

CHAPTER 1. INTRODUCTION

1.1 Background

Dance is a beautiful rhythmic movement as an expression of the human soul, by observing the elements of space and time. The beauty of dance comes from the motion, born of a moving, rhythmic and soulful body. One place that can support for doing this activity is the studio because it is the key success of mastering this skill. According to Poerwadarminto (1984: 569), a studio is a meeting place attended by a group of people who are usually held regularly and periodically to conduct research, discussions, and activities on certain fields.

The dance studio is a place to carry out various artistic activities dance together with its members, including learning activities teaching dance, creating art and exchanging ideas about everything related to the artwork. One of them is the existence of a dance studio to keep the traditional dances and classical dances aside developing forms of modern dance, contemporary dance, and creative dance new (Sakti, 2005).

Banyuwangi is one of the regencies located at the easternmost Java Island. Banyuwangi also has many places that help develop a culture in Banyuwangi especially in the field of the traditional dance studio (Sanggar). Banyuwangi builds many traditional dance studios called Sanggar. According to Nor (2017), Sanggar Tari is a place used by a group for art activities like dance, painting, acting. Banyuwangi has many Sanggar Tari, one of them is Padepokan Seni Alang-Alang Kunitir which is located in Purwoasri village Tegaldlimo Subdistrict. Padepokan Seni Alang-Alang Kunitir has many activities to preserve culture in Banyuwangi.

Based on a preliminary study that has been done, the writer got information that Padepokan Seni Alang-Alang Kunitir established in 1994. The owner gave the information that since its establishment, the members were getting increased. Now, the number of members reaches 169 people. The members of Padepokan Seni Alang-Alang Kunitir involve from kindergarten students until university

students. As one of the places to maintain a traditional culture in Banyuwangi, this Padepokan presents a lot of events and activities in the form of dances and traditional musical instruments (gamelan). The owner also informed that this Padepokan had been visited by some foreign tourists in 2005. Yet, recently there are no more visitors/tourists who want to enjoy and learn the traditional dances and musical instruments. The owner said that he wants to increase the number of members every year, and also more attract visitors/tourists to visit the Padepokan.

Unfortunately, this Padepokan only have Facebook as a promotional media, therefore he asked me to make another promotional media in the form of video. Based on the interview with the owner, this place needed a promotional video in the bilingual version. It was expected that the video can attract foreign tourists to visit that place. So the writer decided to make a promotional video. With promotional video, the viewer's would be easier to get clear information about it. Besides, video could show more specific information and explanation of the object were displayed in the form of Audiovisual.

1.2 Objective

The objective of my final project is to make a promotional video of Padepokan Seni Alang-Alang Kunitir in Banyuwangi especially in Tegaldlimo Subsdistrict.

1.3 Significance

Based on the objective of this final project, hopefully, it could be useful for:

1.3.1 The writer

The writer could apply her skills like speaking skills, writing skills, and translation.

1.3.2 The Readers

This video would be useful for the viewers because they would know about the culture of Banyuwangi especially about Padepokan Seni Alang-Alang Kunitir.

1.3.3 Padepokan Seni Alang-Alang Kunitir

This product became a promotional media that gave benefits for Padepokan Seni Alang-Alang Kunitir to attract foreign tourist and local tourist to visit this place.

1.3.4 English Study Program Student

This product could be used as a reference for the student English Study Program who would make a similar product.