

CHAPTER I INTRODUCTION

1.1 Background

South Sumatera is a province that consists of various tribes that each tribe has much wealth of arts and cultures which is inherited from generation to generation. Generally culture is the pride of every nation in the world, and is a reflection of the personality or identity of a nation. According to Koentjaraningrat (2000: 203), culture includes elements of language, living livelihood systems, knowledge systems, social organizations, living equipment systems and technology, religious systems and arts.

An art is one of cultural elements which used to express a sense of beauty from within the human body that has the value and the ability to exchange feelings. People in ancient time, have already created beautiful and perfect masterpiece of arts which are now called as the traditional arts and the existence of traditional arts was not only as a cultural identity to the rituals of society, but also was used as an entertainment commodity containing commercial elements.

One kind of traditional arts in South Sumatera which attracts the writer to discuss deeper is at Sekayu area. Sekayu is the name of a city located in Musi Banyuasin Regency which has a unique cultural diversity that distinguishes it from other regions or areas and it can never be separated from traditions that are still maintained by the people till now that is oral literature.

According to Dinas Pemuda, Olahraga, dan Pariwisata Musi Banyuasin, there are several forms of oral literatures owned by the people of Musi Banyuasin namely Folk Story, People's Song, Rhythmic Language and People's Poetry. People's poetry has some variations such as spell and some form of rhymes. One of the famous people's poetry in the form of poem in Musi Banyuasin is *Senjang* art.

Senjang is the art of traditional songs that is an idea of creation according to the culture and customs of Sekayu people. *Senjang* has survived on becoming one of traditional arts that still exist and popular on Bumi Serasan Sekate till now.

The art of *Senjang* has many cultural values and functions that contained in it. The *Senjang*'s value and function itself is one form of cultural arts media that connects parents to the child or younger generation or can also between the society and the government in the delivery of aspirations which in the form of advice, criticism and expression of feelings without offending or hurting someone's feelings which becomes one reflection or effort to build own image or cultural identity of society that origin from Musi Banyuasin. However in fact, people from other region still don't know yet the existence of *Senjang* art as cultural identity of society that origin from Musi Banyuasin.

Therefore, the role of medium is needed to expose and introduce *Senjang* art in order society besides Musi Banyuasin regency will know the existence of *Senjang* art and are able to conserve the traditional art of *Senjang* so the society will not lost the cultural identity that origin from Musi Banyuasin regency. There are two kinds of media that can be used to promote *Senjang* art, such as printed media and electronic media. The examples of printed media are newspaper, magazine, tabloid, journal, booklet, product catalog, calendar, brochure or pamphlet or flyer, poster or billboard, and banner while the examples of electronic media are television, radio, website, blog, social media and video (Liu, 2016).

One of electronic media that become the most popular and sought-after content by internet users is video. Marketing strategy using video by utilizing the mobile visual medium, becomes an important part in the promotion of products and services today. There are some reasons that most people prefer electronic media to printed media to access information. The advantages of electronic media than printed media are the effectiveness of time, cost, and also it has audio visualizing (Eha, 2011). In details he says that electronic media is increasingly flexible technology, easy, fast, effective and efficient but also without complicated procedures and little cost.

So, video is the right medium to expose *Senjang* art because it has many benefits than other media. The video will contain the detail information about cultural values, functions, and the uniqueness of *Senjang* art with English subtitle, great visualization and interesting video packaging, the viewers both local and

foreign people will be more enthusiasts to understand and absorb the information in the video. The video will be shared on internet especially social media that can be used as a means of information sources to introduce the art of *Senjang* and to arouse the art of *Senjang* art both among adults and young generations.

Based on the explanation above, the writer is interested in writing this final report entitled "**Designing Video of *Senjang* Art as Cultural Identity in Musi Banyuasin**".

1.2 Problem Formulation

Based on the background above, the problem of this report is how to design video of *Senjang* art as cultural identity in Musi Banyuasin.

1.3 Research Purpose

The purpose of the report is to know the way how to design video of *Senjang* art as cultural identity in Musi Banyuasin in order *Senjang* art is always able to be exposed to public in order the society not only from Musi Banyuasin regency as local people but also foreign people will know the existence of *Senjang* art and are able to be always preserved as cultural identity from Musi Banyuasin.

1.4 Research Benefits

The benefits of the report are:

1. Art of *Senjang* can be known and socialized from adults to young generations.
2. Able to add references and be useful for readers and who will carry out further research as a source of information to develop.
3. Able to give information for the readers especially students of State Polytechnic of Sriwijaya about the *Senjang* as traditional art in Musi Banyuasin.