

CHAPTER 1. INTRODUCTION

1.1 Background

Indonesia is a country that has a variety of traditional cultures as its nation's identity, especially traditional dances. Traditional dances are the traditional cultures that have developed ever since a long time ago and become the identities in some region of Indonesia. Jazuli (2002) states that the traditional dances are divided into two kinds, such as Keraton traditional dances and local traditional dance. Keraton traditional dance is dance that exists and develops among the palace and is only used for events at the palace. There are some examples of Keraton traditional dances, such as *Bedhaya* traditional dance from Surakarta, *Serimpi* traditional dance from Yogyakarta, *Legong* traditional dance from Bali. Meanwhile, local traditional dance is the dance that exists and develops among the local people. There are some examples of local traditional dances, such as *Jaipong* traditional dance from West Java, *Remong* traditional dance from East java, *Kecak* traditional dance from Bali, etc. In this globalization era, the traditional dances have begun to be forgotten by the younger generation and it has eliminated by the existence of other cultures from other countries that have entered Indonesia. It is necessary to preserve traditional dances to remain as traditional heritage culture in Indonesia. Those are some efforts that can be done to preserve traditional dances, such as held traditional dance events, formal education and non-formal education.

One of the efforts that can be done to preserve the culture of traditional dances can be through non-formal education for the younger generation in Indonesia. According to Jazuli (2008), Non-formal education can be divided into two types, namely type of institutionalized and non-institutionalized education. Meanwhile, non-formal education has broader activities, which can make the younger generation more developed and have a lot of experiences to be able to develop their talents and interests in the traditional dances optimally through "art studio".

Based on Disbudpar (2019), Art studio is a place or non-formal educational facility which used by a community or group of people for art activities, such as dance, painting, acting, etc. The activities that conducted in an art studio in the form of learning activities about art, which includes processes from learning, creation to production and almost all processes are mostly conducted in Art Studio, for example when producing works in the form of artworks (sculptures, paintings, crafts, etc.), then for the final process is marketing or exhibition, if the resulting artwork is art performances (theater, dance, pantomime, etc.) and then for the final process is a performance.

One of the art studios that provided non-formal education about traditional dances is Kartika Budaya Art Studio. Kartika Budaya Art Studio is an organization of non-formal educational institutions of traditional dances and music which located in Krajan village, Ambulu subdistrict, Jember regency. Kartika Budaya Art Studio is non - institutionalized education type that makes efforts to preserve traditional arts and cultures through dance and music activities, especially for developing traditional dances and music in Jember. Not only that, Kartika Budaya Art Studio also has provided make-up services, beauty class, dance costumes and music instrumentals rental to support traditional events and ceremonial needs. Therefore, Kartika Budaya Art Studio uses promotional media to promote services and products.

Related to the promotional media that they used, the writer conducted Preliminary study by doing interview. The writer conducted an interview to gain details information about Kartika Budaya Art Studio by doing an interview with the owner of Kartika Budaya Art Studio on July 2019. In the interview, the writer asked the owner about the kinds of services or products which provided to the customers. Moreover, most of its customers are local people, such as committees of arts events, art performers, art institutions, educational institutions, local government, etc. The writer also asked the owner about the promotional media of Kartika Budaya Art Studio used. She mentioned that she only used social media, such as Instagram (@kartika_budaya), Twitter (@kartika_budaya), official Facebook fans page (Sanggar Seni Kartika Budaya), etc.

However, by using social media as promotional media, it is ineffective way to reach the community to get Information about Kartika Budaya Art Studio. The owner said she wants kinds of promotional which can be accessed by people easily and it must also be able to reach out to all people. So, the owner mentioned that she needed a website as of Kartika Budaya Art Studio for helping local and foreign people to find and gain information of Kartika Budaya Art Studio products and services. Further, its official information and products also services can be put on a website that can be accessed anytime and anywhere by people easily.

Based on those conditions, the website is a suitable promotional media to resolve the deficiencies of using social media as a promotional media by Kartika Budaya Art Studio, Ambulu. According to Bekti (2015), the Website is a collection of pages that are used to display text information, still or motion pictures, animation, sound, and or a combination of all, both static and dynamic that form a series of interrelated buildings, which is connected by page networks (*Hyperlinks*). The promotional website can solve the problem of Kartika Budaya Art Studio's promotional media by providing detailed official information which can be accessed easily, anytime, and anywhere. This website will be provided in two languages, English for foreign and Indonesian language for local people.

In conclusion, Kartika Budaya Art Studio needs a website as promotional media to give brief information and help the local and foreign people to choose the products or services which provided by Kartika Budaya Art Studio. Thus, the writer will make a website as promotional media of Kartika Budaya Art Studio Ambulu, Jember. This website will be provided in two languages, English for foreign and Indonesian language for local people.

1.2 Objective

The objective of this final project is to make a promotional website of Kartika Budaya Art Studio, Ambulu, Jember regency.

1.3 Significances

Based on the objectives above, the report and product of this final project are expected to give benefits for the following parties.

1.3.1 For the writer

The writer can improve his English skill in writing by making descriptions and contents of Final project, translation by translating the scripts, public relations by interacting with the owner and computer skills by making the website.

1.3.2 For Kartika Budaya Art Studio

The product of this final project can serve as a promotional media and show the products and services of Kartika Budaya Art Studio.

1.3.3 For the customers

The customers can get details information from the promotional website of Kartika Budaya Art Studio about its products and services.

1.3.4 For the students of English Study Program

The report and product of this final project can be used as a reference for the students of English Study Program, Politeknik Negeri Jember who want to conduct similar final projects.