

ABSTRACT

The preservation of Sundanese traditional music faces significant challenges in the era of globalization, particularly due to the declining interest among younger generations who perceive it as outdated and irrelevant to modern times. Preserving traditional music requires innovative strategies that align with contemporary cultural contexts. Integrating cultural values with business practices has become one of the key approaches to ensure that traditions remain alive while simultaneously supporting economic sustainability. Traditional music functions not only as a form of artistic expression but also as a medium for transmitting values and preserving collective identity that must be safeguarded through adaptive approaches to change.

This study aims to examine how Saung Angklung Udjo, as a culturepreneur, contributes to preserving Sundanese traditional music. Using a qualitative case study approach, data were collected through semi-structured interviews with six key informants, comprising both internal stakeholders and visitors of Saung Angklung Udjo. This approach was selected for its ability to explore in-depth perspectives, strategies, and experiences related to cultural preservation through entrepreneurship.

The data were analyzed using the Gioia methodology to identify thematic patterns and build a conceptual framework. The analysis process was conducted through three main stages: data coding, identification of categories and themes, and the construction of aggregate dimensions. Through this method, the study uncovered a strong integration between cultural values, social roles, and business strategies that Saung Angklung Udjo employs to sustain traditional Sundanese music.

The findings reveal that Saung Angklung Udjo has successfully combined cultural values with entrepreneurial practices through strategies such as cultural education, performance innovation, and community engagement. Digital transformation and creative collaboration are utilized to reach younger audiences without compromising traditional values. Moreover, the involvement of local communities as craftsmen, performers, and support staff plays a critical role in building a vibrant and sustainable cultural ecosystem.

These findings highlight the importance of adaptive and sustainable preservation strategies as a foundation for cultural entrepreneurship development. This research offers both theoretical and practical contributions to strengthening cultural identity and supporting the sustainability of the local heritage-based creative economy. The study may also serve as a reference for other cultural actors seeking to maintain the relevance of local traditions in the face of modernization and globalization.

Keywords: *Saung Angklung Udjo, cultural entrepreneurship, cultural preservation, traditional Sundanese music.*