonds towards the same cultural roots.

Challenges in Preserving the Gibung Tradition

Along with the times, the Gibung tradition faces serious challenges related to its sustainability, especially due to the lack of interest of the younger generation. This challenge is becoming even greater due to lifestyle changes and the lack of understanding of young people about the values and philosophy of the Gibung tradition. Most of the young generation in Kelayu tend to be more interested in modern culture that is closer to their daily lives such as social media and popular entertainment so that they can reduce their attention to existing local traditions.

Another threat comes from urbanization and globalization which often change the perspective of the younger generation towards traditional cultural values (Sugitanata et al., 2024). If the younger generation does not have awareness and concern for this tradition, there is a possibility that the Gibung tradition will lose its essence and eventually become extinct over time. Without the direct support and involvement of the younger generation, the Gibung tradition will be difficult to survive as a living and sustainable cultural heritage.

The Role of Community Elements in the Preservation of Gibung Tradition

In the framework of pentahelix, the preservation of the Gibung tradition requires the active role of various elements of society. Traditional leaders and elders act as guardians of knowledge and inheritors of cultural values to the younger generation while leading ceremonies to maintain the authenticity of traditions (Abdillah et al., 2023). Youth and students also have an important role by actively participating in events and utilizing social media to promote Gibung to a wide audience. The local government also supports through policies, funding, and integration of Gibung in cultural tourism programs, while artisans and artists preserve the artistic aspect, even innovating without compromising their traditional values.

In addition, community organizations also contribute by organizing events and collaborating with other groups to enrich cultural practices (Fitriani et al., 2024). Academics and researchers also have a strategic role in documenting history and encouraging the preservation of traditions through scientific studies. The synergy of these various elements ensures that Gibung remains relevant, and appreciated, and becomes a sustainable cultural heritage for the younger generation.

The Impact of the Pentahelix Collaboration on Gibung Sustainability

Collaboration in the Penta helix approach produces synergies that can support the sustainability of the Gibung tradition amid modern society. The government's role in providing regulation and financial support also ensures that this event has a strong foundation in terms of policy (Nujum et al., 2024). Active participation of academics in research and documentation contributes to the knowledge base that can be passed on to the younger generation (Vani et al., 2020). Business people support the continuity of Gibung with local economic investment, while the community as the main actor ensures that this tradition is maintained through the inheritance of values and plays an active role in the annual events held.

The media also has a crucial role in introducing the Gibung tradition to a wider public even outside Lombok, as well as educating the younger generation about the importance of preserving the existing local cultural heritage. With this synergy, it is hoped that the Gibung tradition will remain relevant, appreciated, and accepted by the younger generation as part of the cultural identity of East Lombok. Strong collaboration between stakeholders in pentahelix will increase Gibung's chances of surviving as a living tradition. This sustainable effort not only preserves cultural heritage but also strengthens local identity amid modernization and social change, as well as maintaining Gibung as a valuable cultural asset for Indonesia, especially in the Lombok area (Dewayani & Wasino, 2020).

Conclusion

The Gibung tradition in Kelayu is a cultural heritage that not only has religious value but also becomes a symbol of community togetherness. The community element in the Penta helix model has the most crucial role in maintaining the sustainability of this tradition. Their active involvement in all aspects of Gibung preservation from inheriting values to the younger generation to adapting traditions to modern contexts proves that the community is the main guardian of local cultural identity.

Support from the government, academics, business, and the media is also a significant supporting factor. However, the essence of preserving this tradition lies in the commitment of the community to maintain its cultural identity. With strong and sustainable collaboration, the Gibung tradition is expected to remain alive and become a legacy that can be enjoyed by future generations. Collaboration on the Penta helix approach can ensure the sustainability of Gibung as an important cultural asset for the people of Kelayu and Indonesia. With the support of various parties, this tradition is

expected to always be passed on to the younger generation, strengthen local cultural identity, and contribute to national cultural diversity.

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