



RUDAT DANCE SHOW PROMOTES MANDALIKA ON MOTO GP

by

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ABSTRACT

Rudat dance used to perform in traditional *Sasak* culture called *Begawe*, *roah*-thankful ceremonial culture based on primitif way. This nowadays left by millennial and Zillennial. Then pursued to state the problem that how to utilization of the Rudat Dance for the Mandalika Moto GP Event. This research find that Rudat can be perform to be useful Dance for this International event. This research finding indicated two types of Rudat can be used to be shown in tourism perspective. Therefore Rudat can be developed to be one of the target traditional culture to utilized by all stakeholders those who envolved to promote rudat as one of attractive for tourism event.

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1. INTRODUCTION

The traditional dance in Sasaknes is called Rudat, it is potential to use for International event to show to the tourist who come to Mandalika International street circuit Lombok. Modern era challenged traditional dance to develop considering to audience's interest it is happened to Oprak abang dance central Java (Sellyana Pradewi and Wahyu Lestari.2012). according to Setiawati Rahmida stated that she mentioned dance as a part of culture and religion that has differentiation to show from traditional dance. Lombok has many traditional dance such as Oncer dance, Tandang Mendet dance, Pakon dance, and Gandrung dance (Inside Lombok.2021). Promote Rudat dance in Moto GP event can attract attention of region culture stakeholder to developed or diversify it, also this is supported by kotler's theory of diversification which mentioned diversification one of support other product in a corporation (Kotler and Armstrong, 2008:67). Rudat can be developed to be used in international event such as Mandalika Moto GP Indonesia. Yet , Rudat dance should be different case of corporate product which traditional on it, therefore the problem is to be keen to use Rudat dance for Moto GP Mandalika that's usefull for supporting it. Lombok has some traditional dance but rudat different from other traditional dance on it. In Indonesia dance more modify into modern way the teenager's interest is not valuable for the dance that mentions or well known upon their parents. Reactivate the traditional bance is the chance for tourism promotion from teenagers around the world to be creative economy event supporting. To know those way to modify or diversify the traditional dance needs to collaborate to International Event such as Moto GP Mandalika International street circuit.

Diversification showos that was a strategy to develop product to gain succesful for marketing (Shofwan.2013) rudat stakeholders were challenged to develop the dance to more global market therefore this rudat has a unigness for tourism to be more attractive for Moto GP in Lombok Indonesia. Thats why the problem was how to show Rudat dance for Moto GP Mandalika event ? and how was it come ?. Therefore develop the rudat was the way to be accepted by market in Moto GP Even Mandalika.

2. RESEARCH METHOD

This research focused around Lombok West Nusa Tenggara in alligning of Rudat communities. Considering that produk can be developed by theory of diversification , then in cultural product implemented it to developed one of traditional dance to be shown on Moto GP Mandalika.

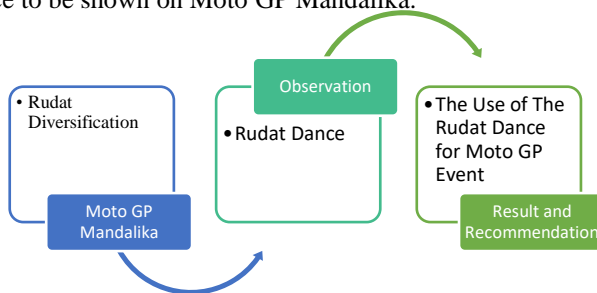


Figure 1. Research Design

This research done trough deep interviwed method, including tools applied is recorded , observation, and litterature overview.

As recorded data from rudat performer that analysed by qualitative methode to find the information from primary and secondary data compiled into one big data that correlated by qualitative descriptive method sistematically elaborate empirical condition baesd on the real condition on an object research.

3. RESULTS AND ANALYSIS

Generally Rudat dance can attract people who see it. This dance art body movement is a chance to develope for supporting tourism attraction in Lombok



Figure 2. Rudat Show in a festival

Source. <https://www.youtube.com/watch?v=MNWLRFhJwN4>. 2021

From the data collected shows that Rudat dance has two main to perform :

1. Theater
2. Dance

Surprisingly, this study stated that to use the Rudat dance on Moto GP Mandalika that starting from perception of people belong to *Rudat* that have big hope to contribute for International event in order to show local art dance that can be valuable show for International tourists.

The Rudat Development

Moto GP Mandalika is one of chance of Rudat player that can play their role to develope. Considering that Rudat have to be developed for it's existing as local attraction. People who play *Rudat* try to developed it by making innovation trough modernisation. One of the innovation is by gymnastics model development in order that created product that souvenir like Rudat Uniform for tourists. For further development the man who incharge for responsible need to aware of it's development because till the time even stakeholder are not pay attention to existing of this Rudat here.



The Rudat Dance Product

The rudat has product for tourist which is belong to diversification, it is an opportunity business by collaborating *Rudat* attribute to creative stakeholders and event management to use for supporting Mandalika on Moto GP Event. There can be shown as the valuable product for tourist's.

Role The Rudat Stakeholder

For succeeding the existing art in *Sasak* that namely *Rudat* need cooperative and one concept to promote it to the world trough Mandalika event and also this is means that payfully attention to this is really needed by the people who run it in the event.

- a. Governement
- b. Shown from the conversation made in observation and interview that government less commitments to support local art like rudat
 - a) Artist
 - b) Tourism board
 - c) Creative economy

The Rudat Potential

As other dance to develop also rudat has unique value to attract tourist attention therefore Rudat has potential to support Moto GP Event for Mandalika. There are attribute such as uniform and dance movement that can be pay attention as a potential for Rudat development.

Diversivication Potential

Art value on Rudat dance identified from it's attribute that audience can wear as mentioned that three things for diversifications for business " first industry value – is that industry has interesting point , second was fee for joining – that valuable , third has super value than other industry point."(Michael Porter). In applied diversification on this view that Rudat has four things to be developed for Moto GP Mandalika those are

- a. attribute
- b. Songs and Poem
- c. Modernism
- d. Dance

Attribute

Rudat has a typical of attribute that easy to identified by audience in ceremonial party even formal or traditional to be celebrate to perform. Terengan rudat has many potential reputation on Nasional competition for art dance to perform West Nusa Tenggara province. This means to develop it's attribute is one of value for creation to devirsified.

- a.1. Rudat – Hat wear to perform Rudat Dance



Source. Data Collection.2021

The picture above figure out of hat that used as Rudat dance uniform , considering it's potential to diversified as souvenir for tourist to brint to their hometown. Look outside of other country also has something interesting like in Australian Outback spectacular night in Queensland that has souvenir like Coboy hat for visitor who attended show this spectacular night.

a.2 Second Uniform is called *Slempang* – attribute that wear on their shoulder



Source/ Data collecting.2021

This uniform wearing for perform Rudat dance that put on their shoulder then, diversified it as souvenir too.

a.3. *Slibah* – as another attribute to wear on breast



Source. Data collecting.2021

This *slibah* is one of attribute that typically unique for tourist to shown that they were visit Rudat show. Performing it's *Slibah* is one of strengthen to diversified rudat as other attribute before.

Strategy Development

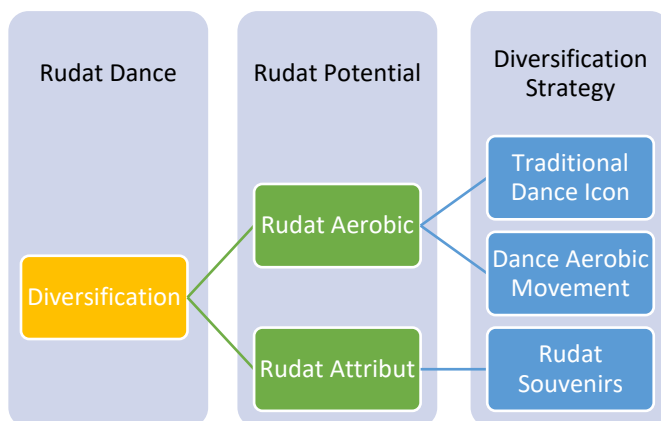


Figure.2 Development of Rudat Dance

Source. Data Process. 2022

Hadiburrahman.2021 argued that “the absolutely use of Rudat Dance for influencing human to know value of Muslim story indeed therefore the movement has meaning of religious value. That shown from sholawat transcript use.”



The development of Rudat level even National and abroad contest for showing. Government as a stakeholder developed Rudat on movement as aerobic alternative in Lombok. Where the movement use to traditional aerobic that never found wherever in the world as a dance culture. This dance supported development to be attributed

Diversification of Rudat Cycle

To analyse this diversification cycle show that rudat has it's own way to develop that refer to diversification of conglomeration. Based on it's local value can show figure below.



Figure.3 Diversification Cycle

Source. Data Analysis.2021

On that figure above perform cycle of potential to diversified Rudat to support Moto GP Event. Starting from dance movement which can be developed to be innovate as aerobic to dancer hobbies that called *Senam Rudat*. Then as super diversification for local value Rudat follow the potential for.

Songs and music distributed to diversify in innovation to Rudat dance; this can be support uniqueness for development in diversification product of art in Lombok. As follows Modernity to innovate also has big point role to diversified it.

CONCLUSION

Rudat that can be one of traditional dance to show in Mandalika Moto GP in promoting differentiation of Indonesia Moto GP. To perform it in International event that recommended to MGPA and all stakeholder to show this Rudat Dance of local origin dance from Lombok Indonesia Therefore there will be another attraction will be well known to promotes Indonesia especially Lombok Island.

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