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The Role of the Easy Generation in Preserving Traditions Ahead of Eid Milkfish Market in Gresik Regency

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Abstract

The Milkfish Market is an activity carried out to welcome Eid al-Fitr. The milkfish market is held on the last two nights of fasting, namely on the night of the 27th and 29th. The milkfish market has existed since the time of Sunan Giri. The celebration is a form of gratitude from the people of Gresik Regency to God Almighty for their success in carrying out the fast and showing the abilities and skills of the Gresik community in the field of milkfish farming. This article aims to determine the role of youth in preserving the local culture of the Milkfish Market. This study uses a qualitative method, namely literature. Where data collection will be carried out such as recording and searching for literature to be used in identifying research in order to explain what is obtained from the research. And by using the questionnaire method to collect samples and populations and using two types of variables, namely dependent variables and independent variables. By using this method, it is hoped that readers can find out the explanations we provide in this article. The results of this study can provide new insights into local traditions in maintaining cultural identity in the midst of globalization.

Keywords: Milkfish Market, Eid tradition, young generation, cultural preservation

Abstrak

Pasar bandeng dilaksanakan pada dua malam terakhir puasa yakni pada malam 27 dan malam 29. Pasar bandeng sudah ada sejak zaman Sunan Giri. Perayaan merupakan bentuk rasa syukur masyarakat Kabupaten Gresik kepada Tuhan YME atas keberhasilan dalam menjalankan ibadah puasa dan menunjukkan kemampuan dan kepiawaian masyarakar Gresik dalam bidang pertambakan ikan bandeng. Artikel ini bertujuan untuk mengetahui peran pemuda dalam melestarikan budaya lokal Pasar Bandeng. Kajian ini menggunakan metode kualitatif yaitu literatur. Dimana akan dilakukan pengumpulan data seperti mencatat dan mencari literatur untuk digunakan dalam mengidentifikasi penelitan agar dapat menjelaskan apa yang didapat dari penelitian tersebut. Serta dengan menggunakan metode quisoner untuk mengumpulkan sempel dan populasi serta menggunakann dua jenis variabel yait variabel terikat dan variabel bebas. Dengan menggunakan metode ini diharpkan para pembaca dapat mengetahui penjealasan yang kami berikan dalam artikel ini. Hasil kajian ini dapat memberikan wawassan baru menegnai tradisi lokal dalam menjaga identitas budaya di tengah globalisasi

Kata kunci: Pasar Bandeng, tradisi lebaran, generasi muda, pelestarian budaya

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Introduction

Culture is a human creation that is inherited from generation to generation. Culture includes various aspects such as knowledge, belief, art, morals, laws, customs, abilities, and habits obtained by various human beings as members of society. Culture is closely related to society, there is no culture without a multi-society and vice versa, there is no society that does not have culture (Shakhrani, A. W., & Kamil, M. L. (2022)). Each region must have a distinctive and unique culture that is reflected in various aspects of the life of the local community, therefore, culture is a heritage that should be preserved so that it continues to exist and is relevant for the next generation.

One of the areas that has culture is Gresik which is located in Gresik Regency, East Java Province, Indonesia. The name Gresik itself comes from the word giri gisik, which means mountain on the beach, which refers to the topography of the district on the coast. Therefore, Gresik is not only the capital of Gresik Regency but also an economic center and a unique and valuable cultural center. Gresik has a culture that is thick with elements of Javanese culture, which is reflected in customs, art, traditions, and local value systems. One of the existing cultures is the tradition of milkfish markets which is carried out ahead of Eid.

The tradition of milkfish market is a tradition that has been passed down from generation to generation to welcome Eid al-Fitr. The core and peak of the milkfish market tradition is the traditional milkfish festival which is attended by fish farmers in Gresik district. The cultural meaning of the milkfish market tradition, which is a tradition that has been passed down and carried out with the aim of welcoming Eid al-Fitr, this tradition is a place for cultivators to show their expertise (Ma'rifah, R. A. (2020)). The tradition of this milkfish market must be preserved because it is a unique and distinctive tradition in Gresik.

This milkfish market tradition must be preserved by the existing young generation so that this tradition will continue for years to come. Youth generation is a hope of the community and nation in preserving the culture that exists in every region in Indonesia. The role of the community, especially the young generation, is an important role in preserving the culture that exists in the culture. The younger generation is now expected to have many ideas or ways to preserve this tradition or cultural heritage. Without the involvement of the younger generation, the sustainability in preserving local culture and wisdom values as ancestral heritage will be

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cut off and cannot be passed on to the next generation (Swari, Mirayanti, Swandewi, & Widnyana (2023)).

This research aims to find out how the role of the current young generation in preserving the milkfish market tradition ahead of Eid in Gresik and how the current young generation will introduce or pass on the culture of the milkfish market tradition to the next generation so that the milkfish market tradition carried out during the eve of this holiday is preserved and will continue to exist for many years. This research is also to find out what are the factors that affect the younger generation in carrying out the preservation of the cultural traditions of the milkfish market and what are the positive and negative impacts in the participation of the younger generation in preserving traditions ahead of Eid at the milkfish market. The results of this research are expected to increase the insight of readers, especially the younger generation and the people of Gresik district regarding local traditions in maintaining cultural identity in the midst of globalization

Method

This article aims to understand the role of youth in preserving the local culture of the Milkfish Market in Gresik Regency. This article uses a qualitative method with a literature review approach. There are relevant journal articles and are used as secondary data sources. With the literature review method, the author must carry out the stages of source tracing, classification, data processing, displaying data, data abstraction, data interpretation, and conclusion. The population of this study is young people in the Gresik Regency area with a total of 18 people. The sample in this study is young people in Gresik Regency. The number of samples from this study is as many as 16 people taken from the total population. There are 2 types of data in this study, namely primary data taken directly with questionnaires including knowledge of young people in the form of questions about the role of the younger generation in preserving traditions ahead of Eid at the Milkfish Market, Gresik Regency. Secondary data is taken indirectly by citing existing journals and articles. Method of data collection Respondent data collection is carried out by observation, namely observing and recording subjects and objects that are directly involved in the internal and external environment of youth in Gresik Regency, including: Respondents' age data obtained from filling out questionnaires, data on youth knowledge about milkfish market traditions ahead of Eid in Gresik Regency and data

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obtained from filling out questionnaires about milkfish market traditions ahead of Eid in Gresik Regency.

Results and Discussion

Gresik City is a city that is close to the capital city of East Java, Surabaya. From this, the city of Gresik becomes a city that has various facilities that are almost the same as the city of Surabaya. In addition, Surabaya and Gresik have almost the same population density. This is because Gresik is an industrial city. Industrial development in Gresik Regency has improved the local economy. Apart from industry, the people of Gresik Regency also benefit in improving their economy through a very unique and interesting culture, namely the Milkfish Market.

The tradition of the Milkfish Market in Gresik Regency is one of the traditions that is closely related to the culture of the local community, especially ahead of Eid al-Fitr (Eid). This market has become one of the cultural icons that has been going on for generations and has become part of the identity of the Gresik people. In its development, the role of the younger generation is very important in preserving this tradition. The Milkfish Market is an activity that aims to be a form of gratitude for the success in carrying out fasting, as well as showing the expertise of the people of Gresik Regency in the field of milkfish farming.

The unique and interesting tradition organized by the Gresik Regency government every year in the holy month of Ramadan has a very encouraging purpose for the people of Gresik, especially for farmers, is to preserve the local culture of Gresik itself and appreciate the pond farmers who have participated in organizing this festival so that they can improve the community's economy. These activities can be attended by various groups and people of Gresik themselves or outside the Gresik area.

The existence of this culture is associated with the history of Sunan Giri who at that time on the last night of Ramadan was traveling and many of his followers made an impromptu market that sold milkfish. By means of intervention between local traditions and culture, so that social conditions become nuanced Islam. One of them is malem selikur or selawe (night 21 or 25) there is a tradition of market and milkfish auction in Giri Gresik as a form of welcoming the night of lailatul qodar. The activity was even more lively with the celebration of the market and milkfish auction which is an annual tradition ahead of Eid al-Fitr.

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The series of events at the milkfish auction were enlivened by other activities, namely the banjari festival, Gresik culinary competition, SME bazaar stand and the highlight of the event as well as closing with the announcement of the winners of the banjari festival and Gresik culinary, milkfish auction and handing over prizes. So it can be concluded that the tradition of milkfish auctions is a series of milkfish markets and other activities, where to enliven it, the government holds milkfish auctions with the aim of attracting the public.

At the Milkfish Market activity, all the people of Gresik Regency spilled out to enjoy the crowd, from children to adults. The main event at the Milkfish Market activity is the Milkfish auction. The milkfish that will be auctioned range from medium-sized to large-sized milkfish or salt. Through the activities of the Milkfish Market, there are many local wisdom values that can shape the character of children, including the values of hard work, never giving up, religious, sportsmanship, ethics when socializing with others, especially with older people, respecting culture and customs. Learn hard work and never give up from the Milkfish pond farmers as well as from traders and visitors at the Milkfish Market.

The motivation of fish farming participating in the milkfish market tradition has two sources of motivation. The first of the intrinsic motivations is the desire to maintain tradition, pride, passion, and ambition. The second extrinsic motivation is awards, the role of the Gresik Regency Fisheries Service, and reputation. Fish farmers who are not traditional participants have medium and low motivation, while fish farmers who participate in tradition have high motivation. Fish farmers are only present to enliven the event, but they actively participate by participating directly from the beginning to the end of the event.

The results of our research on the Role of Easy Generation in Preserving Traditions Ahead of Eid Milkfish Market in Gresik Regency using quisoner research. Here is a summary of the results and analysis of the respondents' answers:

Key findings

1. Awareness of tradition

   Most respondents stated the importance of maintaining the tradition of milkfish markets, which are usually held ahead of Eid al-Fitr. This activity includes milkfish competitions, auctions, and MSME bazaars that sell various local products.

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2. The role of social media

   Many respondents emphasized the use of social media as a tool to promote local festivals and traditions. They plan to use platforms like Instagram and TikTok to document the event and attract the attention of other younger generations.

3. Involvement of young eration genes

   Respondents showed a desire to be actively involved in cultural activities, both as participants and organizers. They propose creative ideas such as holding workshops, collaborating with influencers, and introducing these activities in schools.

4. Education and knowledge transfer

   Education about the importance of the milkfish market festival is considered crucial. Respondents argued that the younger generation should educate their friends about this tradition in order to remain relevant in the future.

5. Innovation and event execution

   Some respondents suggested that the concept of the event be made more attractive and modern, by involving elements of art and entertainment that suit the tastes of the current generation. This includes holding art and culinary performances that can be enjoyed by all ages.

Recommendations

Based on the survey results, we have the following recommendations to maintain the milkfish market culture.

- Use of social media: Encourage the younger generation to actively promote the festival through creative content on social media.
- Educational activities: Organizing educational programs in schools about the history and importance of milkfish markets.
- Influencer Collaboration: Collaborate with local influencers to raise awareness of your event.
- Event Innovation: The development of a more modern event concept that is relevant to the interests of today's young generation.

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These measures are expected to ensure that the milkfish market culture continues to survive and develop for future generations.

Conclusion

Culture is an important heritage that must be preserved by the younger generation, including the tradition of the milkfish market in Gresik, which reflects the identity and values of the local community. The active role of the younger generation in introducing and preserving this tradition is very important to ensure its sustainability and relevance in the future. The conclusion of this text is the importance of the role of the younger generation in preserving the tradition of milkfish markets in Gresik Regency, which is an integral part of local culture. By involving the younger generation in the preservation of this tradition, it is hoped that cultural values and local wisdom can continue to be inherited and remain relevant in the future

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