Local Wisdom Values in the Tradition of Tepung Tawar

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**INTRODUCTION**

The Indonesian nation is a nation that has a variety of religions, ethnicities, races, cultures, customs and traditions that are spread throughout the territory of Indonesia. The diversity of Indonesia is a wealth as well as a blessing that must be preserved and preserved for the Indonesian people. Basically, each tribe has different customs, traditions, customs and cultures (Ridwan & Wahdian, 2017).

The values contained in a tradition can guide behavior and interaction in society so as to provide strength in cultural management or preservation. Traditional attitudes and behavior of the community, because they are based on values that are believed to be true, this is a form of local wisdom (Basyari, 2014).

The tradition of tepung tawar as local wisdom has local wisdom values that should be known and preserved. Local wisdom is recognized as values and practices adopted by the community (Kusumasari & Alam, 2012). Kristiyanto (2017) explains that local wisdom is a traditional knowledge that becomes a reference for behavior and has been carried out from generation to generation in meeting the needs and challenges in the life of a community.
Based on the explanation that has been given, researchers are interested in examining the values of local wisdom contained in the tradition of tepung tawar in Semparuk District, Sambas Regency, West Kalimantan. The purpose of this research is to know the implementation of the tradition of plain flour in Semparuk sub-district, Sambas Regency, West Kalimantan and to find out the values of local wisdom that exist in the tradition of tepung tawar.
The research approach used in this research is qualitative.

This type of research used in this study is the ethnographic method.

The data collection techniques used in this study were interviews, observation, and documentation.

The data analysis technique used in this research is data reduction, data display, conclusion, and verification.
Malay values or local wisdom have built the civilization of the archipelago (Putera, 2020). The values of local wisdom contained in the fresh flour tradition include:
Mutual cooperation,
Religious Value
The value of simplicity
Social value
Results and Discussion

The implementation of the traditional traditions of a nation will inevitably go through processes in it. The tradition of plain flour is a tradition carried out by the Sambas Malay community, especially in the Semparuk sub-district to get safety and blessings. The tradition of fresh flour is carried out at weddings, hair clippers, circumcisions, moving houses, and buying goods.
Thank You!

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