

***Tourists' Perceptions on the Educational Function of the Ramayana Ballet
Performance as A Cultural Tourism Attraction at Prambanan Temple***

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ABSTRACT

This study aims to analyze tourists' perceptions on the educational function of the Ramayana Ballet performance as a cultural tourism attraction at Prambanan Temple. A qualitative descriptive approach was employed. Data were collected through interviews, observations, and documentation involving 27 tourists and supported by 3 management representatives. Data were validated through Thematic Analysis, source and technique triangulation based on Alex Sobur's perception theory. The findings indicate that tourists have positive perceptions of the educational function of the performance. These perceptions were formed through tourists' attention to elements such as the storyline, dance, music, costumes, lighting, and the Prambanan Temple setting, which were subsequently interpreted based on their individual knowledge and experiences. However, variations were found in tourists' understanding, particularly in comprehending the storyline, characters, and deeper cultural meanings, indicating that the educational function of the performance is not perceived uniformly by all tourists. These experiences and challenges highlight the need to strengthen the interpretation process so that cultural messages can be conveyed more effectively. They gained knowledge about the Ramayana story, Javanese culture, and the moral values conveyed through the performance. The study also highlights the need to improve interpretive media, such as story booklets, subtitles, and digital information, to strengthen its educational function. Therefore, the Ramayana Ballet serves not only as a cultural tourism attraction but also as a medium for cultural education and preservation.

Keywords: *tourist perception, educational function, ramayana ballet, cultural tourism, prambanan temple*