

Sundanese

Unreached People Group living in Indonesia

Sunda Land

Sunda (sun-duh) are the largest unreached people group in Indonesia.



For many generations, Sunda have lived in the province of West Java; they call their homeland “tatar Sunda” (the land of Sunda). This is a fertile land that has long been called the “rice basket” of Indonesia. Tea, fruits and secondary crops grow abundantly. Agricultural investment and modernization would make farming more profitable for Sunda.

Industrial development has begun to change the Sunda way of life. Many have given up farming. With access to education and training resources, more Sunda could own small to medium-sized businesses.

Sunda already hold influential positions in the government.

Population



Sundanese 37,009,000
Indonesia 262,787,403

Religion



Most Sunda are Muslims. In many areas, Islam mixes with Sunda traditional customs. The Sunda seek to protect their harmony with the natural world.

In Sunda society, there are three authorities with a strong influence: *Muslim religious leaders* such as teachers, preachers, or worship leaders; *local government officials* such as the regent and the regent’s staff; *shamans* with supernatural abilities and martial arts teachers.

Language



Open Doors

Sunda are known for their friendliness, emphasis on family and openness. They are similar to the Javanese in the way they dress and farm; however, Sunda differ from Javanese who are more formal and hierarchical. Sunda also have a stronger devotion to Islam.

Sunda believe that having a Sundanese character (*kasundaan*) is the best path of life. This character can be summed up as: *cageur* (healthy), *bageur* (good), *beneur* (right), *singeur* (introspective) *pinteur* (intelligent)

This type of character has been pursued since the days of the Kingdom Salakanagara (130-362AD).

Engaging with God

Sunda place emphasis on family and openness. This open door mind-set can be the path to reaching the Sunda with the message of Christ’s love.

Sources: joshuaproject.net and cia.gov/library/publications/the-world-factbook/



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