

Preserving Tradition: *Addinging-dinging* as a Foundation of Cultural Identity in the Modern Era

Dafirah¹, Pammuda^{2*}

¹ Universitas Hasanuddin, Makassar, Indonesia

^{2*} Universitas Hasanuddin, Makassar, Indonesia



ABSTRACT

Keywords:

Tradition,
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This article discusses the role of the *addinging-dinging* tradition as a foundation of cultural identity in the modern era. The *addinging-dinging* tradition is one that is still routinely practiced every year by the Tenro community in the Selayar Islands Regency. Through a qualitative approach, this research explores the cultural values embedded in *addinging-dinging* tradition, as well as how these values reinforce the community's sense of identity. Additionally, the article highlights the active role of the younger generation in preserving this tradition, as well as the challenges posed by globalization and modernization. The research findings indicate that *addinging-dinging* tradition not only serves as a means of entertainment but also as a medium for conveying local wisdom and building community solidarity. By involving the younger generation, this tradition can continue to adapt and remain relevant amidst the changing times. The influence of globalization and technology can strengthen the *addinging-dinging* tradition to be recognized more widely, not just in the Selayar region but throughout Indonesia and even on the international stage. The *addinging-dinging* tradition, which was previously known only to its local community, can now transcend boundaries due to globalization and modern technology. It is hoped that these findings will provide insights into the preservation of cultural values in the context of an increasingly modern society.

INTRODUCTION

The modern era is characterized by globalization and technological advancements, which often threaten the cultural identity of nations. Cultural identity, which includes a sense of ownership, affiliation, and attachment of individuals to a particular community or nation, has become increasingly complex and has changed in the context of globalization¹. In the digital age, cultural identities are transforming due to the growing influence of globalization². The influx of information and foreign cultures arrives rapidly, sometimes obscuring the traditional values that have been deeply rooted in society. In this context, the importance of preserving tradition as a foundation of cultural identity becomes increasingly relevant. Furthermore, global culture, disseminated through social media and the entertainment industry, shifted young people's interest away from local traditions³. One tradition rich in meaning and value is *addinging-dinging*, a form of cultural expression that has been passed down through generations over a long period. This traditional ceremony is a ritual performed by the customary structure and local community every arrival of the month of *Muharram* (Islamic calendar). This ceremony is held as a form of gratitude for the tranquility and peace of the Tenro customary village community. This custom continues to be preserved in its existence amidst the superiority of reformative and modernization ideas⁴.

The *addinging-dinging* tradition is one of the traditions found in South Sulawesi Province, particularly in the Selayar Islands Regency. Selayar is a regency separated by the sea. The *addinging-dinging* tradition is still routinely performed in the Tenro hamlet of Bontolempang Village, Buki District. This tradition is held every last Monday of the month of *Muharram* as a manifestation of the community's gratitude to the Creator for all the blessings received over the year. Additionally, this tradition serves as a

commemoration of the founding of a village now known as Tenro. Within this tradition, several rituals and performances of traditional arts are also conducted.

However, the *addinging-dinging* tradition is not merely a ritual or art performance; it reflects local wisdom, history, and the values upheld by the Tenro community specifically and the Selayar community in general. Through the implementation of distinctive rituals and traditional performances, *addinging-dinging* tradition conveys moral messages, folktales, and expressions of gratitude to nature and the Creator. In a society increasingly influenced by foreign cultures and modern lifestyles, the existence of this tradition becomes vital as a reminder of our cultural roots.

One important value reflected in *addinging-dinging* tradition is unity and togetherness. According to Maulana Unity and togetherness, commonly known as *gotong mutual cooperation*. The mutual Cooperation is one of the main pillars of social life in Indonesian society. This value reflects the spirit of togetherness, solidarity, and selfless mutual assistance⁵. This tradition is often carried out in a community context, where community members gather to celebrate and participate voluntarily from the preparation stage to the execution of the event and even until its completion. Through this participation, a sense of solidarity and togetherness is formed, which is essential in facing the challenges of the times. Additionally, *addinging-dinging* tradition strengthens cultural identity, instills pride in the heritage possessed, and reminds the younger generation of the importance of valuing their culture.

On the other hand, the *addinging-dinging* tradition also imparts valuable local wisdom. In every activity related to this tradition, there are lessons about life, interaction with nature, and social norms that function to strengthen the societal order. By understanding and preserving this tradition, communities can maintain the wisdom that has existed for a long time, which simultaneously serves as a foundation for facing future challenges.

Furthermore, this research will not only discuss the aesthetic aspects of the *addinging-dinging* tradition but also its significance in the social and cultural context of the modern era. By examining how the *addinging-dinging* tradition can function as a foundation of cultural identity, it is hoped that readers will better understand the important role of this tradition in building and maintaining the identity of society.

In the effort to preserve this tradition, collaboration between older and younger generations is necessary. The younger generation, who often feel alienated from their cultural heritage, needs to be involved in the preservation of *addinging-dinging* tradition. Through appropriate education and introduction, they can learn to appreciate and love their own culture. Thus, the *addinging-dinging* tradition will not only continue to thrive but also evolve and adapt to changing times.

Ultimately, this article aims to highlight the importance of *addinging-dinging* tradition as a foundation of cultural identity amidst the rapid tide of modernization. By understanding the values contained within this tradition, it is hoped that society can better appreciate and preserve it, ensuring that our cultural identity remains strong and relevant in this modern era. Additionally, this research seeks to delve deeper into the role and importance of *addinging-dinging* tradition in the context of modern culture, focusing on the cultural values embedded in this tradition and how these values can strengthen community identity; the active role of the younger generation in preserving this tradition; and the impact of globalization and modernization on the existence and preservation of the *addinging-dinging* tradition within society.

RESEARCH METHOD

This study employs a qualitative approach with a descriptive method. This approach is chosen to explore and deeply understand the values embedded in the *addinging-dinging* tradition and its role in shaping the cultural identity of the community. The research is conducted in the Tenro hamlet of Bontolempang Village, Buki District, Selayar Islands Regency, which is known for routinely practicing the *addinging-dinging* tradition every year. The selection of this location aims to obtain relevant and representative data. Data collection is carried out through field research using several techniques. The first technique is In-Depth Interviews, conducted with participants to explore their views, experiences, and understanding of the *addinging-dinging* tradition. Additionally, Participatory Observation is employed, where the researcher actively engages in the activities of the *addinging-dinging* tradition to better understand the social and cultural context. Document Study is also utilized by collecting and analyzing documents or written materials related to the *addinging-dinging* tradition, such as historical records and relevant literature.

Participants in this study consist of community members who are actively involved in the implementation of the *addinging-dinging* tradition, cultural figures who possess knowledge and experience regarding this tradition, including community leaders and elders, as well as the younger generation, which includes teenagers and youth participating in the *addinging-dinging* activities.

The data obtained will be analyzed using thematic analysis methods. This method involves coding the data to identify emerging themes and patterns. Subsequently, themes will be organized based on the values contained in the *addinging-dinging* tradition and their influence on cultural identity. The final step is to compile a narrative based on the analysis results to explain the research findings.

RESULTS AND DISCUSSION

Cultural Values in the *Addinging-Dinging* Tradition and Strengthening Community Identity

The research findings indicate that the *addinging-dinging* tradition contains various significant cultural values, including:

- . **Local Wisdom:** Preserving and maintaining traditional knowledge passed down from generation to generation. The activities and items used during the events symbolically hold meaning and function.
- . **Unity and Togetherness:** Building a sense of solidarity among community members through participation in events and rituals. The community, with a high sense of awareness and ownership, engages in every activity based on their respective roles. One of the rituals performed in this tradition is the preparation of holy water, which takes place on Monday night⁶. On this night, not only the Tenro community is present, but also cultural figures and community leaders from other hamlets join.
- . **Cultural Identity:** Strengthening pride in local culture and the unique identity of the community. This tradition serves as a reminder of the community's cultural identity, instilling pride in their heritage. Through *addinging-dinging* tradition, the younger generation learns about their history and traditions. These values

contribute to the strengthening of community identity, as people feel connected to their cultural heritage and share experiences.

- **Respect for Nature and Ancestors:** Expressing gratitude and respect for nature and ancestors, which is often a theme in the lyrics and practices of *addinging-dinging* tradition. The activity of collecting holy water followed by visits to their ancestors' graves is a form of respect.
- **Social Values:** Teaching norms and ethics deemed important in society, such as tolerance, mutual cooperation, and respect for one another.
- **Tradition and Heritage:** Appreciating and passing down cultural heritage that has existed for a long time, as well as teaching it to the next generation. Thus, this tradition is inherited from one generation to the next.
- **Education and Learning:** Serving as a means to educate the community, especially the younger generation, about their cultural values and history.

The Active Role of the Younger Generation in Preserving Tradition

The younger generation plays a crucial role in the preservation of the *addinging-dinging* tradition. The research findings reveal that:

- **Involvement in Cultural Activities:** Global culture, disseminated through social media and the entertainment industry, diverts the interest of the younger generation from local tradition⁷. Many young people actively participate in *addinging-dinging* events, whether as singers, dancers, or audience members. This involvement fosters a love and appreciation for the tradition.
- **Education and Outreach:** Through educational programs and outreach, the younger generation also plays a role in educating their peers and the community about the importance of preserving *addinging-dinging* as part of their cultural identity.

With this active role, the younger generation not only preserves the tradition but also develops it to remain relevant in the modern era.

The Impact of Globalization and Modernization on the Existence and Preservation of Tradition

The research findings show that globalization and modernization have a significant impact on the *addinging-dinging* tradition:

- **Value Shifts:** Globalization can lead to value shifts among communities, with strong influences from foreign cultures. According to Mubah, this is indeed the biggest problem for local culture in the current era. When the wave of globalization sweeps across Indonesia, its force is capable of overpowering local cultures. This causes some elements of the tradition to be neglected.
- **Access to Technology:** On the other hand, technological advancements also open new opportunities for the preservation of tradition. For instance, social media is used to disseminate information about *addinging-dinging* tradition, attracting the interest of the younger generation, and expanding the audience reach. Thus, the *addinging-dinging* tradition can now be accessed and recognized by outsiders through social media, even if not in its entirety.
- **Challenges and Opportunities:** Despite challenges, such as a decline in interest in traditional practices, globalization also provides opportunities to adapt and integrate new elements into *addinging-dinging* tradition, making it more appealing to the younger generation.

Overall, while globalization and modernization present challenges, they also provide opportunities to develop and preserve the *addinging-dinging* tradition in a manner that aligns with the context of modern times.

CONCLUSION

The results of this study indicate that the cultural values within *addinging-dinging* tradition play a crucial role in strengthening community identity. The involvement of the younger generation in preserving this tradition is vital, while the influences of globalization and modernization create both challenges and opportunities for the tradition's sustainability. Collective efforts from all parties are necessary to ensure that the *addinging-dinging* tradition remains alive and relevant in an ever-changing society.

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