

***'Gelar Rarangkén Paré'* as a Media of Communication for Sharing Indigenous Knowledge of Food Culture in Desa Sindangkerta, Kecamatan Cipatujah, Kabupaten Tasikmalaya**

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ABSTRACT

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Indigenous people in Desa Sindangkerta, Kecamatan Cipatujah, Kabupaten Tasikmalaya also known as the 'Tatar Karang Priangan' community possess much valuable indigenous knowledge and traditional wisdom. One of their traditions of their food culture is called '*Rarangkén Paré*', a local knowledge about how Sundanese people in 'Tatar Karang Priangan' manage rice as their source of energy. Given the importance of their indigenous knowledge to enable them to live in a sustainable way, it is significant to preserve their tradition and share the indigenous knowledge of the elderly with the young generation.

This paper aims to describe a food culture exhibition called '*Gelar Rarangkén Paré*' as part of the *Pengabdian Kepada Masyarakat* (PKM) program of Universitas Padjadjaran (UNPAD) which has been carried out by the PKM UNPAD team in 2014, and show its relevance to the integration of such local tradition into the strategy of integrated microfinance management, particularly in relation to the provision of food services at the community level.

The '*Gelar Rarangkén Paré*' is regarded as a media of communication to promote the valuable indigenous knowledge of the food culture of '*Tatar Karang Priangan*' community. The activities have been carried out in such a way that it involved PKM UNPAD team and the local society members with the support from the local government.

The aims of these activities are: to socialize the indigenous knowledge about food culture '*Rarangkén Paré*' to the local society; to encourage the public awareness of the importance of their valuable food culture; and to promote the potential of the '*Tatar Karang Priangan*' food culture for tourism.

The food culture exhibition, '*Gelar Rarangkén Paré*' has been conducted in three main activities: (1) the Sundanese traditional ceremony, (2) the '*Rarangkén Paré*' (visualization and reconstruction from the *Huma* rice cultivation of planting, harvesting, and final processing); and (3) the '*Balakécrakan*' (to have lunch together in the traditional way). This unique form of the traditional communication media, '*Gelar Rarangkén Paré*', has a direct impact on the peoples who attended the activities. The participants reported that they have become more aware of the importance to preserve their valuable indigenous knowledge, especially in food culture, and that they are planning

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to practice the '*Gelar Rarangkén Paré*' in an integrated way by routine in the future as part of their local food tradition and institutions at the community level.

Keywords :

Media of Communication; Food Culture; Gelar Rarangkén Paré; 'Tatar Karang Priangan'