

## 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, and expression of the soul of the human soul which are expressed in the form of body rhythms through aesthetics (Yusmika, 2017). Meanwhile, dance is an art or activity that involves the body movement followed by music. Usually, every dance has different types and music according to the character of the dance. One of the places used to do this activity is a dance studio in Bahasa Indonesia it means *Sanggar Tari*. According to Sakti (2005) dance studio (*Sanggar Tari*) is a place to do all dance activities with members such as; teaching dance, creating dance and exchanging thoughts about dance.

Banyuwangi has developed their culture and art of Banyuwangi especially Banyuwangi traditional dance. Banyuwangi builds many traditional dance studios as part of developing culture which is called *Sanggar*. Nor (2017) stated *Sanggar Tari* is a place used by group for art activities like dance, painting, and acting. Banyuwangi has many *Sanggar Tari*, one of them is *Sanggar Tari Padepokan Seni Alang-alang Kunitir* which is located in Purwosari Village Tegaldlimo Subdistrict. *Sanggar Tari Padepokan Seni Alang-alang Kunitir* has many activities to preserve the cultural event in Banyuwangi.

Based on preliminary study, which has been done, the writer got information that Banyuwangi culture tourism and department office has promotion media such as booklet about all cultural tourism in Banyuwangi, but there is no any specific information about *Sanggar Tari Padepokan Seni Alang-alang Kunitir* as a media to introduce that dance studio. In the interview, the owner of the dance studio stated that *Sanggar Tari Padepokan Seni Alang-alang Kunitir* established in 1992. Since its establishment, the members were increased. Now, the member of *Sanggar Tari Padepokan Seni Alang-alang* reaches 169 people, the members

includes kids and teenagers from any level society. As one of the places to maintain a traditional culture in Banyuwangi, this *Sanggar Tari* presents a lot of events and activities in the form of dances with traditional musical instruments that we called *gamelan*. The owner also informed that *Sanggar Tari* had been visited by some foreign tourists in 2005. Yet, recently there are no more visitors or foreign tourist who wants to enjoy and learn the traditional dances and musical instruments. The owner said that he wanted to increase the number of members every year, and also attract more visitors which are foreign tourists to visit the *Sanggar Tari*. The writer did the interview by asking some questions related to the promotion media that *Sanggar Tari Padepokan Seni Alang-alang Kunitir* already had and the owner said that it is just Facebook. Therefore, it needed another kind of promotional media, and more complete information of *Sanggar Tari* for anyone directly without need internet access to promote *Sanggar Tari Padepokan Seni Alang-alang Kunitir* to the public in the form of a booklet.

The writer and the owner decided to make a bilingual booklet as a promotional media for *Sanggar Tari Padepokan Seni Alang-alang Kunitir* and the content of the booklet can be designed with full of pictures and texts to attract both local and foreign visitor to visit *Sanggar Tari Padepokan Seni Alang-alang Kunitir*. According to Sholeh (2011) in his book "Advertising in the Era Today ", booklet it means advertising which can attract many domestic and foreign. Booklet will provide information to people about *Sanggar Tari Padepokan Seni Alang-alang Kunitir*. Furthermore, it may increase the visitors for *Sanggar Tari Padepokan Seni Alang-alang Kunitir*. Besides the writer chooses a booklet as promotional media because for the writer it is cheaper to make, and easy to produce, and for the customers, it is a simple one, handily, and easy to access. Besides that, Fitriastutik (2010) stated that the advantages of the booklet are cheaper than audiovisual media, easy to produce, easy to access, and easy to distribute.

## 1.2 Objective

The objective of this final project is to make a booklet as a promotional medium for *Sanggar Tari Padepokan Seni Alang-alang Kunitir* that can be used to help the domestic and foreign tourists to get information about *Sanggar Tari Padepokan Seni Alang-alang Kunitir*.

## 1.3 Significances

Based on the objective, the significances of the final project are:

a. For the writer

The writer can apply her skill in writing (writing the content of the booklet and draft of final project report) and translation.

b. For the Tourism and Culture Department of Banyuwangi Regency

This final project can help department of Banyuwangi to provide more information media about Banyuwangi traditional dance, especially in *Sanggar Tari Padepokan Seni Alang-alang Kunitir*.

c. For *Sanggar Tari Padepokan Seni Alang-alang Kunitir*

The product of this final project can serve as a media promotion that can attract visitors to visit *Sanggar Tari Padepokan Seni Alang-alang Kunitir*

d. For visitors or readers

Both foreign and domestic tourists can get offline and detail information from the booklet about *Sanggar Tari Padepokan Seni Alang-alang Kunitir* and Banyuwangi traditional dance

e. For Student of English Study Program

The report and product of this final project can be used as references for students of English Study Program Politeknik Negeri Jember who want to conduct a similar final project, especially in making a promotional booklet.