

FINAL REPORT
DESIGNING VIDEO OF *SENJANG* ART AS CULTURAL IDENTITY IN
MUSI BANYUASIN



This report is written to fulfill the requirement of final report subject at
Sriwijaya State Polytechnic

By:
RANI BUDIARTI
0615 3090 0704

SRIWIJAYA STATE POLYTECHNIC
PALEMBANG
2018

APPROVAL SHEET

FINAL REPORT

DESIGNING VIDEO OF *SENJANG* ART AS CULTURAL IDENTITY IN

MUSI BANYUASIN



BY:

RANI BUDIARTI

0615 3090 0704

Palembang, July 2018

Approved by,

First Advisor,

Second Advisor,

Drs. Sunani, M.M

ID.196305181990031002

Eli Yeny, S.Pd, M.Pd

ID. 197305072000122001

Acknowledged by,

Head of English Department

Drs. M.Nadjmuddin, M.A

ID. 196209071988031001

PREFACE

First of all, the writer would like to express gratitude to Allah SWT for giving bless and mercy to finish this final report with the title “Designing Video of *Senjang* Art as Cultural Identity in Musi Banyuasin”. Thanks to my parents that always support and pray for me to finish this final report. This report is written to fulfill the requirement to finish the education of English Department at Sriwijaya State Polytechnic. The writer is also grateful to my advisor Mr. Drs. Sunani, M.M and Mrs. Eli Yeny, S.Pd, M.Pd who have given the guidance and advices in writing this report.

Finally, the writer realizes that this report is still far from being perfect because of the limitation of time. Therefore, the writer would be delighted to welcome any comments and suggestions to make this report better. Finally, the writer hopes this report is able to give the useful information for the readers.

Palembang, July 2018

The writer

ABSTRACT

Designing Video of *Senjang* Art as Cultural Identity in Musi Banyuasin

(Rani Budiarti, 2018: 61 Pages, 2 Charts, 70 Pictures, 2 Tables, 24 Appendices)

The report discusses about designing video where in the video contains the information about *Senjang* art that origin from Musi Banyuasin regency. The purpose of this final report is to know how to design video of *Senjang* art as cultural identity in Musi Banyuasin. The writer used Research and Development method modified by Sukmadinata to analyze the data. The writer collected the data by observation, interview, and documentation. There are steps to complete this final report such as preliminary research, and model development. The writer found that video can be one of media to introduce and promote traditional art which has lot of cultural art values and functions that should be conserved and known by not only local people but also foreign people so the traditional art can always be preserved and conserved and surely society will not lost their cultural identity. The next writers are suggested to improve this video to be better and conduct dissemination, also develop their idea, ability, and skill in designing video especially about traditional art.

Keywords: (Design, Video, *Senjang* art, Cultural Identity)

ABSTRAK

Merancang Video Kesenian Senjang sebagai Identitas Budaya di Musi Banyuasin

(Rani Budiarti, 2018: 61 Halaman, 2 Bagan, 70 Gambar, 2 Tabel, 24 Lampiran)

Laporan ini membahas tentang merancang video di mana dalam video berisi informasi tentang kesenian Senjang yang berasal dari Kabupaten Musi Banyuasin. Tujuan dari laporan akhir ini adalah untuk mengetahui bagaimana merancang video kesenian Senjang sebagai identitas budaya di Musi Banyuasin. Penulis menggunakan metode Penelitian dan Pengembangan yang dimodifikasi oleh Sukmadinata untuk menganalisis data. Penulis mengumpulkan data dengan observasi, wawancara, dan dokumentasi. Ada beberapa langkah untuk menyelesaikan laporan akhir ini seperti penelitian pendahuluan, dan pengembangan model. Penulis menemukan bahwa video dapat menjadi salah satu media untuk memperkenalkan dan mempromosikan seni tradisional yang memiliki banyak nilai dan fungsi seni budaya yang harus dilestarikan dan dikenal oleh bukan hanya masyarakat lokal tetapi juga orang asing sehingga kesenian tradisional dapat selalu dilestarikan dan tentunya masyarakat tidak akan kehilangan identitas budaya mereka. Penulis berikutnya disarankan untuk memperbaiki video ini agar menjadi lebih baik dan melakukan penyebarluasan, juga mengembangkan ide, kemampuan, dan keterampilan mereka dalam merancang video terutama tentang seni tradisional.

Kata Kunci: (Desain, Video, Kesenian Senjang, Identitas Budaya)

ACKNOWLEDGEMENT

Finally, the writer would like to express the gratitude to Allah SWT for giving bless and mercy to finish this final report punctually. The writer also would like to say great thanks to all people who helped the writer and gave spirits to finish this report. The writer would like to say thanks to:

1. My beloved parents and sister that always support and pray for me to finish this final report.
2. Head of English Department, Mr. Drs. M. Nadjmuddin, M.A.
3. Secretary of English Department, Mrs. Sri Gustiani, S.Pd. M. TESOL.
4. My lovely advisors Mr. Drs. Sunani, M.M and Mrs. Eli Yeny, S.Pd, M.Pd who have given the guidance and advices in writing this final report.
5. Mr. Welly Ardiansyah who has also given the guidance and advices in writing this final report.
6. All lecturers and staffs of English Department.
7. The expert of *Senjang*, the staff of the Youth, Sports, and Tourism Office in Musi Banyuasin, the Office of Education and Cultural in Musi Banyuasin, Communication and Information Office in Musi Banyuasin, Mata Merah Production, and English education lecturer in UIN Raden Fatah who have helped, given data and information to complete this final report.
8. Asep Irden Saputra who has always supported in finishing this final report.
9. The last but not least, all my beloved friends of BB Class at English Department.

Palembang, July 2018

The writer

DEDICATION AND MOTTO

This final report is dedicated to:

Allah SWT

Prophet Muhammad SAW

My parents and sister

State Polytechnic of Sriwijaya

My lecturers of English Department at State Polytechnic of Sriwijaya

My friends at State Polytechnic of Sriwijaya

Everyone who helps and supports me

Motto:

Do the best, be good, and then you will be the best!

TABLE OF CONTENT

TITLE SHEET	i
APPROVAL SHEET ADVISORS	ii
APPROVAL SHEET EXAMINERS.....	iii
ABSTRACT	iv
PREFACE.....	v
ACKNOWLEDGEMENT	vi
DEDICATION AND MOTTO.....	vii
TABLE OF CONTENT	viii
LIST OF CHARTS	ix
LIST OF PICTURES.....	x
LIST OF TABLES	xi
CHAPTER I INTRODUCTION	
1.1 Background	1
1.2 Problem Formulation	3
1.3 Research Purpose	3
1.4 Research Benefits.....	3
CHAPTER II LITERATURE REVIEW	
2.1 Design	4
2.2 Cultural Identity	5
2.3 <i>Senjang</i> Art	6
2.4 Promotion Media.....	8
2.5 Video	16
CHAPTER III METHODOLOGY	
3.1 Method of Research	23
3.2 Places of Research.....	27
3.3 Subjects of Research	27
3.4 Participants of Research.....	27
3.5 Techniques of Collecting Data.....	28
3.6 Techniques of Analyzing Data.....	30

CHAPTER IV FINDING AND DISCUSSION

4.1 Finding	32
4.2 Discussion	59

CHAPTER V CONCLUSION AND SUGGESTION

5.1 Conclusion	63
5.2 Suggestion	63

REFERENCES

APPENDICES

LIST OF PICTURES

Picture 2.1 Newspaper	10
Picture 2.2 Magazine.....	10
Picture 2.3 Tabloid.....	10
Picture 2.4 Journal	11
Picture 2.5 Booklet	11
Picture 2.6 Product catalog	11
Picture 2.7 Calendar	12
Picture 2.8 Brochure	12
Picture 2.9 Pamphlet	12
Picture 2.10 Flyer.....	13
Picture 2.11 Poster	13
Picture 2.12 Billboard	13
Picture 2.13 Banner	14
Picture 2.14 Television.....	14
Picture 2.15 Radio	14
Picture 2.16 Website	15
Picture 2.17 Social Media	15
Picture 2.18 Blog	15
Picture 2.19 Video	16
Picture 4.1 Adobe Premiere Pro CC	34
Picture 4.2 1 st Opening	35
Picture 4.3 2 nd Introduction	35
Picture 4.4 3 rd scene	36
Picture 4.5 4 th scene	36
Picture 4.6 5 th scene	36
Picture 4.7 6 th scene	36
Picture 4.8 7 th Welcoming Monument scene	36
Picture 4.9 8 th Welcoming Monument scene	36
Picture 4.10 9 th scene	37
Picture 4.11 10 th scene	37
Picture 4.12 11 th scene	37
Picture 4.13 12 th <i>Senjang</i> scene	37
Picture 4.14 13 th <i>Senjang</i> scene	37
Picture 4.15 14 th Expert 1 scene	38
Picture 4.16 15 th Expert 2 scene	38
Picture 4.17 16 th Expert 3 scene.....	38
Picture 4.18 17 th Closing scene	38
Picture 4.19 18 th scene	38
Picture 4.20 Expert 1 before revised	42
Picture 4.21 Expert 1 after revised	42
Picture 4.22 Expert 2 before revised	42
Picture 4.23 Expert 2 after revised	42
Picture 4.24 Expert 3 before revised	43
Picture 4.25 Expert 3 before revised	43

Picture 4.26 Lyric and Meaning of Senjang before revised	43
Picture 4.27 Lyric and Meaning of Senjang after revised	44
Picture 4.28 Duration of Introduction before revised	46
Picture 4.29 Duration of Introduction after revised	46
Picture 4.30 Logo before revised	46
Picture 4.31 Logo after revised	46
Picture 4.32 Information of Muba before revised	47
Picture 4.33 Information of Muba after revised	47
Picture 4.34 1 st Opening	48
Picture 4.35 2 nd Introduction	48
Picture 4.36 3 rd Information of Muba	49
Picture 4.37 4 th Information of Muba	49
Picture 4.38 5 th scene	49
Picture 4.39 6 th scene	49
Picture 4.40 7 th Welcoming monument scene.....	50
Picture 4.41 8 th Welcoming monument scene.....	50
Picture 4.42 9 th scene	50
Picture 4.43 10 th scene	50
Picture 4.44 11 th scene	50
Picture 4.45 12 th Senjang scene.....	51
Picture 4.46 13 th Senjang scene	51
Picture 4.47 14 th Expert 1 scene	51
Picture 4.48 15 th Expert 2 scene	51
Picture 4.49 16 th Expert 3 scene	51
Picture 4.50 17 th Closing scene	52
Picture 4.51 18 th scene	52

LIST OF CHARTS

Chart 3.1 Research and Development by Borg and Gall	23
Chart 3.2 The Steps of R&D Modified by Sukmadinata	25

LIST OF TABLES

Table 4.1 Opening Before and After	45
Table 4.2 <i>Senjang</i> Lyrics and Meaning	53