

CHAPTER 1. INTRODUCTION

1.1 Background

Traditional dance is one of the cultural wealth in Indonesia. Indonesia is known for a lot of cultural activities. Definition of traditional dance is also explained by an expert. Traditional dance is a dance choreographed on the basis of ancestral practices and traditions (Dewi, 2019). As we know, nowadays cultural also becomes the tourism aspect that can be cultivated. Traditional dance can be played by all of the people or ages. But the level of the movement must be different. Indonesia has many kinds of traditional dances from the region and province in it.

East Java, one of the provinces, has many kinds of traditional dances. From the east region to the west there are lot of traditional dances that can be showed to the people. Probolinggo is one of the cities in East Java which has some kinds of arts including the traditional dance. There are some of traditional dance which become the characteristic of Probolinggo itself such as “*Reog*” and “*Jaran Bodhag*”. *Reog* dance is a dance that using a tiger’s head as the property. The tiger’s head decorated with peacock’s feather and it look creepy with large popping tiger fangs. Meanwhile, *Jaran Bodhag* is one of a dance that using horse imitation which made by rattan as the property. Those kinds of dance had been taught in *Mardi Budoyo* Art Studio. *Art Studio* can also call Art Studio which contains many things taught there related with art. *Mardi Budoyo* Art Studio was established in December 2009 and it has around 90 members who doing activities there. The location of this art retreat is at Ir. Juanda street number 27, Tisnonegaran Village, Kanigaran sub-district, Probolinggo, East Java. In this art studio, there are not only dance activities which taught here but also some other activities such as traditional music, storytelling, traditional games, musical drama and social activity. Besides, this art studio has annual event which is called “*Larung Sesaji*”. It is a cultural event which shows the manifestation of gratitude to God by giving their crops into the sea. Those kinds of activity make the people and tourists are interested in visiting Probolinggo.

Mardi Budoyo Art Studio has several promotional media such as Instagram (@reog_mardibudoyo), Facebook (*Sanggar Seni Mardi Budoyo*), website (<https://leremtisto.wordpress.com>), and Youtube (*Mardi Budoyo*). However, the owner said those kinds of promotional media are not enough informative because there are lot of people who do not know about *Mardi Budoyo*. On their Youtube channel, there are only 40 subscribers with average view around 100-115 viewers for every video. They are also having compilation video from Tourism and Cultural District of Probolinggo, but the duration is about 2 minutes. The owner of art studio did not feel satisfied with this promotional media because they said it is too short also the information was not delivered perfectly.

Based on the condition on preliminary study above, the writer made the newest promotional video for *Mardi Budoyo* Art Studio which contains information and explanation about this place, the event that had been followed, the training, some activities there, achievement or award. The promotional video will be uploaded in their social media especially Instagram and Youtube. The prospective of this promotional video is the writer believe through the video this art studio will go international.

1.2 Objective

The objective of the writer's final project is to make a promotional video of *Mardi Budoyo* Art Studio Probolinggo in English version and Indonesian subtitle.

1.3 Significances

Based in the objective, the report and the product of this final project will give benefit to the following parties:

1.3.1 For the Writer

This final project could apply and increase the writer's speaking, writing, and listening skill.

1.3.2 For *Mardi Budoyo* Art Studio

This product become a promotional media that give a benefit for *Mardi Budoyo* Art Studio to give detail information to the customers and attract more tourist and members.

1.3.3 For the Customers

This video will be useful for the viewers (local and foreign customers) because they will get more information about *Mardi Budoyo* Art Studio and interested to join it.

1.3.4 For English Study Program Student

This product can be used as a reference for student English Study Program who will make the same project which is promotional video.