



Strengthening the Values of Dandangan Tradition among Youth in Kudus Regency Based on Local Wisdom

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Abstract

Globalization and modernization impact the shifting lifestyle of the youth, moving them further away from local wisdom values. This research aims to analyze the local wisdom values contained in the Dandangan Tradition in Kudus Regency, analyze how the youth in Kudus Regency interpret the Dandangan Tradition, and analyze the implementation strategies for strengthening the values of the Dandangan Tradition among the youth in Kudus Regency. This research applies a qualitative method with a descriptive approach. Data were collected through observation, interviews, and document review. To ensure the validity of the data, source triangulation techniques were used, while the data analysis process included stages of collection, reduction, presentation, and conclusion drawing. The research findings reveal that: 1) The Dandangan tradition contains various local wisdom values, which include religious, cultural, economic, and social values. 2) The youth in Kudus Regency interpret the Dandangan Tradition as seeking blessings from Sunan Kudus, an opportunity to earn income, and entertainment. 3) The strategy for implementing the strengthening of Dandangan Tradition values among the youth in Kudus Regency includes introducing it from childhood, social media, and holding night markets. This research is beneficial as a guide for the preservation of local culture by the youth.

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INTRODUCTION

The development of information technology in the modern era brings positive impacts such as ease of communication and access to information (Safira, 2023). However, this advancement also leads to the influx of foreign cultures, internet abuse, and lifestyle changes that threaten local cultural values, especially among the youth (Nida, 2020). As agents of change, the youth have a strategic role in preserving the nation's identity (Muqsith, 2019). Unfortunately, reality shows that some youth are trapped in deviant behaviors such as alcohol consumption, drug use, online gambling, and imitating lifestyles or westernization (Gaho, *et al.* 2022).

Based on the research findings (Fatya, *et al.* 2023), westernization impacts the lifestyle of young people, as reflected in their fashion choices and social interactions, such as an interest in K-pop artists and a tendency to imitate a luxurious lifestyle that contrasts with the local culture, which values politeness and simplicity. Additionally, westernization also encourages excessive use of social media, which has the potential to lead to negligence. The influx of foreign cultures can influence the youth to change their lifestyles and neglect the existing cultural values and traditions (Sari, 2022). Thus, there is a degradation of nationalism towards the preservation of traditions and noble values among today's youth. This can significantly influence the attitudes and behaviors of the youth. Therefore, it is important for the youth to uphold traditional values and be selective in accepting foreign cultural influences (Yanti, *et al.* 2024). This awareness encourages the need for a strategic approach in nurturing the youth, so they remain rooted in their own culture amidst the overwhelming tide of globalization.

Based on this, one of the efforts to prepare and fortify the youth in the era of globalization is to build the character of the youth based on local wisdom values. Local wisdom values are traditions and life philosophies that can provide moral guidance and identity for the youth (Irmania, *et al.* 2021). Related to this, previous research by Laily, *et al.* (2021) revealed that the Roket Tase' Tradition in Madura contains spiritual and social values that play a role in strengthening the character of the

community. This is in line with the findings of Zarkashi, *et al.* (2021) who emphasized the importance of the mitoni ceremony in preserving and maintaining social and religious values.

In a similar context, Kudus Regency also has a variety of traditions rich in local wisdom values such as Buka Luwur, Dandangan, Gusjigang, Rebo Wekasan, and others. Kudus is also known as a historical region in the spread of Islam (Indrahti, 2018). One of the cultural traditions that has been preserved and continues to be maintained to this day is the Dandangan Tradition, which embodies the spirit and joy of the Kudus community in welcoming the holy month of Ramadan. This tradition is not only religious in nature but also has an economic dimension, as highlighted in Said (2023) research, which emphasizes how the Dandangan Tradition revives the trading spirit of the Kudus community. In addition, the Dandangan Tradition also serves as an important means to introduce the rich history and culture of Kudus to the youth, fostering a sense of pride and attachment to their living environment. Thus, the Dandangan tradition not only preserves cultural heritage but also shapes the character of the youth, deeply rooted in the local wisdom values of Kudus. Therefore, it is necessary to strengthen the values of the Dandangan Tradition among the youth in Kudus Regency. Because cultural traditions play a crucial role in shaping the identity and shared culture of a community, especially among the youth (Safrudin, *et al.* 2024).

Based on the above description, the purposes of this research is to analyze the local wisdom values contained in the Dandangan Tradition in Kudus Regency, to analyze how the youth in Kudus Regency interpret the Dandangan Tradition, and to analyze the implementation strategies for strengthening the values of the Dandangan Tradition among the youth in Kudus Regency. The novelty of this research lies in the effort to interpret the Dandangan Tradition as a means of character formation for the youth amidst the challenges of modernization, by examining the aspects of local wisdom values using Max Weber's Modernization theory perspective.

METHOD

This research applies a qualitative method with a descriptive approach. The research activities were conducted at the Menara Kudus Mosque, with the main focus on the local wisdom values contained in the Dandangan Tradition in Kudus Regency, how the youth in Kudus Regency interpret the Dandangan Tradition, and strategies for implementing the strengthening of Dandangan Tradition values among the youth in Kudus Regency. The data used in this research consists of primary and secondary data. The main informants in this study include community leaders and youth from Kudus Regency, while the supporting informants are the Kudus Regency Government and MSMEs actors in the Dandangan Tradition.

The data collection techniques in this qualitative research include observation, interviews, and document studies (Darmawan, *et al.* 2021). Observation was conducted directly to observe the situation and conditions of strengthening the values of the Dandangan Tradition in Kudus Regency. Interviews were conducted directly with the management of the Menara Mosque and Sunan Kudus Tomb Foundation, as well as with young people aged 16-30 in Kudus Regency as the main informants. Meanwhile, supporting informants include the Cultural and Tourism Office of Kudus Regency, the Trade Office of Kudus Regency, and the actors of the Dandangan Tradition MSMEs. The criteria for selecting informants are based on their knowledge of the Dandangan Tradition, experience in participating or managing it, and involvement in its preservation. In addition, document studies were conducted by collecting archives and documents that align with the research needs. The data validity technique used is source triangulation to test the credibility of data related to the strengthening of Dandangan tradition values by comparing various data sources to verify the credibility of the data obtained by the researcher. The data analysis technique in this study was carried out through four stages: data collection, data reduction, data presentation, and conclusion drawing.

RESULT AND DISCUSSION

The Local Wisdom Values Contained in the Dandangan Tradition in Kudus Regency

In the past, long before the isbat session organized by the Government of the Republic of Indonesia to determine the beginning of the month of Ramadan and Syawal as it is now, the determination of the beginning of Ramadan was first carried out by Sunan Kudus through the Dandangan Tradition. This tradition is a cultural heritage of the people of Kudus Regency since the leadership of Sunan Kudus or Syekh Ja'far Shodiq, which was used to determine the arrival of the holy month of Ramadan. As one of the members of Walisongo, Sunan Kudus is known as a figure who deeply studied fiqh and astronomy. Therefore, the students and the community gather to await the announcement of the beginning of Ramadan delivered by him (Khoirunnisa & Na'im, 2024).

As time has progressed, the Dandangan tradition is no longer just a moment of waiting for the beating of the drum as a sign of the arrival of the month of Ramadan at the Menara Kudus Mosque. Now, this tradition has also become an opportunity for the people of Kudus and its surroundings to seek fortune through the MSME fair that takes place along Jalan Sunan Kudus. This event lasts for 10 days leading up to the holy month of Ramadan, creating a vibrant atmosphere and becoming a major attraction for both local and out-of-town tourists. More than just a celebration, the Dandangan tradition embodies local wisdom passed down through generations and has become an important part of Kudus' cultural identity that remains preserved to this day (Wiediharto, *et al.* 2020). Here is an explanation of the local wisdom values in the Dandangan Tradition:

1. Religious Value

In terms of religious value, the Dandangan Tradition serves as an important moment to announce the beginning of the holy month of Ramadan, when Muslims are required to observe fasting. Fasting gives someone the opportunity to enjoy breaking the fast and is expected to foster empathy and concern for the less fortunate and the poor. In addition, fasting also serves as a means to strengthen the relationship with the Creator (Khodijah, 2023).

Historically, the term "Dandangan" tradition also comes from the sound "dang dang dang," which signifies speed. This meaning inspires the

community to prepare for the month of Ramadan with joy and earnestness in enhancing worship and good deeds. Besides marking the arrival of Ramadan, the Dandangan tradition also serves as a reminder for Muslims to improve themselves and increase their good deeds during the month of Ramadan.

2. Cultural Value

From a cultural perspective, the Dandangan tradition is not only a celebration to welcome the holy month of Ramadan but also an important moment to introduce the rich cultural heritage of Kudus Regency to the wider community. This tradition serves as a means to preserve and promote the unique culture and arts of Kudus, such as qosidah, kretek dance, kroncong, pop music, rebana, fashion shows, and theater. These various performances not only entertain visitors but also serve as a means of cultural education for the community, especially the younger generation.

With the involvement of schools, the Dandangan tradition also becomes a platform for students to showcase their creativity, especially in the fields of performing arts and fashion. This shows that the Dandangan tradition not only preserves existing traditions but also encourages innovation in the arts and youth creativity. In addition, the Kudus Regency Government also held a Dandangan parade to represent the culture of the Kretek City, or as it is called, Kudus Regency. The participants of the Kirab Dandangan wore Kudus attire, which came from various elements of society such as students, university students, residents of tourist villages, government officials, and others. The Kirab Dandangan is an effort to preserve Kudus culture while also introducing the region's tourism potential to the general public.

3. Economic Value

As time went by, trading activities became an inseparable part of the Dandangan Tradition, with many traders gathering around the Kudus Minaret Mosque. These traders not only come from Kudus Regency but also from various surrounding areas, even from East Java and West Java. Not only food vendors appeared, but over time, more and more other vendors emerged and were present in the Dandangan arena, ranging from clothing vendors, children's toy vendors, and various other types of

vendors. Then it continued to develop, leading to the emergence of night markets held for 10 days leading up to the month of Ramadan.

In addition to being a cultural preservation event, the Dandangan tradition also significantly contributes to the community's economy, especially for MSME actors, including income and job opportunities (Rahma, *et al.* 2024). In addition to MSME actors, the Dandangan tradition also serves as an opportunity for seasonal vendors who take advantage of this moment to seek quick profits. In addition to benefiting MSME actors and seasonal vendors, the Dandangan tradition also contributes to the local economy. The large circulation of money during this event not only benefits the traders but also has a positive impact on other sectors such as transportation, parking spaces, and other services.

4. Social Value

As time goes by, the Dandangan Tradition is no longer just about waiting for the beating of the drum at the Kudus Minaret Mosque before the fasting month. This tradition has evolved into a festival that is not only celebrated by the Muslim community but also by the non-Muslim community, who welcome it with great joy. The Dandangan Festival now attracts the attention of people from outside Kudus Regency, such as from Demak, Jepara, Grobogan, Pati, and Rembang. In this festival, the people of Kudus and its surroundings, both Muslim and non-Muslim, participate in celebrating it. The community's interest in this festival is also very diverse; some come as traders and others as visitors.

One of the prominent social values in the Dandangan tradition is interfaith harmony and social tolerance. Kudus Regency, known as a city with a multicultural society, where various religions and cultures coexist harmoniously. The Dandangan tradition is a tangible proof that the people of Kudus are capable of maintaining harmony without differentiating based on religious backgrounds or beliefs. The existence of the Dandangan tradition has become a distinctive characteristic of Kudus Regency, and its annual implementation shows that the values that have been established and passed down through generations are still well-preserved.

The Youth in Kudus Regency Interpret the Dandangan Tradition

As the next generation, the youth play an important role in preserving the Dandangan Tradition to ensure it remains existent and develops amidst the ongoing influence of modernization. The Dandangan tradition, which is a heritage from Sunan Kudus, holds significant historical and cultural value for the people of Kudus Regency. Therefore, the involvement of the youth in preserving and developing this tradition becomes a key factor in maintaining its continuity. Through the involvement of the youth, the Dandangan tradition not only becomes an annual celebration but also serves as a medium for learning about history and local wisdom. Thus, for the youth in Kudus Regency, the Dandangan tradition holds profound meaning, namely:

1. Hoping for Blessings from Sunan Kudus

Belief in the blessings of Sunan Kudus is one of the main factors driving the youth in Kudus Regency to continue preserving and participating in the Dandangan tradition. Sunan Kudus, as one of the Walisongo, played an important role in the spread of Islam in Java, particularly in Kudus Regency (Maslikhah, 2020). In addition, Sunan Kudus is also known as a wise scholar who used a cultural approach in his preaching, one of which was creating traditions that became ingrained in the lives of the people of Kudus Regency and are still preserved to this day (Khotimah, 2018).

One of the traditions passed down by Sunan Kudus is the Dandangan tradition, which initially marked the arrival of the month of Ramadan. On the other hand, the Dandangan tradition is not only a preparation for fasting but also a symbol of togetherness and the preservation of Islamic values and local culture inherited from Sunan Kudus. Therefore, the youth in Kudus Regency believe that participating in the Dandangan tradition can bring blessings in life, both spiritually and in terms of well-being. The belief in the blessings from Sunan Kudus serves as a strong foundation for the people of Kudus in preserving the Dandangan tradition, especially among the youth. Because the people of Kudus believe that although Sunan Kudus has passed away, he still possesses *karomah*, so everything related to him is believed to have spiritual power that can bring blessings (Argarini & Setyanto, 2015).

2. Momentum to earn income

Besides having spiritual and cultural value, the Dandangan Tradition also has a significant economic impact on the community, especially for the youth in Kudus Regency. The moment of the Dandangan tradition is utilized by many young people as an opportunity to earn extra income by starting businesses such as selling food, beverages, or various other types of merchandise. For the youth, the Dandangan Tradition is not only an opportunity to gather and liven up the atmosphere but also a golden chance to learn and hone entrepreneurial skills. Through the experience of selling independently or working with other traders, young people can understand various aspects of the business world, from how to attract buyers' attention with effective marketing strategies, managing capital and profits wisely, to facing competition amidst the many traders participating in the Dandangan tradition event.

By taking advantage of the crowds at the Dandangan traditional event, traders can earn extra income while also participating in preserving the tradition that has been ongoing since the time of Sunan Kudus. In addition to trading, there are also young people who play a role in supporting the smooth running of the event by helping with parking arrangements, which not only supports the smooth running of the event but also provides a sense of security for visitors. The role of the youth in managing parking also has a positive economic impact. With the increasing number of visitors coming to the Dandangan tradition event, the need for parking spaces also grows. This opens up opportunities for the youth and local community to earn extra income by providing parking services.

3. As Entertainment

For the youth, the moment of the Dandangan tradition is a valuable opportunity to gather with friends, enjoy various entertainments such as merry-go-rounds, haunted houses, and other games, and experience a sense of togetherness that they rarely find in their daily lives. Work, school, or other activities often make it difficult for them to find time to relax and interact with others. Thus, the Dandangan Tradition becomes the perfect opportunity to relieve stress and enjoy togetherness. In addition, through various events held, young

people can also express their creativity, whether in the fields of art, music, or other forms of entertainment. With the active involvement of the younger generation in this celebration (Siby & Kasingku, 2024).

Implementation Strategy for Strengthening Dandangan Tradition Values Among Youth in Kudus Regency

In an effort to preserve and strengthen the values of the Dandangan Tradition among the youth of Kudus Regency, an effective implementation strategy that aligns with the times is needed. The Dandangan tradition, which has been passed down through generations, must be continuously preserved and maintained so that it is not eroded by the tide of modernization. One important aspect of implementing this strategy is the active involvement of the youth.

The role of youth in preserving the Dandangan tradition is a very important aspect. As the next generation, the youth have the responsibility to preserve local culture so that it is not eroded by the passage of time (Heckie, *et al.* 2025). Therefore, more creative and innovative efforts are needed so that the youth not only recognize but also take pride in this tradition. An adaptive approach allows the Dandangan tradition to continue evolving and remain an important part of the lives of the youth in Kudus Regency amidst the tide of globalization. The strategy for strengthening the values of the Dandangan tradition is implemented through several concrete steps, namely:

1. Introduction to the Dandangan Tradition from Childhood

The first approach is introducing it from childhood, which is a strategic step in preserving the Dandangan tradition to keep it alive and thriving among the younger generation. Introducing culture to children from an early age is considered one of the important aspects of education, as it plays a role in shaping their identity. The foundation for the internalization of religious values, culture, and ethical behavior patterns, as well as the beginnings of a child's identity, starts to form in the early stages of their development. Therefore, introducing culture from an early age becomes important, starting from

the family environment at home, and then reinforced through the educational process at school (Rizkiyani & Sari, 2022).

By introducing the Dandangan tradition from a young age, children will grow up with awareness and a sense of belonging to the local culture around them. This step is very important because the advancement of modern times can shift the interest of the younger generation away from their local traditions. Therefore, an effective and comprehensive approach is needed, both through formal and non-formal education. In the context of formal education, the Dandangan tradition can be introduced by incorporating materials about the history and meaning of the Dandangan tradition into the school curriculum. Thus, children will become more familiar with and feel a sense of ownership of this culture, allowing them to preserve it into adulthood. In addition, outside of formal education, the role of the family is also very important in introducing the Dandangan tradition to children.

2. Social Media

The second approach is the utilization of social media as an effective means of introducing and disseminating information about the Dandangan Tradition to the younger generation and the wider community. In this digital era, social media plays a strategic role in preserving cultural existence through the widespread dissemination of accessible content (Nauvalia & Setiawan, 2022). With promotion through various digital platforms such as Instagram, YouTube, TikTok, and other media, the Dandangan tradition can become more widely known not only at the local level but also nationally and globally.

In addition, in the effort to preserve the Dandangan tradition, it cannot be done independently but must involve various parties, including local governments, journalists, and others. In this preservation process, the local government plays an important role in supporting the recognition of the Dandangan tradition as an intangible cultural heritage. In addition, journalists also play a role in documenting and disseminating information about the Dandangan tradition through various mass media and digital platforms. With continuous and sustainable documentation, people throughout Indonesia will increasingly know and understand

the existence of the Dandangan Tradition in Kudus Regency.

3. Night Market

The final approach in strengthening the values of the Dandangan Tradition is the night market, which has become one of the main elements of this celebration. This activity is not just an entertainment event for the community, but also plays a strategic role in boosting the local economy and introducing cultural heritage to the younger generation. The Dandangan night market has become a gathering place for various typical Kudus products, ranging from traditional cuisine to handicrafts, which are introduced and sold at this event. In addition, various other products such as accessories, pottery, and traditional Kudus clothing also enliven the atmosphere of this night market, creating an even stronger attraction for visitors from all walks of life.

The existence of the night market not only has a positive impact on the economy of MSME actors but also strengthens the identity of the local culture. Through the space provided for products with traditional nuances, the community has the opportunity to get to know and appreciate the cultural heritage that has been passed down from generation to generation. Kudus' signature dishes, such as sega jangkrik and pecel meniran, become the main attractions that tantalize visitors' taste buds, while also introducing traditional foods to the younger generation who might be less familiar with these dishes (Kirana et al., 2023).

Based on Max Weber's Modernization Theory in relation to the strengthening of Dandangan Tradition values among the youth in Kudus Regency. According to Weber, modernization does not always eliminate traditional cultures, but rather can lead to changes that still preserve the essence of those cultures (Derung, et al. 2022). In this case, the Dandangan tradition, which continues to evolve amidst technological advancements and social changes, shows that the people of Kudus, especially the youth, are adapting to modernization without sacrificing their cultural values. Rationalization such as the digitalization of traditions and education, as well as the role of bureaucracy and institutions, has become an important factor in maintaining the continuity of the

Dandangan Tradition. Therefore, the implementation of strategies carried out in Kudus illustrates that the youth can maintain their cultural identity despite being under the influence of modernization.

CONCLUSION

Based on the research and discussion regarding the strengthening of Dandangan Tradition values among the youth in Kudus Regency, it can be concluded that: The Dandangan Tradition in Kudus Regency contains various elements of local wisdom, including religious, cultural, economic, and social values. The youth in Kudus Regency interpret the Dandangan Tradition as a means to seek blessings from Sunan Kudus, an opportunity to earn income, and entertainment. The strategy for implementing the strengthening of Dandangan Tradition values among the youth in Kudus Regency includes early introduction since childhood, utilization of social media, and the presence night market. The benefit of this research is to serve as a reference to encourage youth involvement in the preservation of traditions and the development of the creative economy in Kudus.

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