

CHAPTER 1

INTRODUCTION

1.1 Background

Dance uses gestures and transformed them into symbolic body movements for personal purposes. Sometimes people use dance to express their feelings. According to Hawkins (2017), dance is an expression of human feelings that transformed into an imagination in the form of a medium of motion as an expression. It means that dance is one of media to express the feelings of people and other purposes.

In Palembang, South Sumatera, traditional dance is one of heritage cultures and also one of tourism attractions. Traditional dances in Palembang are rich with their culture and beauty. It is known that traditional dance is a dance originated from people of an area which has been passed down and becomes the culture of a community. Usually it has philosophical values such as religion, heroism, etc.

Palembang has so many traditional dances. One of Palembang's traditional dances is Tenun Songket Dance. Tenun Songket Dance is one of the regional dances in Palembang that has been existing since the era of Sriwijaya Kingdom. The dance illustrates the excitement of Palembang women in their Songket weaving activities and their persistence in weaving Songket. Furthermore, the meaning of Tenun Songket Dance is important to maintain the tradition of Songket in Palembang, because Tenun Songket Dance movement is dominated by hand movements of weaving Songket.

As the modern dance develops, it makes traditional dance less desirable. Globalization is one of the reasons why traditional dance is not interesting for people, especially young generations. Globalization caused young generations to prefer modern dance which may also suitable with the character of them. Many of

them get interested in modern dance such as Hip-hop dance, break dance, R&B dance, K-Pop dance, and so on. It can be proved from the data that the writer found from Youtube and other social medias, many young generations uploaded their modern dance cover video and they even made it as a daily content for their social medias.

Based on the writer's observation, it is found that there is not much information and there is no evident document about Tenun Songket Dance, both audio, visual, and audio visual. It made the writer concerned about this. The writer found out in Youtube, that there is no video script or video profile of Tenun Songket Dance, even in Bahasa Indonesia. There is no new innovation of Tenun Songket Dance video. As well as a better quality video of Tenun Songket Dance. The writer also observed that Tenun Songket Dance is rarely to be shown in events. Due to this facts, the writer would like to promote Tenun Songket Dance.

To promote Tenun Songket Dance, the writer should have a medium. It is clear that in this modern era, people like to access information using technology. There are so many media for people to access information. They could be video, magazine, newspaper, booklet, guidebook, social media, website, etc. From all kinds of media to access information, the writer chose video. With video as the media, the writer expected people could learn the history of Tenun Songket Dance clearly and easily.

Video has many benefits, for example, a video can record all of the information and people can play it everytime and everywhere they wish . Video can be posted and played in social media such as youtube. Everyone can access and watch it. Using video as a media promotion makes people from different country and different city can watch and access the video about Tenun Songket Dance in social media, everywhere and everytime they wish. It could be one of the best ways to promote Tenun Songket Dance to make people from Indonesia or people from other countries know and realize that South Sumatera, especially Palembang, has its own traditional dance that rich of cultures to be proud of. In short, video is an effective media to promote Tenun Songket Dance, and a media that is easy to use and accesed by people.

However, when making a video, a script is the basic idea that required. Script is the important element to convey the message from the video. The information of Tenun Songket Dance will be delivered through the script of the video. It is necessary to put the English script into the video in order to make the video is not only watched by domestic tourists but also foreign tourists.

Based on the statements and data above, the writer was interested in doing a research about Tenun Songket Dance and promoting it through a video. Therefore, the writer would like to choose the title **“Writing a Promotional Video of Tenun Songket Dance”**.

1.2 Problem Formulation

Based on the background information above, the problem formulation of this report is “How to write a promotional video script of Tenun Songket Dance”.

1.3 Problem Limitation

Based on the background and problem formulation described, the writer will focus on how to write the script to introduce and promote Tenun Songket Dance.

1.4 Research Purpose

Based on the problems mentioned above, the purpose of this research is to write a promotional video script of Tenun Songket Dance.

1.5 Research Benefit

The benefits of this research are to increase knowledge of people in Palembang, especially young generations and makes people understand about one of Palembang traditional dance, Tenun Songket Dance. Thus, people in Palembang could learn more and realize that traditional dance is one of culture heritages in South Sumatera, especially in Palembang. Also, people could appreciate the artists, the dancers, and anything related to Tenun Songket Dance. Furthermore, another benefit is to increase the knowledge about how to write a promotional video script.