

CHAPTER 1. INTRODUCTION

1.1 Background

Dance is a performing art by moving the body rhythmically, which is carried out in a specific place and time to express a feeling and convey a message from the dancer to the viewer. Performances dance accompanied by instrument music. In Indonesia, dance is divided into three genres: traditional dance, contemporary dance, and new creation dance. Indonesia has many traditional dances, which are cultural treasures admired by other countries. Each region has its characteristics for their traditional dances for the example is West Java has *Jaipong* that emphasizes the hip movement and East Java has the *Remo* that emphasizes the tanjak movement. According to Hadi (2018), "In Indonesia, traditional dances have three cultural genres as cultural identity there are rural or populism palace, and regional.

Lumajang, one of the regions in Indonesia, has four traditional dances, namely *Godril*, *Jaran Slining*, *Topeng Kaliwungu*, and *Glipang Rodat*. Lumajang traditional dances have their uniqueness and identity, for the example is *Jaran Slining* that uses body of horse as their costume. They can be seen from the music, costumes, make-up, and dance moves. According to Sutarto & Sudikan (2004) said that "Lumajang is one of the areas included in the *Pandalungan* ethnicity, which is an ethnic group and its mixture of Java and Madura". This is the reason that many Lumajang traditional dances have Madura and Java culture in their music or costumes. The preservation of traditional Lumajang dance can be seen from the government holds a big event every year, such as "thousand godril dancer" festival featuring performing arts with performances of a thousand godril dancers.

It is undeniable that local culture should be preserved and introduced to the surrounding community both local and foreign tourism in the current era but the existence of Lumajang dances is gradually eroded, making local culture difficult to recognize and even extinct from the community. Both local and foreign tourist are interested in Lumajang dance but the existing information is difficult to find

from digital and printed media, it can be seen by they came to dance festival and curious about the dances but there is no support information either people or media.

From the problem above, the writer discussed with the dance teachers and the head of culture department in Lumajang Tourism and Culture Department, and observed why Lumajang dance is not popular for local and foreign people. The reason is the lack of supporting media to promote the dances. Lumajang traditional dances does have a own history and characteristic, but people are not so enthusiastic about enjoying and preserving the culture. One of the things that becomes a strong background is the lack of information about the dance. Lumajang Tourism and Culture Department is very helpful if a university or community can research or participate in preserving the traditional Lumajang dance culture. The results of these observations, the writers convey the idea of making a final project that support Lumajang in terms of promotion. They are ready to help if there are obstacles in working on the final project.

The writer made a promotional booklet of traditional dances in Lumajang, which sent to the Lumajang culture and torusim department and puts the promotion of Lumajang Traditional Dances. Booklet an advantages in promoting Lumajang traditional dances, which is quite effective works, considering the amount of essential information that can fit in a booklet, the viewer can immediately read it without accessing it. Through this booklet, the writer hoped that it would help Lumajang in informing and promoting Lumajang's traditional dance to be better know and preserve.

1.2 Objective

The writer project's objective is to make a promotional booklet of traditional dances in Lumajang.

1.3 Significances

Based on the objective above, reports and products from the final project provide benefits for the following parties.

a. For The Writer

The writer can apply the skills that have been learned in the English Study Program, such as writing and translation. Writing skills used in writing

the report and content of the booklet. In making a booklet, translation skill used in write two versions of the booklet there are English and Indonesia version.

b. For the Readers

The product can help readers to get information about Lumajang Traditional Dances and provide information about four Lumajang traditional dance (*Godril, Jaran Slining, Topeng Kaliwungu, and Glipang Rodat*).

c. For Tourism and Culture Department of Lumajang

This product can help the Tourism and Culture Department of Lumajang in promoting Lumajang traditional dance through booklets (printed media) that provide complete information about traditional dance.