Bio Farma Bangkitkan Kecintaan Berbudaya



  (Bandung, 28/10) Senin, 28 Oktober 2013, bertempat di Gedung Serbaguna PT Bio Farma (Persero), diselenggarakan Pasanggiri Kecapi Suling tingkat SMA-SMK se Jawa Barat. Acara ini diadakan dalam rangka memperingati hari Sumpah Pemuda, juga berkenaan dengan salah satu program CSR Perusahaan yaitu *cultural diversity* atau mempertahankan keanekaragaman budaya.   Pasanggiri ini dihadiri oleh Sajidin Aries selaku Kabid Kesenian Disbudpar Jawa Barat mewakili Wakil Gubernur Jawa Barat, Dadang Utun selaku perwakilan Yayasan Kabuyutan Sunda, Dewan Juri yang merupakan Guru Besar STSI (Sekolah Tinggi Seni Indonesia), sekolah-sekolah di Bandung dan Jawa Barat yang telah mengirimkan peserta lomba, serta Iskandar Direktur Utama Bio Farma beserta jajaran Direksi, dan Organisasi Internal Perusahaan.   Menurut Iskandar, dalam sambutannya menyampaikan “inisiatif lomba kacapi suling & kasenian sunda ini merupakan yang pertama dengan peserta para generasi muda, khususnya remaja usia Sekolah Menengah Atas karena memiliki peranan yang cukup besar dalam mempengaruhi lingkungannya dan dapat menjadi agen penyebar informasi khususnya bidang seni dan budaya.” Iskandar Menambahkan “Melalui lomba kacapi suling ini sebuah proses regenerasi yang dapat dilakukan demi menghasilkan kualitas generasi yang mengerti dan memahami akar budayanya. guna mempersiapkan generasi muda yang dapat berperan sebagai pemicu dalam menciptakan kehidupan bermasyarakat “*urang sunda nu nyunda*” , serta berbudaya. Sehingga mereka dapat memerankan dirinya sebagai obor, khususnya dalam terus menjaga dan melestarikan kebudayaan pribumi.   Menurut Dedy S Hadianda salah satu Dewan Juri, penilaian dilakukan berdasarkan Musikalitas, Penghayatan, Keselarasan nada, Arransement, serta kesesuaian dengan tema pasanggiri. Sebagai juara pada pasanggiri kali ini, yaitu Harapan III SMA PGRI, Harapan II SMAN 22 Bandung, Harapan I SMAN 10 Bandung, Juara III SMA YAS, Juara II SMAN 6 Bandung, dan Juara I diraih oleh SMAN 24 Bandung.   Seiringan dengan penyelenggaraan Pasanggiri Kecapi Suling dan Kebudayaan Sunda, Bio Farma memberikan penyuntikan vaksin flu gratis kepada para tamu undangan, adapun pun melalui jejaring media sosial menyelenggarakan Instagram Photo Contest dengan mengetengahkan tema kebudayaan Sunda.

On Monday, October 28, 2013, PT Bio Farma (Persero) held a Sundanese Traditional Lute & Flute Playing Contest for senior high school and vocational schools in West Java. The contest took place at the Company's Serbaguna Building, and was organized in commemoration of the Youth Pledge Day as well as being part of the Company's Corporate Social Responsibility (CSR) programs in preserving Indonesia's cultural diversity. Attending the event were Sajidin Aries from the West Java Cultural &

Tourism Agency representing the Deputy Governor of West Java, Dadang Utun from the Yayasan Kabuyutan Sunda, the Panel of Judges from the Sekolah Tinggi Seni Indonesia (STSI), teachers and students from participating schools, as well as Iskandar, President Director of Bio Farma, members of the Company's Board of Directors, and various other company officials. In his welcoming speech, Iskandar said that "This Sundanese Traditional Lute & Flute Playing Contest is the first of its kind organized for youths at the high school-age bracket, and this is important as these youths have quite an influence within their communities, including as agents of information dissemination about the arts and culture." He added that " The contest also serves as a means to nurture a sense belonging to the younger generation in regard to their cultural origin, so that they can become agents of change to help create Sundanese culture social interactions in society, and also to play an active part in preserving indigenous cultural traditions. According to Dedy S. Hadinata from the panel of judges, the participants are appraised in terms of musicality, appreciation, tonal harmony, musical arrangement, and conformity to the theme of the contest. Contest winners were SMAN 24 Bandung in first place, followed by SMAN 6 Bandung in second place and SMA YAS in third place, while SMAN 10 Bandung, SMAN 22 Bandung and SMA PGRI were declared as aspiring winners in first place, second place and third place, respectively. In conjunction with the Sundanese Traditional Lute & Flute Playing Contest, Bio Farma provided free influenza vaccination for event invitees, and also organized a Sundanese culture-themed Instagram Photo Contest through the social media.