



# THE NYADRAN TRADITION AS A FORM OF CULTURAL HERITAGE PRESERVATION IN THE INDUSTRIAL COMMUNITY OF SIDOARJO

Zahida I'tisoma Billah<sup>1\*</sup>, Citra Mulya Sari<sup>2</sup>, Tegar<sup>3</sup>

<sup>1</sup>Universitas Islam Zainul Hasan Genggong Probolinggo, Indonesia

<sup>2,3</sup>Universitas Islam Negeri Sayyid Ali Rahmatullah Tulungagung, Indonesia

Email: [zahidafe@gmail.com](mailto:zahidafe@gmail.com)<sup>1</sup>, [citramulyasari@uinsatu.ac.id](mailto:citramulyasari@uinsatu.ac.id)<sup>2</sup>, [tegar3836@gmail.com](mailto:tegar3836@gmail.com)<sup>3</sup>

## Abstract:

*This Community Service (PKM) aims to explore the potential of preserved cultural heritage amidst the industrial society in Sidoarjo. Nyadran is a unique tradition of offering seafood as an expression of gratitude, practiced by the people of Balongdowo village, which is located near the sea and is the largest producer of kupang (small shellfish). This tradition is carried out once a year in the month of Ruwah as a purification ritual during the full moon. It is attended by fishermen and their families. Various offerings, symbolizing gratitude for the sea's bounty, are prepared well in advance. The main procession takes place at night after Maghrib, beginning with a communal meal (kenduri) at a resident's home.*

*The research method used in this PKM is the ABCD method. The first stage is inculturation, where researchers immerse themselves in the local community of Balongdowo village. The second stage involves exploring Balongbendo village to identify local assets. Asset mapping follows, revealing two key assets: an economic asset, namely the village's status as the largest kupang producer, and a cultural asset, the Nyadran tradition. The next step is prioritization, where researchers focus on cultural assets, followed by appreciative inquiry, definition, and reflection. The results of this PKM show that, despite being surrounded by an industrial city, the people of Balongdowo village continue to uphold their obligation to express gratitude for the sea's bounty to God Almighty. They also visit the tomb of Dewi Sekardadu in the hope of ensuring an abundant and sustainable seafood harvest while seeking blessings and safety.*

**Keywords:** Nyadran, cultural heritage, industry.

## Abstrak:

Pengabdian kepada Masyarakat (PKM) ini bertujuan untuk melihat potensi warisan budaya yang masih terpelihara hingga saat ini ditengah masyarakat industry di kota Sidoarjo. Nyadran merupakan tradisi unik sedekah hasil laut yang dilakukan masyarakat desa Balongdowo yang dekat dengan laut dan merupakan penghasil terbesar kupang, tradisi ini dilakukan setiap satu tahun sekali di bulan Ruwah kegiatan ini merupakan ruwatan saat memasuki bulan purnama, yang diikuti oleh para nelayan dan keluarganya. Berbagai macam sesajen yang merupakan bentuk dari sedekah laut, dipersiapkan jauh jauh hari, dan prosesi utamanya yaitu pada malam hari setelah maghrib, yang mana diawali dengan kegiatan kenduri di rumah salah satu warga. Metode penelitian yang digunakan dalam PKM ini adalah metode ABCD, yang pertama dilakukan adalah tahap inkulturasi yaitu berbaur dengan masyarakat sekitar desa balongdowo, kemudian tahap kedua yaitu penelusuran wilayah desa balongbendo untuk penemuan asset, lalu pemetaan asset yaitu terdapat asset ekonomi yaitu berupa penghasil kupang terbesar, dan asset kedua yaitu asset budaya nyadran. Kemudian tahap selanjutnya adalah pemilihan skala prioritas yaitu peneliti memilih asset budaya, lalu penemuan apresiatif, define dan refleksi. Hasil PKM ini menunjukkan bahwasannya meskipun di tengah kota industry, masyarakat desa balongdowo tetap melaksanakan kewajibannya dalam mensyukuri hasil laut kepada Tuhan Yang Maha Esa dan berziarah ke makan dewi sekardadu agar hasil laut mereka berkah dan mengalir sepanjang masa, dan selalu diberi keselamatan.

**Kata Kunci:** Nyadran, warisan budaya, industry

\*Corresponding author.

E-mail addresses: [zahidafe@gmail.com](mailto:zahidafe@gmail.com)

## INTRODUCTION

Sidoarjo, as a rapidly growing industrial city, faces challenges in preserving local traditions amidst the strong currents of modernization. One tradition that continues to be maintained by the people of Sidoarjo is *Nyadran*, a ritual conducted to honor ancestors and uphold a harmonious relationship between humans and nature. However, with the rapid expansion of industry, there is a risk of losing these cultural values, especially among the younger generation. Therefore, it is crucial to explore and utilize the potential within the local community to ensure the preservation of the *Nyadran* tradition.

*Nyadran*, also known as *sadranan*, is not an Islamic teaching but rather a traditional ritual practice that incorporates religious elements such as prayers in Arabic and Javanese. Therefore, *sadranan* is merely a Javanese tradition or cultural ritual. The long-standing custom of "sending prayers and praying for ancestors" before the month of Ramadan has created a cultural practice that may appear religious. However, at its core, this activity is purely a cultural tradition that has existed for generations. At one point, *Nyadran* became a controversial issue within the Islamic community, as the ritual was considered *shirk* (associating partners with God) and seen as deviating from Islamic teachings. During that time, religious scholars began challenging conservative views and sought to shift the community's mindset toward a more progressive perspective. (Rosydiana, 2023)

The *Nyadran* tradition is usually carried out during the month of *Ruwah* in the Javanese calendar, on the tenth day of *Rajab*, or at the beginning of *Sha'ban*. *Nyadran* serves as a gathering event, a social bonding tool, and a means of fostering community identity, national unity, and a sense of nationalism. During the *Nyadran* ceremony, extended families—commonly referred to as *trah* in Javanese tradition—do not feel divided by groups, religions, or social classes. (Fahimah, 2024)

In today's era, the belief in *Nyadran* is primarily focused on expressing gratitude to Allah SWT. The Javanese community believes that performing *Nyadran* can provide spiritual assistance to deceased relatives, helping them attain peace in the afterlife (Rohman et al., 2024; Wajdi, 2017). Although this tradition is still preserved, there are growing concerns about the declining interest among younger generations in maintaining it, due to modernization and shifting socio-cultural values. This decline poses a threat to the sustainability of *Nyadran* as a social bonding element and a symbol of Javanese cultural identity. (Fahimah, 2024)

For the *Kejawen* Muslim community, *Nyadran* is not only a religious ritual but also a means of strengthening family and community bonds. Through this ritual, family members who rarely meet can gather, pray together, and honor their ancestors. Thus, *Nyadran* serves as a way to preserve family values, unity, and intergenerational respect.

*Nyadran* typically begins with cleaning the ancestral graves. This activity is carried out collectively by family members or village residents, followed by a flower-scattering ceremony and communal prayers at the gravesite. Scattering flowers is considered a symbol of respect and a hope that the ancestors may find peace in the afterlife. Additionally, people bring offerings in the form of food, which is then shared or enjoyed together as an expression of gratitude. (Aminudin, 2024)

After the grave pilgrimage ritual, the community usually holds a *kenduri* or *selamatan* (communal feast). In this event, food brought by each family is served and blessed. One of the signature dishes in *Nyadran* is *nasi tumpeng*, which symbolizes gratitude to God and the hope for blessings upon the family. The *kenduri* is also accompanied by prayers led by local religious figures, aiming to seek forgiveness and peace for the ancestors in the presence of Allah.(Aminudin, 2024)

The practice of *Nyadran* has undergone changes over time. Certain cultural aspects, such as *tayuban* (traditional dance) and gambling, have been removed and replaced with more religious activities. Although the exact origins of this tradition are unknown, *Nyadran* remains one of the ancestral ceremonies passed down through generations in the Sidoarjo community, reflecting a rich cultural and spiritual heritage.(Fadyah & Imron, 2024)

In its implementation, *Nyadran* in Sidoarjo serves as a platform for maintaining tolerance, as this tradition promotes togetherness, respect for diversity, and teaches the values of mutual cooperation and solidarity among residents. Through collective participation, this local tradition creates a space for the community to interact and understand one another, thereby strengthening harmony and unity despite religious and social differences.(Afandi, 2023)

Therefore, research on the *Nyadran* tradition is crucial as it is expected to create a space for tolerance and social harmony among diverse communities. By gaining a deeper understanding of *Nyadran* values, this study can provide insights into how local traditions can help resolve social conflicts, strengthen unity, and serve as a model for togetherness that remains relevant in the modern era.

### ***Nyadran* in the Context of Javanese Culture**

The *Nyadran* tradition holds strong cultural values within Javanese society, particularly in terms of honoring ancestors and maintaining harmony with nature. This tradition is typically carried out before the month of Ramadan or during the planting and harvest seasons, involving communal prayer ceremonies, cleaning ancestral graves, and distributing food to those in need. *Nyadran* is not merely a ritual but also serves to strengthen social bonds among community members.(Rinawati et al., 2022)

In the *Nyadran* tradition, its implementation serves multiple purposes across social, cultural, socio-economic, and religious aspects. *Nyadran* is also a symbol of friendship and kinship, as well as a representation of social, cultural, and religious values. For the Javanese community, *Nyadran* holds special significance, as it is more than just a ritual before Ramadan—it also carries social meaning, including the interpersonal relationships that form during the gathering of the tradition.(Sari et al., 2022)

Beyond its spiritual aspects, *Nyadran* also carries a strong social dimension. This tradition serves as a moment to strengthen social solidarity and foster closer relationships among community members. Through *Nyadran*, people share their blessings and support one another in carrying out the rituals, reflecting the values of mutual cooperation (*gotong royong*) and togetherness that are deeply embedded in rural communities. As a result, *Nyadran* is not merely an individual ritual but also a

means of reinforcing social bonds and fostering unity within the community. (Afriani & K.A., 2020)

In this context, *Nyadran* can be seen as a reflection of the harmony between local traditions and religious teachings within Indonesian rural society (Mahfudhoh & Pujiyanto, 2023). By understanding the essence of *Nyadran*, we can develop a deeper appreciation and respect for this rich and complex cultural heritage while also strengthening the cultural diversity that defines Indonesia. (Djafar, 2023)

#### **Asset-Based Community Development (ABCD)**

ABCD is an approach that focuses on the potential and strengths of a community. This approach involves identifying local assets that can serve as social capital for community development, including the preservation of culture and traditions. These assets can take the form of skills, knowledge, social networks, or natural resources owned by the community.

The ABCD approach identifies and strengthens existing assets within the community (Munawar, 2007). These assets can include physical resources (such as public buildings, parks, and vacant land), human resources (talents, skills, and knowledge), or social resources (networks and relationships between individuals and groups) (Pamuji, 2023). This approach is considered effective in mobilizing and motivating communities to drive change while also positioning them as the primary agents of transformation. The facilitation process consists of four stages: Discovery, Dream, Design, and Destiny. (Sholehah & Pratama, 2024)

#### **Challenges in Preserving Traditions in the Industrialization Era**

Sidoarjo, one of the industrial hubs in East Java, faces challenges in maintaining its cultural heritage amid modernization. Changes in lifestyle and a lack of attention to local traditions often put practices like *Nyadran* at risk of fading away. Therefore, preserving this tradition requires a creative approach that involves all elements of society.

Local wisdom refers to all forms of knowledge and values based on goodness that are believed, practiced, and preserved over a long period (passed down through generations) by a group of people within a specific environment or region where they reside. Local wisdom is closely related to the traditional culture of a place, containing various perspectives and guidelines that help communities establish a foundation for decision-making, including their daily behaviors and actions. (Shiddiqy, 2024)

The issue of the threat of extinction of local culture and traditions is becoming increasingly important in the era of globalization. In this context, many local cultures and traditions are at risk of disappearing due to rapid social, economic, and technological changes. The dominance of foreign cultures also plays a role in shifting people's focus and attention away from their own cultural heritage and traditions. Additionally, a lack of awareness and appreciation of local culture further exacerbates this situation. (Suhasti et al., 2023)

All these factors raise concerns about the loss of cultural diversity and the richness of traditional heritage, which should be preserved. In this era of globalization, characterized by extensive connectivity and information exchange, local cultures and traditions face significant challenges. Economic and technological advancements can also shift people's focus away from their local culture, with

preferences increasingly leaning toward foreign cultures and products, which are often more widely known and accessible.(Zahra & Husna, 2024)

## RESEARCH METHODS

This study employs the Asset-Based Community Development (ABCD) approach to explore and sustain the *Nyadran* tradition in Sidoarjo. By focusing on community strengths and existing resources, this approach ensures that cultural heritage can be preserved effectively while fostering local empowerment.(Ibrahima, 2018)

The ABCD Approach in Community Service is applied in this study through several steps. First, Asset Identification involves recognizing various cultural, social, and economic assets within the Sidoarjo community that support the preservation of *Nyadran*. Next, Asset Strengthening focuses on enhancing the community's ability to utilize these assets through training and empowerment programs. Community Involvement ensures active participation in the planning and execution of *Nyadran* activities, reinforcing their role in maintaining this tradition. Finally, Sustainable Development emphasizes the long-term preservation of *Nyadran* by considering social and economic sustainability.(Bukido & Mushlihin, 2022)

For Data Collection Techniques, this study employs Observation to directly examine *Nyadran* traditions in several villages across Sidoarjo. Interviews are conducted with community leaders, event organizers, and younger generations to gather insights on their perspectives regarding the tradition. Additionally, Documentation involves collecting photographs, videos, and archival records related to *Nyadran* for further analysis.(Sidik et al., 2023)

The Data Analysis Technique follows a qualitative approach using thematic analysis, identifying patterns from observations, interviews, and documentation to explore the role of the ABCD approach in preserving the *Nyadran* tradition.(Rinawati et al., 2022)

## RESULTS AND DISCUSSION

### Identification of Cultural Assets in the Sidoarjo Community

The Sidoarjo community possesses various cultural assets that play a vital role in preserving the *Nyadran* tradition. These assets include traditional knowledge, artistic skills, and local food ingredients used in the ritual process. Despite being an industrial hub, Sidoarjo remains rich in cultural heritage, demonstrating a strong commitment to maintaining traditional values amidst rapid modernization.

Sidoarjo has a wealth of cultural and artistic traditions that contribute to the preservation of *Nyadran*. Traditional performing arts, such as *wayang kulit* (shadow puppetry) and *karawitan* (Javanese gamelan music), continue to be practiced and passed down through generations. These art forms are often incorporated into *Nyadran* ceremonies, enriching the experience and fostering a deeper connection between the community and its heritage. Additionally, local craftsmen produce handmade decorations, batik textiles, and ritual artifacts that enhance the ceremonial aspects of *Nyadran*.

A strong social network at the village level plays a crucial role in maintaining *Nyadran* as a living tradition. The practice of *gotong royong* (mutual cooperation) is deeply embedded in Sidoarjo's society, with community members actively



participating in the preparation and execution of *Nyadran* rituals. Activities such as cleaning ancestral graves, preparing ritual offerings (*sesaji*), and conducting communal prayers involve the entire village, strengthening bonds and reinforcing social harmony. The participation of different generations ensures that knowledge and customs are preserved and transmitted effectively.

Beyond its cultural and spiritual significance, *Nyadran* also has economic implications for the local community. The event attracts visitors from surrounding regions, creating opportunities for small businesses and local entrepreneurs. Vendors sell traditional foods, handmade souvenirs, and ritual items, while some families provide accommodation services for attendees. The production of *kupang* (small shellfish), a staple offering in *Nyadran*, further supports the local economy by providing sustainable livelihoods for fishermen and seafood traders. By leveraging these economic assets, *Nyadran* can serve as both a cultural preservation effort and a source of economic empowerment.

The preservation of *Nyadran* is also supported by the transmission of knowledge through oral traditions, educational initiatives, and academic research. Elders play a crucial role in educating younger generations about the historical and spiritual significance of *Nyadran*. Schools and local institutions have started incorporating cultural heritage studies into their curriculum, ensuring that students understand and appreciate their local traditions. Additionally, researchers and cultural practitioners document *Nyadran* to raise awareness and promote its continued practice.

The natural environment of Sidoarjo, particularly its coastal and agricultural landscapes, plays a significant role in *Nyadran* traditions. The ritual's deep connection to the sea, which symbolizes sustenance and abundance, highlights the importance of environmental conservation. Local fishing communities, who depend on the ocean for their livelihoods, integrate *Nyadran* into their yearly cycles to express gratitude for the bounty of nature. The use of organic and locally sourced materials in *sesaji* offerings also reflects a sustainable approach to cultural practices.

Despite the richness of cultural assets in Sidoarjo, several challenges threaten their sustainability. The rapid expansion of industrialization has led to shifts in lifestyle and priorities, with younger generations becoming less engaged in traditional practices. Economic pressures and the influence of global cultures have also contributed to the declining participation in *Nyadran*. Additionally, the lack of formal recognition and support for cultural heritage initiatives further complicates efforts to sustain these traditions.

To ensure the longevity of *Nyadran* and other cultural assets in Sidoarjo, a multi-faceted approach is needed. Education and awareness campaigns should be implemented by schools, cultural organizations, and religious institutions to educate young people about the significance of *Nyadran*. Encouraging active participation through workshops, storytelling sessions, and cultural festivals can strengthen local engagement. Promoting *Nyadran* as a cultural tourism attraction can generate income while preserving traditional practices. Lastly, policies and funding programs should be established by the government and private sector to protect and promote cultural heritage in Sidoarjo. By recognizing and harnessing the full potential of its cultural assets, the Sidoarjo community can ensure that *Nyadran* remains a vibrant and

meaningful tradition for future generations.

### **Social Assets and Community Networks**

A strong social network at the village level plays a crucial role in the *Nyadran* tradition. The community works together in mutual cooperation (*gotong royong*) to prepare for the event, such as cleaning ancestral graves, preparing ritual offerings (*sesaji*), and involving all residents in collective prayers. These social assets can be leveraged to strengthen the preservation of the tradition by engaging more community members, especially the younger generation.

The *Nyadran* tradition in Sidoarjo is deeply rooted in strong social assets and well-established community networks. These social structures play a crucial role in ensuring the continuity of the tradition, as they facilitate communal participation, intergenerational knowledge transfer, and collective responsibility in preserving cultural heritage. The essence of *Nyadran* lies not only in its ritualistic aspects but also in its ability to strengthen social bonds and foster a spirit of togetherness within the community.

One of the fundamental social assets supporting *Nyadran* is the deeply ingrained practice of *gotong royong* (mutual cooperation). This cultural value is evident in the collective efforts of villagers in preparing for *Nyadran* events, such as cleaning ancestral graves, preparing ritual offerings (*sesaji*), and organizing communal prayers. These activities are carried out through voluntary contributions of time, labor, and resources, reflecting the community's strong sense of solidarity. The involvement of various community groups, including religious leaders, village elders, and youth organizations, ensures that *Nyadran* remains a well-organized and inclusive tradition.

Intergenerational knowledge transfer is another critical aspect of *Nyadran*'s sustainability. Elders in the community play a vital role in educating younger generations about the significance of the tradition, its historical roots, and the proper ways to conduct the rituals. Through storytelling, informal discussions, and hands-on participation, the youth gain a deeper understanding of *Nyadran* and its values. Schools and local cultural institutions have also begun incorporating traditional knowledge into their educational programs, further reinforcing the importance of cultural preservation among younger generations.

The *Nyadran* tradition also strengthens social cohesion by creating opportunities for community gatherings and interactions. The event serves as a platform for fostering relationships among residents, as extended families reunite and neighbors come together to participate in shared rituals. This collective engagement transcends social, economic, and religious differences, reinforcing a sense of unity and inclusivity. The tradition's ability to bring people together, regardless of their backgrounds, highlights its role in promoting tolerance and mutual respect within the community.

In addition to local participation, *Nyadran* has also attracted the interest of cultural and academic institutions, which further enhances its recognition and preservation efforts. Universities, research organizations, and cultural heritage groups collaborate with local communities to document and study the tradition, raising awareness of its significance. These partnerships contribute to the

formalization of *Nyadran* as an integral part of Sidoarjo's cultural identity, ensuring its protection against the pressures of modernization and globalization.

Despite its strong social foundations, *Nyadran* faces several challenges that threaten its sustainability. The increasing urbanization and industrialization of Sidoarjo have led to changing lifestyles and priorities, reducing the participation of younger generations. Many young people migrate to urban centers for education and employment, resulting in a gradual decline in community engagement. Additionally, external influences from digital media and global cultural trends have shifted societal preferences, leading to decreased interest in traditional practices.

To address these challenges, strategic efforts must be made to revitalize *Nyadran* as a relevant and attractive tradition for future generations. Initiatives such as digital storytelling, social media campaigns, and interactive cultural festivals can help bridge the gap between tradition and modernity. Encouraging active youth involvement through leadership roles in *Nyadran* events can also foster a sense of ownership and pride in their heritage. Furthermore, government and private sector support in funding community-based cultural programs can provide the necessary resources to sustain and develop the tradition.

By leveraging its rich social assets and strong community networks, Sidoarjo has the potential to preserve *Nyadran* as a vibrant and meaningful tradition. Strengthening intergenerational engagement, fostering community participation, and adapting to contemporary societal changes will ensure that *Nyadran* continues to serve as a pillar of cultural identity and social unity for generations to come.

### **Economic Assets in *Nyadran* Preservation**

The *Nyadran* tradition also has economic potential for the community, as it can generate income through the sale of traditional foods, souvenirs, and accommodation services for visitors from outside the area who come to participate in the procession. This economic empowerment can create small business opportunities based on tradition while simultaneously introducing *Nyadran* as a cultural tourism attraction.

Beyond its cultural and spiritual significance, *Nyadran* also holds substantial economic potential for the local community. The tradition serves as an opportunity for small businesses, local entrepreneurs, and artisans to generate income while simultaneously contributing to the preservation of cultural heritage. As *Nyadran* continues to attract both local participants and visitors from surrounding areas, various economic activities have emerged around the tradition, creating a sustainable link between cultural preservation and economic empowerment.

One of the most prominent economic assets of *Nyadran* is the local seafood industry, particularly the production of *kupang* (small shellfish), which plays a central role in the ritual offerings. As Sidoarjo is known as one of the largest producers of *kupang*, the demand for this seafood increases during the *Nyadran* season, benefiting local fishermen and seafood traders. The tradition ensures a stable market for their products, supporting the livelihoods of those involved in the fishing and seafood processing industries.

In addition to the seafood sector, the preparation of traditional foods for *Nyadran* ceremonies has also become an economic driver. Families and vendors engage in the production of *sesaji* (ritual offerings) and communal feast dishes such



as *nasi tumpeng*, *jenang*, and other Javanese specialties. Many local food businesses see an increase in sales during the *Nyadran* period, as households purchase ingredients and prepared dishes for the celebration. This seasonal economic activity provides income opportunities for home-based food producers, market vendors, and catering services.

Another economic aspect of *Nyadran* lies in the sale of handcrafted ritual items and souvenirs. Local artisans create and sell products such as decorative *sesaji* containers, traditional batik textiles, and handmade incense sticks used in the ceremonies. These crafts not only enhance the cultural aesthetics of *Nyadran* but also serve as valuable commodities for visitors who wish to take home a piece of the tradition. The increasing awareness of cultural heritage has also led to the rise of heritage-based businesses that market traditional crafts to a wider audience, including tourists and collectors.

The *Nyadran* tradition also contributes to the local tourism economy, as visitors from outside the region come to witness and participate in the ceremonies. This influx of visitors creates demand for accommodation, transportation, and hospitality services, benefiting local guesthouses, transportation providers, and street vendors. In some villages, *Nyadran* has become a cultural tourism attraction, with organized events that include performances, storytelling sessions, and guided tours of historical sites. This integration of cultural tourism not only promotes *Nyadran* to a broader audience but also stimulates the local economy by attracting investment and employment opportunities.

Despite these economic benefits, there are challenges in fully optimizing *Nyadran* as a sustainable economic asset. One of the key issues is the lack of formalized support for cultural-based businesses and artisans. Many small-scale entrepreneurs involved in *Nyadran*-related industries face difficulties in marketing their products beyond their local communities. Additionally, the rapid industrialization of Sidoarjo has shifted economic priorities, leading to a decline in interest among younger generations in pursuing traditional occupations such as fishing, crafting, and food production.

To address these challenges, a strategic approach is needed to strengthen the economic sustainability of *Nyadran*. Local government and cultural organizations can play a role in facilitating training programs for artisans and food producers to enhance their business skills and expand their market reach. The use of digital platforms and e-commerce can also help promote *Nyadran*-related products to a wider audience, ensuring that traditional crafts and foods remain relevant in the modern economy. Furthermore, collaborations between cultural heritage institutions and the tourism sector can enhance the visibility of *Nyadran* as a unique cultural attraction, creating more opportunities for economic growth.

By recognizing and developing the economic assets associated with *Nyadran*, Sidoarjo can ensure that this tradition remains not only a cultural and spiritual practice but also a driver of economic prosperity. Strengthening the link between heritage and economic development will not only benefit local communities but also contribute to the long-term sustainability of *Nyadran* as a valuable cultural asset.

### **Challenges in Preserving the Tradition**

One of the main challenges faced is the declining participation of younger

generations and a lack of awareness regarding the importance of preserving this tradition. Additionally, rapid industrialization has led many community members to focus more on economic activities and work, causing traditions like *Nyadran* to be neglected over time.

Despite the cultural, social, and economic significance of *Nyadran*, its preservation faces several challenges, particularly in the context of modernization and industrialization in Sidoarjo. These challenges stem from shifting societal values, economic pressures, and a lack of awareness among younger generations, all of which contribute to the gradual decline of participation in this cultural tradition. Without strategic efforts to address these issues, *Nyadran* risks being forgotten over time.

One of the primary challenges is the rapid industrialization of Sidoarjo, which has significantly altered the lifestyle and priorities of its residents. As the region becomes more urbanized, people are increasingly engaged in formal employment in factories and offices, leaving them with little time to participate in traditional practices. The economic pressures of modern life also make many individuals prioritize work and financial stability over cultural engagement, reducing their involvement in *Nyadran* rituals and communal activities. This shift is particularly evident among younger generations, who are more focused on career advancement and modern forms of entertainment than on maintaining ancestral traditions.

Another pressing issue is the decreasing interest of younger generations in *Nyadran*. Many young people view the tradition as outdated or irrelevant to contemporary life, leading to declining participation in ritual activities. The influence of global media, digital entertainment, and Western lifestyles has further distanced them from their cultural heritage. Unlike older generations who grew up with strong community engagement, today's youth are more accustomed to individualistic lifestyles, which weakens the communal spirit that *Nyadran* fosters. Without proper education and cultural transmission, the values and meanings behind *Nyadran* may be lost over time.

The erosion of intergenerational knowledge transfer also poses a serious challenge. Traditionally, elders have played a crucial role in teaching younger generations about *Nyadran*, including its historical significance, rituals, and symbolic meanings. However, with fewer opportunities for direct engagement, many young people lack the guidance needed to understand and appreciate the tradition. Additionally, as some elders pass away without passing down their knowledge, gaps in cultural understanding emerge, making it harder for communities to sustain the practice.

Modernization has also led to the commercialization of certain cultural aspects, which sometimes distorts the essence of *Nyadran*. While economic opportunities can support cultural sustainability, excessive commercialization risks turning *Nyadran* into a mere tourist attraction rather than a deeply rooted community tradition. If the spiritual and communal values of *Nyadran* are overshadowed by profit-driven motives, the authenticity of the practice may be compromised. Striking a balance between cultural preservation and economic viability is crucial to maintaining the integrity of the tradition.

Furthermore, external cultural influences pose a challenge to *Nyadran's*

continuity. The dominance of foreign cultural practices, combined with the rise of digital entertainment and globalized lifestyles, has led to a gradual shift away from local traditions. Younger generations are more exposed to international festivals and celebrations, which sometimes take precedence over traditional rituals. As a result, *Nyadran* faces competition from modern cultural expressions that may seem more appealing or accessible.

To address these challenges, a comprehensive approach is needed. First, education and awareness programs should be implemented in schools and community centers to instill a sense of cultural pride among younger generations. Integrating *Nyadran* into formal education through storytelling, history lessons, and cultural workshops can help students understand its significance. Second, local governments and cultural institutions should actively promote *Nyadran* through media campaigns, festivals, and digital platforms to increase its visibility and relevance. Third, fostering youth involvement through leadership roles in *Nyadran* activities can create a sense of ownership and encourage active participation.

Additionally, strengthening community engagement by adapting *Nyadran* to contemporary contexts can help sustain its relevance. This can be achieved by incorporating modern elements, such as digital documentation, social media storytelling, and hybrid event formats that blend tradition with innovation. Encouraging collaboration between elders and youth can also bridge generational gaps, ensuring that knowledge is passed down effectively.

By recognizing and addressing these challenges, the Sidoarjo community can work towards preserving *Nyadran* as a living tradition. Through a combination of education, adaptation, and strategic community engagement, *Nyadran* can continue to thrive in an evolving society, ensuring that its cultural and spiritual values remain intact for future generations.

### **Solutions and Preservation Strategies**

Several solutions have been proposed to address these challenges. First, education and awareness campaigns should be conducted for younger generations through schools, social media, and community activities to emphasize the significance of *Nyadran*. Second, training programs can be developed to help the community maximize economic opportunities related to *Nyadran*. Lastly, strengthening collaboration between the government, private sector, and local communities is essential to ensure continued support for the preservation of this cultural heritage.

To ensure the sustainability of *Nyadran* amidst modernization and industrialization, comprehensive solutions and strategic efforts must be implemented. These approaches should focus on increasing awareness, fostering active participation, and adapting the tradition to contemporary contexts while preserving its core values. By involving various stakeholders, including local communities, educational institutions, government agencies, and cultural organizations, *Nyadran* can continue to thrive as an essential part of Sidoarjo's heritage.

One of the most effective strategies for preserving *Nyadran* is education and awareness campaigns. Schools and universities can integrate cultural heritage studies into their curricula, ensuring that younger generations understand the significance of

*Nyadran* beyond its ritualistic aspects. Programs such as storytelling sessions, historical discussions, and hands-on workshops can help instill a sense of pride and appreciation for local traditions. Additionally, using digital platforms—such as social media, online documentaries, and virtual exhibitions—can make *Nyadran* more accessible and appealing to the younger audience, bridging the gap between tradition and modernity.

Another crucial strategy is community involvement and capacity building. Encouraging active participation from all age groups ensures that the tradition remains relevant and engaging. Village leaders, religious figures, and cultural practitioners should collaborate to organize *Nyadran* activities that appeal to both older and younger generations. Creating leadership roles for youth within *Nyadran* committees can foster a sense of responsibility and ownership, ensuring that they actively contribute to the tradition's continuity. Additionally, mentorship programs between elders and young participants can facilitate intergenerational knowledge transfer, keeping the cultural significance of *Nyadran* alive.

Economic incentives and sustainable tourism development also play a vital role in the preservation of *Nyadran*. By promoting the tradition as a cultural tourism attraction, local businesses, artisans, and food vendors can benefit economically while ensuring the practice remains vibrant. Organizing *Nyadran*-themed festivals, cultural markets, and guided heritage tours can attract visitors and generate income for the community. However, it is essential to maintain a balance between commercialization and cultural authenticity to prevent the ritual from losing its spiritual and communal essence.

Government and private sector support is another critical factor in ensuring the long-term preservation of *Nyadran*. Local governments should implement policies that recognize and protect *Nyadran* as an intangible cultural heritage. Providing funding and grants for cultural programs, research, and community-led initiatives can empower local stakeholders to sustain the tradition. Collaborating with the private sector, including corporate sponsorships and media partnerships, can further enhance efforts to promote and document *Nyadran* on a larger scale.

In adapting *Nyadran* to modern contexts, technological innovation can be leveraged to enhance its visibility and engagement. Virtual reality experiences, interactive mobile apps, and digital storytelling projects can introduce *Nyadran* to a broader audience. Online platforms can serve as archives for historical records, photographs, and oral histories, ensuring that the tradition is preserved even as societal dynamics change. Hosting live-streamed *Nyadran* events can also allow diaspora communities and global audiences to participate in the tradition remotely.

Lastly, fostering collaborations between cultural institutions and research organizations can provide valuable insights into sustainable preservation methods. By conducting ethnographic studies, cultural impact assessments, and policy recommendations, experts can offer guidance on maintaining *Nyadran* within the evolving socio-economic landscape. Hosting academic conferences, publishing cultural heritage reports, and creating museum exhibitions dedicated to *Nyadran* can further elevate its recognition and significance.

Through these combined efforts, *Nyadran* can be preserved as a living tradition that adapts to contemporary changes without losing its historical and

spiritual essence. By integrating education, economic sustainability, community participation, and technological advancements, Sidoarjo can ensure that *Nyadran* remains a meaningful cultural practice for generations to come.

## CONCLUSION

The *Nyadran* tradition in Sidoarjo remains an integral part of the community's cultural heritage, serving as a medium for social cohesion, religious expression, and economic empowerment. Despite the challenges posed by modernization and industrialization, the tradition continues to foster communal values such as mutual cooperation (*gotong royong*), respect for ancestors, and gratitude for nature's blessings. However, the declining interest among younger generations due to shifting socio-cultural values presents a significant risk to its sustainability. Through the Asset-Based Community Development (ABCD) approach, this study highlights the importance of recognizing and strengthening local assets—cultural, social, and economic—that contribute to the preservation of *Nyadran*. Additionally, community engagement, awareness campaigns, and the integration of cultural values into education can ensure that this tradition remains relevant in contemporary society.

## RECOMMENDATION

To ensure the long-term sustainability of *Nyadran*, a multi-stakeholder approach involving the government, local communities, educational institutions, and the private sector is essential. First, cultural education should be incorporated into school curricula to instill appreciation and awareness of traditional heritage among younger generations. Second, digital documentation and promotional efforts through social media can help modernize the way *Nyadran* is perceived and shared, making it more appealing to contemporary audiences. Third, the economic potential of *Nyadran* should be further explored through cultural tourism and local business initiatives that benefit the community while preserving tradition. Finally, continuous collaboration between policymakers and local communities must be strengthened to ensure that industrial development does not erode cultural heritage but rather supports its adaptation and sustainability in the modern era.

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