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The Contribution of Youth in Preserving Traditional Manggarai Dance in Golo Bilas Village, Labuan Bajo

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Abstrak

Penelitian ini bertujuan untuk mengkaji peran generasi muda dalam melestarikan seni tari tradisional Manggarai di Desa Golo Bilas. Melalui observasi, wawancara, dan dokumentasi, penelitian ini menemukan bahwa generasi muda memiliki kontribusi signifikan dalam pelestarian budaya melalui partisipasi aktif dalam berbagai acara budaya. Namun, pemanfaatan media sosial sebagai alat promosi masih belum optimal. Selain itu, meskipun telah mengikuti berbagai pelatihan, pemanfaatan keterampilan produksi video untuk mempromosikan seni tari masih terbatas. Penelitian ini menyimpulkan bahwa potensi generasi muda dalam melestarikan budaya sangat besar. Untuk mencapai hasil yang lebih optimal, diperlukan dukungan yang lebih baik dari berbagai pihak, termasuk pemerintah dan masyarakat, dalam bentuk fasilitasi pelatihan, penyediaan sarana, dan pengembangan program-program yang lebih terstruktur. Hasil penelitian ini diharapkan dapat memberikan kontribusi bagi pengembangan pariwisata berkelanjutan di Desa Golo Bilas dan menginspirasi upaya pelestarian budaya di daerah lain.

Kata Kunci: Generasi muda, tari tradisional, pelestarian budaya

Abstract

This study investigates the role of the younger generation in preserving traditional Manggarai dance art within Golo Bilas Village. Through observational, interview, and documentary methods, the research found that the younger generation significantly contributes to cultural preservation by actively participating in various cultural events. However, the use of social media for cultural promotion remains suboptimal. Additionally, despite attending various training programs, the application of video production skills for dance art promotion is still limited. The study concludes that the younger generation possesses substantial potential for cultural preservation. To optimize this potential, stronger support from governmental and community entities is necessary, encompassing training facilitation, resource provision, and the development of more structured programs. The findings of this research are expected to contribute to sustainable tourism development in Golo Bilas Village and inspire similar cultural preservation efforts in other regions.

Keywords: Young generation, traditional dance, cultural preservation

INTRODUCTION

One of the prominent cultural assets of Golo Bilas Village is the traditional Manggarai dance. Citing Amelia (2013), cultural centers serve as platforms for communities, particularly the younger generation, to preserve and develop cultural heritage through the art of movement. In Golo Bilas Village, the existence of Kope Oles Cultural Center is a testament to the community's efforts in preserving traditional Manggarai dance. As explained by Pardila (2021), dance is a form of expression involving the entire body to convey messages, feelings, and cultural values. Traditional Manggarai dance plays a crucial role in supporting tourism development in Golo Bilas Village. However, as expressed by a member of Kope Oles Cultural Center, the interest of the younger generation in traditional dance is still low. Despite previous research highlighting the crucial role of the younger generation in cultural preservation, this study aims to delve deeper into the factors influencing the interest and participation of the younger generation in developing traditional Manggarai dance in Golo Bilas Village. By understanding the social, cultural, and economic contexts underlying this phenomenon, it is hoped that effective strategies can be identified to increase the interest and participation of the younger generation in preserving their cultural heritage. The findings of this study are expected to contribute to the development of sustainable tourism in Golo Bilas Village and provide recommendations for stakeholders to design more effective programs for preserving traditional Manggarai dance.

Several studies, such as those conducted by Karenina et al. (2023), Aziz et al. (2019), and Tessya et al. (2017), have highlighted the role of art studios as platforms for the younger generation to learn, practice, and preserve cultural values. These studios also serve

as information centers and government partners in cultural preservation efforts. Muttaqin (2023) noted the importance of empowering dance groups, but also highlighted challenges such as a lack of public awareness and limited funding. Research by Fernando et al. (2021) demonstrated the success of art studios in maintaining the continuity of certain artistic traditions. However, Lanny et al. (2021) cautioned that globalization could threaten young people's interest in traditional arts. Paramitha (2019) emphasized the importance of collaboration between artists, communities, and traditional authorities in preserving performing arts traditions. Overall, previous studies conclude that art studios have great potential for cultural preservation, but their sustainability faces various challenges such as declining youth interest, globalization, and limited resources. Several theories used in this research indicate that dance is a culturally rich form of expression (Emory Cooper, 2004) and plays a crucial role in maintaining a community's identity (Sumarto, 2019). The younger generation, as agents of change, has a responsibility to preserve this cultural heritage (Sari, 2023). With a deep understanding of Manggarai culture and active participation in artistic activities, young people can effectively serve as cultural custodians. Community-based tourism, as a model for sustainable development, can provide a platform for young people to learn and practice cultural values while contributing to the community's economic development (Yuliansyaf, 2021).

RESEARCH METHODS

This study aims to conduct an in-depth examination of the efforts made by the younger generation in preserving and developing traditional dance in the region. The research was conducted at Kope Oles Cultural Center, a popular tourist destination where the researcher has been directly involved in artistic activities. Data was collected through observation, in-depth interviews, and documentation. Observations were conducted to directly observe activities at the center, interviews were conducted with key informants such as traditional leaders and members of the cultural center, and documentation was used to complement the data obtained. This qualitative study aims to understand the social phenomena occurring. The research population comprises all youth members of Kope Oles Cultural Center, while the sample consists of youth actively involved in the center's activities. To ensure data validity, triangulation was employed by comparing data from various sources and using different methods. Data analysis was conducted inductively using the Miles and Huberman model, which involves data reduction, data display, and conclusion drawing. Data obtained from various sources were categorized, presented in an easily understandable format, and analyzed to produce research findings.

RESULT

Youth Participation in the Development of Traditional Manggarai Dance in Golo Bilas Village.

Youth can actively participate in cultural events organized by the community. They can take part in art performances, festivals, exhibitions, or cultural competitions. Through this involvement, the younger generation can strengthen their commitment to preserving and promoting local wisdom.

1. Actively participating in cultural events

One form of youth involvement in Golo Bilas Village is by taking part in cultural events organized by the community. This is in line with the opinion of the informant, Adrianus, the head of the Kope Oles cultural center in Golo Bilas Village. "*The role of the youth in Golo Bilas village is very much needed, the role of these young generations is very important in efforts to develop traditional Manggarai dance. The roles of these young people can be shown by their involvement in various performances or cultural activities organized by the community.*" (interview June 13, 2024). This explanation shows that the role of the youth in Golo Bilas Village is very important in efforts to develop traditional Manggarai dance. This is reinforced by the answer of Reden as one of the youth in Golo Bilas Village, that "*My role as one of the youth in Kaper in developing traditional Manggarai dance is by participating in traditional events, such as welcoming guests at the traditional Kaper house. At that event, I participated in the caci dance performance.*" (interview June 13, 2024). Similarly, Reden , who are dancers, stated that: "*The members of the cultural center are also involved in activities carried out by the industry, one of which is during the IHKA event held at Laprima Hotel. At that event, several members of the cultural center participated, they admitted to being happy because they were involved professionally in the event.*" (interview June 10, 2024). From several statements of the informants, it can be concluded that the involvement of the youth in Golo Bilas Village in taking part in cultural events is quite good.



Figure 4. 8 Performing traditional dances at IHKA events

Source: IHKA social media

This is shown by the results of the researcher's interviews with several young generations from Golo Bilas Village. The form of involvement shown by the younger generation shows that as young people, they are involved in efforts to develop traditional Manggarai dances so that they are preserved.

2. Spreading information through social media

Social media is a very popular communication tool among the younger generation. By utilizing this platform, we can spread information about local culture through photo and video posts. These posts can then be seen and known by the general public, and by simply viewing these posts, they can learn about the activities and types of dances that are posted. It is hoped that by posting such cultural activities, a sense of pride in the local Manggarai culture will grow. One informant, a youth in Golo Bilas Village named Aven, said in an interview, "*I always post my activities when I participate in the caci dance on my social media accounts, such as Facebook and TikTok*" (interview June 14, 2024). Similarly, Reden, a youth in Golo Bilas Village, stated in an interview that "*Young people utilize social media such as Facebook and TikTok to spread information and cultural activities held in Golo Bilas Village*" (interview June 13, 2024). This opinion is supported by the fact that the Kope Oles cultural group only utilizes Facebook as a medium for information and promotion. As expressed by Adrianus, the head of the group, "*We use Facebook to post all activities organized by the group. Documentations during activities will be uploaded on Facebook.*" (interview June 11, 2024). Although they are aware of the existence of social media, the role of Golo Bilas youth in utilizing social media cannot be said to be effective. This is based on

the frequency of posts on the Kope Oles social media, which can be said to be low. This is evidenced by the very long time interval between Facebook feed posts. The latest post was uploaded on December 30, 2023, while the previous post was uploaded on July 07, 2022. The time gap of almost a year indicates that the use of social media has not been fully utilized at the Kope Oles Cultural Group.

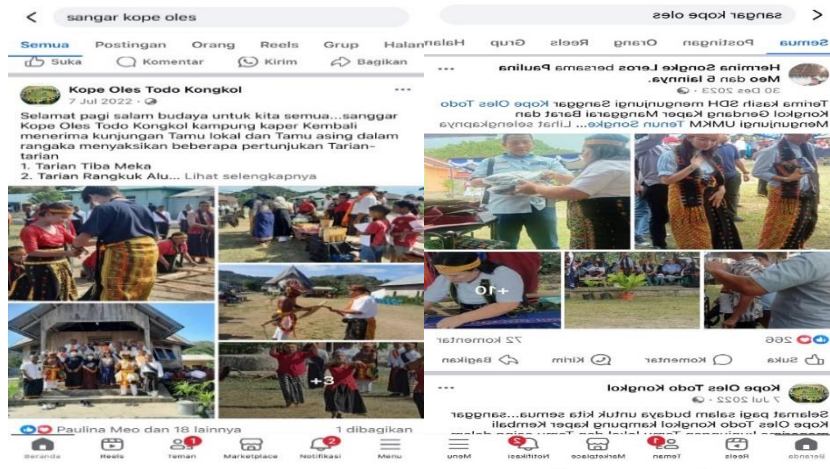


Figure 4. 14 Sanggar facebook post

Source: facebook

Although the potential of social media in promoting culture is enormous, its utilization by the Kope Oles cultural group and the youth in Golo Bilas Village is still suboptimal. The low frequency of posts indicates that there is room for improvement in the use of social media as a tool for cultural promotion.

3. Take cultural courses or training

Attending cultural courses or training is important to do, considering that by holding or conducting this training, the younger generation will be equipped with knowledge of their local culture. In addition, by participating in cultural training and courses, the younger generation will improve their ability to master traditional dance movements. Besides being involved in the cultural group, some members are also involved in training activities at school. As expressed by Enjel, one of the members of the cultural group who is also a student at SMK 3 Komodo, "*In addition to following dance training at the cultural group, I also follow dance practice at school, coincidentally I also take a dance art major at SMK 3 Komodo.*" (interview June 12, 2024) Meanwhile, Joy, as one of the administrators of the cultural group, said: "*As the younger generation, we must certainly have sufficient knowledge of traditional dance, to add to our knowledge we have certainly participated in*

socialization activities about culture held by the Labuan Bajo Tourism Office at the Jayakarta Hotel and English language training" (interview June 13, 2024).



Gambar 4. 1 Pelatihan bahasa Inggris

Sumber: sanggar

This is reinforced by the statement of Reden, a member of the cultural group, who also stated that *"The youth in Golo Bilas Village actively participate in cultural training activities, such as the introduction of dance types, dance movements, and video-making training for use in documenting cultural activities which are then made into content. These training activities are held at the Kope Oles cultural center"* (interview June 13, 2024). Based on the results of interviews with several young people in Golo Bilas Village, it can be concluded that they also participate in various forms of training, such as the introduction of dance types, video-making training, and learning foreign languages. For the youth of Golo Bilas Village, preserving local wisdom is part of their identity and daily lives. They are proud of their cultural heritage and are committed to preserving it so that it remains alive and known to future generations.

DISCUSSION

The role of the younger generation in Golo Bilas Village in developing Manggarai cultural dance can be seen in three things: involvement in cultural events, utilizing social media for cultural promotion, and participating in courses or training.

The active participation of the younger generation in cultural activities is the key to the continuity of traditions in Golo Bilas Village. Syamsu Kamarudin's research (2019) supports this view, where the involvement of youth in various traditional activities not only strengthens their sense of belonging to cultural heritage but also makes them agents of cultural preservation. In Golo Bilas Village, the younger generation has shown good participation in various cultural events, both at the village level and on a broader scale. They

are actively involved in traditional activities such as Penti, as well as various national and international events such as IHKA, ASEAN Summit, and Festival Golo Koe. However, this participation tends to be centered on certain individuals, so it has not yet involved the full potential of the younger generation to the maximum. This condition indicates that there is potential that has not been optimally tapped. To ensure the sustainability of cultural preservation, efforts must be made to ensure that all young people have the same opportunity to participate in cultural activities. In this way, their interests and talents can be honed and developed optimally.

The utilization of social media by the Kope Oles cultural group in promoting Manggarai culture still has room for improvement. Although it has utilized platforms such as Facebook, the overall use of social media is not yet optimal. Research shows that social media has great potential in promoting culture, but the Kope Oles cultural group tends to only post photos of activities without utilizing other more interactive and informative features. To maximize the potential of social media, the Kope Oles cultural group needs to develop a more comprehensive promotional strategy. This includes creating varied and interesting content, such as behind-the-scenes videos, stories behind each dance, and collaborations with influencers. In addition, consistency in posting content is also very important to maintain engagement with the audience. Thus, social media can be an effective tool for building the group's brand and image, as well as increasing public awareness of the richness of Manggarai culture. Research also shows that the utilization of features available on social media platforms such as Instagram can increase the effectiveness of promotions. Features such as reels, stories, and live Instagram can be used to present more interesting and interactive content. In addition, the use of relevant hashtags can also help increase the reach of posts. Overall, the potential of social media in promoting Manggarai culture is enormous. However, to achieve optimal results, careful planning and creative and consistent use of social media features are required.

Increasing capacity through formal and non-formal education is one of the important efforts in preserving culture in Golo Bilas Village. As stated by Anwar (2019), education plays a crucial role in transferring cultural knowledge between generations. The youth in Golo Bilas Village have shown a good commitment by following various trainings, such as dance training, English language, and video making. English language training, for example, aims to improve the ability to communicate with foreign tourists. However, the utilization of video-making skills is still not optimal. This can be seen from the lack of video documentation results that are well managed and can then be used as content. This is certainly very unfortunate, because if this video-making ability is deepened, then they can

produce quality content that can then be watched and enjoyed and increase people's interest in traditional dance. Conducting training related to how to hone good abilities and skills for young people is a form of strengthening local human resources, where there has been community empowerment, which is then expected that young people can be equipped with knowledge, abilities, and skills that can be useful in efforts to develop traditional Manggarai dance.

CONCLUSION

This research underlines the central role of the younger generation of Golo Bilas Village in preserving traditional Manggarai dance. Their active participation in various cultural events demonstrates a strong commitment to their ancestral heritage. However, the utilization of social media as a promotional tool still needs to be improved, especially in terms of consistency and content variation. In addition, efforts to increase capacity through formal and non-formal education also need to be strengthened, particularly in the utilization of video production skills. Overall, the potential of the younger generation is enormous, but it needs to be supported by various parties through the facilitation of training, the provision of facilities, and the development of more structured programs to ensure the sustainability of cultural preservation.

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