

Generation Z's Perceptions of The Seblang Bakungan Tradition: A Study of the Inheritance of Local Cultural Values in Banyuwangi in the Digital Era

Milawaty, S.Hum., M.Hum. *as a chief conselor*

Revinda Rizki Maretha
Tourism Destination Study Program
Department of Language, Communication, and Tourism

ABSTRACT

This study aims to identify Generation Z's perceptions of the Seblang Bakungan Tradition and understand the process of inheriting local cultural values of the Seblang Bakungan Tradition in the digital era. This study uses a qualitative research method with a descriptive approach. The research informants consisted of the Seblang Bakungan Traditional Leader, the Bakungan Village Head, and 15 Generation Z informants selected using a purposive sampling technique. Data were collected through observation, in-depth interviews, and documentation. Data analysis was conducted using the Miles and Huberman interactive model which includes data reduction, data presentation, and conclusion drawing. Data validity was tested through source triangulation techniques. The results of the study indicate that Generation Z's perceptions of the Seblang Bakungan Tradition can be grouped into three categories, namely positive-progressive perceptions, adaptive perceptions, and conservative perceptions. Positive-progressive perceptions are shown by informants who support the use of digital media as a means of cultural preservation. Adaptive perceptions are shown by informants who accept technological developments in cultural promotion without changing the substance of the ritual. Meanwhile, conservative perceptions are shown by informants who emphasize the importance of maintaining sacred values, procedures, and the authenticity of traditions as inherited from their ancestors. This study also found that the process of passing down the cultural values of the Seblang Tradition takes place through families, the Seblang Bakungan Traditional Leader, the direct involvement of Generation Z in the tradition's implementation, support from the Bakungan Village Government, and the use of digital media as a means of disseminating cultural information. The development of the digital era does not eliminate the cultural values of the Seblang Tradition, but rather becomes a supporting tool in the process of preserving and passing down culture to the younger generation.

Keywords: *generation Z, seblang bakungan tradition, cultural value transmission, digital era*