




## Revivification of Legends and Religious Tourism Kiai Sepuh in Community Life and Primary School Environment

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### Abstract

The people of Gentong Village, the manager of the Kiai Sepuh tomb, and SDN Gentong Pasuruan City are faced with serious challenges in preserving valuable local cultural heritage. Modernization and globalization have brought significant changes in daily life, shifting traditional cultural values that were once highly respected. As a result, the legend of Kiai Sepuh, which used to be a source of pride and identity of the community, began to be forgotten, especially among the younger generation. This service activity has two main objectives, the first goal is to analyze the urgency of reviving the legend of Kiai Sepuh. The second goal is to carry out revival to explore the potential assets of the legend of Kiai Sepuh and increase public awareness and involvement through the Storytelling Festival. This revival aims to document and enrich the narrative of the legend of Kiai Sepuh, as well as make it an interesting and relevant socialization material. This service activity is carried out using two main methods: Asset Based Community Development (ABCD) and Community-Based Participatory Research (CBPR). The combination of story digging and activities such as oral storytelling competitions is very important in cultural revival efforts. Story digging ensures that important narratives are well documented and understood, while oral storytelling competitions allow the community to be actively involved in the preservation and dissemination of these stories. These two approaches work together to preserve and strengthen cultural heritage in modern society. Activities such as storytelling festivals and oral storytelling competitions have not only succeeded in reviving oral traditions, but also strengthened the cultural identity of the community and increased the potential for religious tourism in the area. The results of the study show that this revival effort is not only important to preserve cultural heritage, but also provides economic benefits to the local community.

**Keywords:** Local Cultural Revival, Religious Tourism of Basic Education, Legend of Kiai Sepuh of Community

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## INTRODUCTION

The people of Gentong Village, the Tomb manager of Kiai Sepuh, and SDN Gentong Kota Pasuruan are faced with serious challenges in preserving the valuable local cultural heritage. Modernization and globalization have brought significant changes in everyday life, displacing traditional cultural values that were once highly respected. As a result, The Legend of Kiai Sepuh, which used to be a source of pride and identity of the people, began

to be forgotten, especially among the younger generation. The problem faced by the partners, namely the people of Gentong Village, Tomb managers, and students of Sdn Gentong, is not a light problem, but with strong cooperation and commitment from all parties, this problem can be overcome. The revitalization of The Legend and religious tourism of Kiai Sepuh will not only keep this cultural heritage alive, but will also provide tangible benefits for future generations (Nurfadhila & Suganda, 2021; Purnama, 2023).

The Tomb of Kiai Sepuh, as an important religious site, now faces difficulties in maintaining its position as a respected place of pilgrimage. Tomb managers feel a growing sense of responsibility to keep the site attractive and sustainable, especially as support from the community begins to wane. This condition is compounded by the lack of involvement of the younger generation, especially students at Sdn Gentong, in activities related to local cultural heritage. In the midst of the rapid flow of popular and modern culture, their interest in local stories such as The Legend of Kiai Sepuh is decreasing, resulting in them becoming increasingly alienated from their own cultural identity (Rokhmawan & Firmansyah, 2018; Salimuddin, 2020; Tristan Rokhmawan, 2019).



Figure 1. Tomb Of Kiai Sepuh (Front View)

Revivification of The Legend of Kiai Sepuh becomes very urgent to overcome this challenge. This effort is needed to re-strengthen the meaning of local culture that began to be eroded by modernization, maintain the cultural identity of the Gentong people, and utilize the economic potential of religious tourism centered on the Tomb of Kiai Sepuh. A more integrated cultural education in schools is also very important to reconnect the younger generation with their cultural heritage, build a sense of belonging and responsibility to preserve it. Only by joint efforts can the sustainability of this cultural heritage be maintained amid the life of modern society (Moh. Faruq Al Farizi, Hasan Busri, 2021; Yasser, 2021).

The urgency of revitalizing The Legend of Kiai Sepuh in Gentong Village is becoming increasingly important amid modernization challenges that threaten the sustainability of local cultural heritage. The currents of modernization and globalization have shifted the values of traditional culture, causing The Legend of Kiai Sepuh to be increasingly forgotten, especially among the younger generation. This phenomenon poses the risk of a cultural identity crisis, in which legends that used to be symbols of pride are now beginning to be marginalized. The currents of modernization and globalization have shifted the values of traditional culture, causing The Legend of Kiai Sepuh to be increasingly forgotten, especially among the younger generation. Revitalization of this legend can help maintain the cultural identity of the Gentong people. The Tomb of Kiai Sepuh, as an important religious site, also faces difficulties in maintaining its function as a respected pilgrimage destination. Tomb managers find it increasingly difficult to maintain the attractiveness and preservation of the site, especially without strong support from the

local community. In addition, the lack of involvement of the younger generation, especially students of Sdn Gentong, in activities related to local cultural heritage, further aggravates this situation (Ash-Shiddiqy, 2020). Revivification of The Legend of Kiai Sepuh is needed to re-strengthen the meaning of local culture that began to be eroded by modernization. This step aims to maintain the cultural identity of the Gentong community and exploit the economic potential of religious tourism that can improve local welfare. In addition, more integrated cultural education in schools is needed to reconnect the younger generation with their cultural heritage, build a sense of belonging and responsibility to preserve it. This approach will help maintain the sustainability of cultural heritage in the life of modern society (Hasibuan dkk., 2021; Purbasari, 2018; Sa'diyah & Dewi, 2023).

Stuart Hall suggests that cultural identity, which is the result of history, tradition and collective memory, is constantly changing over time. Losing connection with cultural elements such as The Legend of Kiai Sepuh can lead to an identity crisis in society. Reviving The Legend of Kiai Sepuh helps the people of Gentong village maintain and strengthen their cultural identity in the midst of threatening globalization. According to the theory of cultural tourism developed by Smith and Robinson, cultural tourism is a way to introduce and convey cultural heritage while preserving the original values of the culture. Revivification Legend Kiai Sepuh aims not only to preserve the story but also to develop the potential of religious tourism that can provide economic benefits for the community. The management of Kiai Sepuh grave site as a religious tourism destination can attract visitors, improve the local economy, and preserve culture (Rahman, 2020).

Cultural education theory emphasizes the importance of the integration of local cultural elements in the educational curriculum. An education that introduces students to local history and traditions is essential to building a sense of belonging and responsibility to cultural heritage. Integrating The Legend of Kiai Sepuh in SDN Gentong's curriculum will help the younger generation understand and appreciate their culture, ensuring that cultural heritage remains relevant and is passed on to the next generation (Atmaja, 2023). Concrete steps that need to be taken include extracting the Legend of Kiai Sepuh from various sources, such as local communities and historical records, to document and enrich the narrative. Socialization of this legend to the public and students of Sdn Gentong through various means, including counseling and media, will reintroduce the story to the younger generation.

Kiai Sepuh legend Festival with oral storytelling competition will revive the tradition of storytelling, involve students and the community, and increase interest in local stories. This activity can also attract media attention and visitors outside the region, improving the image of Gentong village as a religious and cultural tourist destination. By combining story excavation and storytelling competition, it is hoped that cultural heritage will be maintained and relevant in modern society (Håland, 2014).

This service activity has two main objectives that are interrelated and designed to support the preservation and utilization of local cultural values in Gentong Village. The first objective is to analyze the urgency of reviving The Legend of Kiai Sepuh. In the context of globalization and rapid modernization, local cultural identities are often threatened with being eroded, causing a loss of connection with traditional elements such as The Legend of Kiai Sepuh. Therefore, it is important to evaluate the extent to which this loss of connection has an impact on the identity crisis in barrel-bottomed societies. By analyzing this urgency, we can understand the importance of reviving The Legend of Kiai Sepuh as an effort to strengthen and preserve local cultural identity, as well as to overcome the negative impact of modernization on cultural heritage. The second goal is to conduct revivification in order to explore the potential assets of The Legend of Kiai Sepuh and increase awareness and community involvement through storytelling festivals. This revivification aims to document and enrich the narrative of The Legend of Kiai Sepuh, as

well as making it an interesting and relevant socialization material. The storytelling Festival will be held as a platform to promote The Legend of Kiai Sepuh, engage students and the general public in storytelling activities, and revive the tradition of storytelling. Through this festival, it is hoped that the people of Gentong can reconnect with their cultural heritage, while the younger generation, especially the students of Sdn Gentong, can develop a deeper understanding and appreciation of the traditional story. In addition, this festival also serves as a way to improve the image of Gentong village as a religious and cultural tourism destination, by utilizing the economic potential associated with the preservation of local culture (Ida Bagus Brata, 2018; Strizhakova & Coulter, 2019).

## **METHODS**

### **Types of Research**

This service activity will be carried out using two main methods: Asset Based Community Development (ABCD) and Community-Based Participatory Research (CBPR). ABCD method will be used to explore the potential assets of legenda Kiai Sepuh. This approach focuses on identifying and harnessing the strengths and resources that already exist in the community (Ibrahima, 2017). This process begins with identifying local assets related to the legend, such as community lore and historical records. Then, the community, indigenous leaders, and Tomb managers will be involved in group discussions and in-depth interviews to obtain comprehensive information. The results of this excavation will be documented and analyzed to enrich the narrative of The Legend of Kiai Sepuh.

CBPR method will be applied to carry out Storytelling festival as a revitalization action. CBPR involves community members in every stage of the activity, from planning to evaluation. First, The Storytelling festival will be designed with the involvement of SDN Gentong students and the general public, including determining the format of the event and coordinating logistics. Socialization of the festival will be done through print, digital, and counseling in schools. During the festival, oral storytelling competition will be the main activity to reintroduce The Legend of Kiai Sepuh and revive the tradition of storytelling. After the festival, an evaluation will be carried out to assess the impact of the activities, with feedback from participants and the community for future improvements. By combining ABCD and CBPR methods, this activity aims to optimize the potential of local culture and ensure the active involvement of the community in the preservation and revitalization of The Legend of Kiai Sepuh.

## **RESULT AND DISSCUSSION**

### **The Urgency Of Reviving The Legend Of Kiai Sepuh**

The people of Gentong Village, the manager of the Tomb of Kiai Sepuh, and Sdn Gentong of Pasuruan City have become guardians of the local cultural heritage rich in historical and spiritual values. However, as with many other cultural heritages, this heritage is inseparable from the challenges of modernization that threaten the preservation and continuity of these traditions. One of the main challenges faced is the waning public attention to The Legend of Kiai Sepuh and the existence of his tomb as an important religious site. This is especially evident in the younger generation, including students at SDN Gentong, who are increasingly alienated from the local stories that should be an integral part of their identity. Along with the times, the flow of modernization and globalization has brought significant changes in the lives of the people of Gentong Village. The traditional cultural values that were once held in high esteem are now beginning to be marginalized by the more dominant popular culture. The Legend of Kiai Sepuh, which used to be a source of inspiration and pride for the community, is now forgotten. This not only threatens the sustainability of cultural heritage, but also has the potential to erode local identity which is an important part of the identity of the Gentong community.

Tomb managers also face difficulties in maintaining this site as a place of pilgrimage that not only has spiritual value but also as a respected cultural symbol. The Tomb of Kiai Sepuh, which is one of the important religious sites in Gentong village, has long been a pilgrimage destination for local people and visitors from outside the region. However, without adequate attention from the public, especially the younger generation, the sustainability of the site's function as a religious tourist attraction is threatened. Tomb managers feel that their role in preserving the site is getting heavier, especially when support from the community began to wane. In addition, they also face challenges in keeping the site attractive to visitors, both in terms of aesthetics and comfort, amid the limited resources they have. This problem is further compounded by the lack of involvement of the younger generation, particularly students at SDN Gentong, in activities that connect them to the local heritage. In today's digital age, children's interest in local stories and traditional activities is declining, replaced by modern entertainment that attracts them more. In fact, the introduction and understanding of local legends such as Kiai Sepuh is very important to foster a sense of love and pride in their own cultural heritage. However, unfortunately, educational programs in schools often place less emphasis on this aspect of local culture, so that students do not get adequate opportunities to get to know and understand the cultural heritage that exists around them.



Figure 2. A child playing in front of the Tomb.

The impact of this problem is not only on cultural aspects, but also on the potential of the local economy. Religious and cultural tourism, such as those centered on the Tomb of Kiai Sepuh, has great potential to attract visitors and provide economic benefits to the surrounding community. However, if interest in this site continues to decline, then this economic potential will also be lost. Gentong village could miss out on opportunities to develop culture-based tourism that not only strengthens the local economy but also preserves cultural heritage. Therefore, the revitalization of The Legend of Kiai Sepuh and his grave site is very important, both to maintain the continuity of cultural heritage and to maximize the economic potential that can be generated from religious tourism. Identification of this problem does not arise out of nowhere, but through a series of observations and discussions with various related parties in Gentong Village. In the initial observation, it is clear that although the tomb site of Kiai Sepuh is still visited, the number of visitors tends to decrease, especially from among the young. In addition, not many students of Sdn Gentong know The Legend of Kiai Sepuh well, and only a few of them have ever visited the Tomb. The results of discussions with the Tomb managers and the local community also expressed their concern for the future of this site, if there is no significant effort to revive the interest and attention of the community.

Cultural revitalization, especially focusing on local legends and religious sites, is an important part of cultural heritage preservation efforts in the context of a society increasingly connected to the current globalization. In the context of Gentong Village, the revitalization of The Legend of Kiai Sepuh and his grave site can be seen through the

perspective of cultural theory, identity theory, and cultural tourism theory. According to Clifford Geertz in his theory of culture, culture is a system of meanings owned by society and passed on from generation to generation. However, in the midst of modernization and globalization, this meaning system is often disrupted, which can lead to the loss of traditional cultural elements (Saraswati, 2018). Modernization brings about changes in the values, norms, and practices of everyday life that can shift the focus of society from local culture to a more dominant popular culture. As seen in Gentong Village, The Legend of Kiai Sepuh, which is part of the local cultural system, is now facing threats because people, especially the younger generation, are increasingly affected by global culture. Thus, the revitalization of The Legend of Kiai Sepuh is an attempt to re-strengthen the local meaning system that began to be eroded by modernization (Chairun, 2023; Pratama, 2019).

The theory of cultural identity, as proposed by Stuart Hall, states that cultural identity is the product of history, tradition and collective memory existing in society. This identity is not static, but rather constantly changing with time and external influences. However, the loss of connection with cultural elements such as local legends can lead to an identity crisis in society (Wulandari, 2019). For the people of Gentong Village, The Legend of Kiai Sepuh is not just a story, but also a symbol of local identity that defines who they are as a community. Without efforts to preserve and revive these legends, people's cultural identity can weaken, which in turn can reduce their sense of community and pride in their heritage. Cultural tourism, which includes religious tourism and historic sites, offers opportunities for people to utilize cultural heritage as an economic asset. According to the theory of cultural tourism developed by Smith and Robinson, cultural tourism is a way to convey and introduce cultural heritage to others while maintaining its original values. However, the success of cultural tourism depends on the extent to which local communities value and nurture such heritage. In the case of the Tomb of Kiai Sepuh, the revitalization of this site not only aims to increase awareness of the local community but also to position this site as a tourist destination that can attract visitors from outside the region. It provides an opportunity for communities to benefit economically while still preserving their culture (Rokhmawan & Firmansyah, 2018).

Education plays an important role in preserving local culture, especially through teaching about local history and traditions to the younger generation. Cultural education theory emphasizes the importance of integrating local cultural elements in the school curriculum to ensure that students gain not only academic knowledge, but also a deep understanding of their own cultural heritage. The lack of emphasis on local culture in formal education at SDN Gentong indicates the need for a more integrated program that focuses on reintroducing the Legend of Kiai Sepuh to students. It is not only about imparting knowledge, but also building a sense of belonging and responsibility to preserve cultural heritage. By combining the perspectives of these various theories, the revitalization of The Legend of Kiai Sepuh and his grave site can be understood as a strategic step to preserve culture, strengthen local identity, and exploit economic potential through cultural tourism. This approach also emphasizes the importance of the role of education in ensuring that this cultural heritage is passed on to the next generation, so that it remains alive and relevant in the life of modern society.

### **Revivication to explore the potential of Legend assets and raise awareness and engagement through storytelling festivals**

Cultural identity, according to Stuart Hall, is formed from the history, traditions and collective memory of peoples and continues to evolve over time. Losing cultural elements such as The Legend of Kiai Sepuh can trigger an identity crisis, so the revitalization of local culture is needed to maintain collective identity. In Gentong Village, reviving The Legend of Kiai Sepuh helps strengthen cultural identity amid globalization.

Cultural tourism theory states that the revitalization of local legends can preserve culture and develop tourism potential, such as religious tourism at the Tomb of Kiai Sepuh, which can improve the local economy. Cultural education theory also emphasizes the importance of integrating local cultural elements in the school curriculum to strengthen students' cultural identity and sense of belonging to their cultural heritage.

Tristan Rokhmawan's research shows that local oral stories, such as The Legend of Kiai Sepuh, are important in building students' cultural literacy and identity. Through the development of local oral story-based programs, students not only learn about their culture but also improve literacy skills. Rokhmawan also highlighted the important role of formal education in preserving oral traditions through the school curriculum. Local cultural revival activities, such as the Kiai Sepuh legend telling competition at SDN Gentong, are concrete steps to revive traditional values and strengthen cultural identity among the younger generation. The documentation and excavation of this legend story is expected to enrich the local cultural narrative and maintain its relevance in today's society (Tristan Rokhmawan, 2019).



Figure 3. The KKN team met the caretaker and discussed the history of Kyai Sepuh

The excavation of stories in anthropological and cultural studies aims to document and preserve traditional stories as part of cultural heritage. According to Jerome Bruner (1991), narrative is an important way for human beings to give meaning to experiences and traditions. This excavation process, like that done with The Legend of Kiai Sepuh, involves gathering information from various sources, including local sources and historical records, to document the story accurately and thoroughly. Bruner emphasizes that extracting stories not only preserves information, but also maintains relevance and cultural richness in the narrative.

Previous research conducted by Tristan Rokhmawan focused on Cultural Literacy Development Based on Local Oral Stories as the Cultural Identity of Kebonsari Elementary School. In this study, Tristan explores how local oral stories can be used as a tool to develop cultural literacy among Kebonsari Elementary School students (Rokhmawan, 2017). This study is based on the premise that folklore. Tristan Rokhmawan has produced a number of in-depth studies of local oral culture and beliefs, with a particular focus on the Legends of The Elder Kiai. One of his works, entitled "Why Should We Believe The Legend of Kiai?", Cultural storytelling carried out for various purposes (Rokhmawan, 2017) explores the beliefs of the Muslim community in Pasuruan city towards the figure of Kiai Sepuh, a great scholar who is respected as a spiritual leader. In this paper, Tristan highlights how these legends are not only preserved for generations, but also have an important role in shaping the identity and beliefs of the local people. Another study, "the building of the 'Heavenly Kingdom': irrational beliefs and social functions in The Legend of Kiai Sepuh," analyzes aspects of irrational beliefs contained in the legend. In his writing (Rokhmawan, 2017) provides to carry out the mandate of preserving the cultural material and local wisdom of the Indonesian people. Tristan shows how these beliefs serve as social constructs that support community norms and values, as well as providing spiritual

justification for various social practices in everyday life. In another writing, "familiarizing oral culture and education providers as an effort to revitalize local oral literature," Tristan emphasized the importance of synergy between oral culture and educational institutions in an effort to rejuvenate local oral literature. He argued that formal education has a crucial role in preserving oral traditions by integrating them into curricula as well as extracurricular activities in schools (Rokhmawan & Firmansyah, 2017).

The next step is to socialize The Legend of Kiai Sepuh to the public, especially the younger generation at Sdn Gentong, through various activities such as counseling and school activities. This socialization aims to reintroduce the story of the legend, encourage students to understand and appreciate the local cultural heritage, and help preserve it (Purwanto, 2019; Ramdhani dkk., 2023; Ramdhani & Rokhmawan, 2021).



Figure 4. Verota material developed by Tristan Rokhmawan

Legend Festival Kiai Sepuh will be held as the culmination of a series of activities, with oral storytelling competition as one of the main events. The Festival aims to promote and revive the tradition of storytelling, involving students of Sdn Gentong and the general public. Through this competition, it is hoped that interest in local stories can reappear, and the younger generation can learn to express and spread these legends. The Festival also aims to attract media attention and visitors, improving the image of Gentong village as a religious and cultural tourist destination. Overall, this activity is expected to resurrect people's memories of The Legend of Kiai Sepuh, preserve tomb sites, and integrate cultural heritage into people's lives and school environments, while increasing awareness and well-being of the local economy.



Figure 5. Participants appear in the event of storytelling stories Kiai Sepuh

Oral storytelling competition as a form of cultural revitalization is supported by the theory of communication and cultural education. Albert Bandura (1977) in his theory of social learning states that individuals learn and internalize values through observation and participation in social activities. The storytelling competition provides an opportunity for the younger generation to actively convey and accept traditional stories, which serve as an active learning method and deepen understanding and appreciation of culture (Sari & Nugroho, 2015; Halimah & Widodo, 2018). Richard Schechner (2002) in his theory of cultural performativity emphasizes that activities such as storytelling are forms of performance that bring cultural traditions to life and renewal. Storytelling competitions allow Kiai Sepuh legend stories to be staged, strengthen collective memory, and revive forgotten traditions (Schechner, 2021; Wulandari & Prabowo, 2018). Schechner argues

that cultural performance strengthens cultural identity and creates a sense of community through shared experiences (Setiawan, 2022).

The combination of story excavation and oral storytelling competition is very important in cultural revival. Story digging documents and understands important narratives, while storytelling competitions engage communities in the preservation and dissemination of stories. These two approaches work together to preserve and strengthen cultural heritage in modern society.

## CONCLUSION

This research highlights the importance of reviving The Legend of Kiai Sepuh as a strategic step to face the challenge of modernization that erodes local cultural values. By adopting a participatory approach, this study seeks to actively involve the community in every stage, from the excavation of cultural assets to the implementation of revitalization activities. The combination of ABCD and CBPR methods is expected to produce sustainable solutions and have a significant impact on the Gentong community. Through the storytelling festival, it is expected to revive the tradition of storytelling, strengthen social ties, and increase people's appreciation of ancestral cultural heritage. In the end, this research is expected to be a model for cultural preservation efforts in other areas with similar conditions. By exploring stories from various sources and actively involving the community, especially the younger generation, this research has succeeded in reviving the tradition of storytelling that was abandoned. Through the storytelling competition, the traditional values contained in The Legend of Kiai Sepuh can be passed on to the next generation. In addition, this activity also has the potential to increase public awareness of the importance of preserving cultural heritage and developing local tourism potential. The approach used in this study, which is a combination of story excavation and performative activities, is in line with the theory of social learning and cultural performativity which emphasizes the importance of active participation and direct experience in the process of cultural preservation.

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