

EKSISTENSI Kesenian *Reak* sebagai Identitas Budaya Lokal Desa Cimekar Kecamatan Cileunyi Kabupaten Bandung (Suatu Tinjauan Sejarah)

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ABSTRAK

Penelitian ini membahas Eksistensi Kesenian *Reak* sebagai Identitas Budaya Lokal Desa Cimekar Kecamatan Cileunyi Kabupaten Bandung (Suatu Tinjauan Sejarah). Penelitian ini bertujuan untuk mengetahui sejarah perkembangan kesenian *Reak* di Desa Cimekar, mengetahui eksistensinya sebagai identitas budaya lokal, serta mengetahui upaya yang dilakukan dalam mempertahankan dan melestarikan kesenian *Reak*. Penelitian ini menggunakan metode deskriptif dengan pendekatan kualitatif. Pengumpulan data dilakukan melalui observasi, wawancara, dan studi dokumentasi. Informan dalam penelitian ini meliputi pelaku kesenian *Reak*, tokoh masyarakat, pemerintah desa, generasi muda, serta pihak yang memiliki keterkaitan dengan perkembangan kesenian *Reak* di Desa Cimekar. *Reak* yang pada awalnya banyak berkaitan dengan kegiatan adat dan tradisi masyarakat kemudian berkembang sebagai hiburan sekaligus sarana mempererat hubungan sosial dan memperkuat identitas budaya masyarakat Desa Cimekar. Eksistensi *Reak* juga didukung oleh masyarakat, tokoh budaya, pemerintah desa, serta keterlibatan generasi muda. Upaya pelestarian dilakukan melalui regenerasi anggota, latihan rutin, keterlibatan generasi muda dalam pertunjukan, pemanfaatan media sosial untuk dokumentasi dan promosi, keikutsertaan dalam kegiatan budaya, serta dukungan pemerintah. Dengan demikian, keberadaan kesenian *Reak* di Desa Cimekar tidak hanya menunjukkan keberlanjutan sebuah kesenian tradisional, tetapi juga mencerminkan proses pewarisan budaya dan upaya masyarakat dalam mempertahankan identitas budaya lokal di tengah perubahan zaman.

Kata kunci: Kesenian *Reak*, Eksistensi, Identitas Budaya Lokal, Pelestarian, Desa Cimekar.

**THE EXISTENCE OF REAK ART AS A LOCAL CULTURAL IDENTITY OF
CIMEKAR VILLAGE, CILEUNYI DISTRICT, BANDUNG REGENCY
(A Historical Review)**

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ABSTRACT

This study discusses The Existence of Reak Art as a Local Cultural Identity in Cimekar Village, Cileunyi District, Bandung Regency (A Historical Review). This study aims to examine the historical development of Reak art in Cimekar Village, its existence as a local cultural identity, and the efforts made to maintain and preserve Reak art. This research employed a descriptive method with a qualitative approach. Data were collected through observation, interviews, and documentation. The informants consisted of Reak art performers, community leaders, village government representatives, younger generations, and other parties involved in the development of Reak art in Cimekar Village. The results show that Reak art has developed and become part of the social and cultural life of the people of Cimekar Village since before the period covered by this study. Initially associated mainly with traditional and customary activities, Reak gradually developed as a form of entertainment, a means of strengthening social relations, and an expression of the cultural identity of the Cimekar Village community. Its existence is also supported by the community, cultural figures, village government, and the involvement of younger generations. Preservation efforts include member regeneration, regular training, youth participation in performances, the use of social media for documentation and promotion, participation in cultural activities, and government support. Therefore, the continued existence of Reak art in Cimekar Village not only reflects the continuity of a traditional art form but also represents a process of cultural transmission and the community's efforts to maintain its local cultural identity amid social change.

Keywords: Reak Art, Existence, Local Cultural Identity, Preservation, Cimekar Village.