

INTRODUCTION TO TARI TOPENG THROUGH CHILDREN'S STORY BOOK TO PRESERVE BETAWI CULTURE

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ABSTRACT

Betawi Mask Dance is one of the many arts in Indonesia that should be preserved. Betawi Mask Dance is a traditional dance that is spread in DKI Jakarta and its surroundings. This art has been a part of people's lives since the first time it began to fade because of the times. Therefore, the book about Betawi Mask Dance which is presented by making a picture book is a good step to attract the attention of children to read. And is expected to be able to raise awareness of local art because photography is a trend in society lately. The qualitative analysis method used is the 5W + 1H analysis method, identification of objectives, followed by data collection consisting of data collection using questionnaires, documentation, interviews, and observations. It is expected that the existence of a book about Betawi mask dance art as a media for introducing Betawi mask dance art to the general public as well as formulating a number of cultural strategies undertaken to maintain traditional art and can make an insight into the history, figures, characters, characteristics, functions and forms of art. Betawi mask dance in the hope of raising concern for the preservation of Betawi mask dance art in Indonesia.

Keywords: *Betawi Culture, Betawi Mask Dance, Illustration Book, Story Book.*

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A. INTRODUCTION

The Betawi tribe is an ethnic group in Indonesia whose residents generally live in Jakarta, Bogor and surrounding areas. They are descendants of residents who have lived in Batavia (the colonial name for Jakarta) since the 17th century. A number of parties argue that the Betawi Tribe came from the result of inter-ethnic and national marriages in the past. Biologically, those who claim to be Betawi people are descendants of mixed blood of various tribes and nations who were brought by the Dutch to Batavia. However, the Betawi people still have their own cultures, one of which is Tari Topeng.

Tari Topeng Betawi is one of the traditional dances from Betawi tribe in Jakarta which use masks as its trademark. This dance is a combination of dance, music, and singing. Like theater or opera performances, dancers dance to the accompaniment of music and singing. Tari Topeng Betawi is more theatrical and communicative through movement. Tari Topeng Betawi was originally performed around by artists. They are usually invited as entertainment at events such as

weddings, circumcisions, and others. According to the belief of the Betawi people, this dance can keep away from calamity. But along with the changing times, that belief began to fade and made this dance only entertainment in the event. But even though that trust is starting to disappear, this dance is still held to enliven the party or traditional event.

In its development, Tari Topeng Betawi is not only used as an entertainment event at weddings or circumcisions. However, this dance is also often performed at major Betawi traditional events in Jakarta. Betawi Mask Dance has developed so that there are many variations and types, such as the lipet gandes dance, single mask dance, enjot-enjotan dance, gegot dance, beautiful mask dance, princess mask dance, expression mask dance, and kang aji dance. This is what attracts researchers to promote Tari Topeng Betawi through children's story books with illustrations, this is done so that Betawi Mask Dance can still be seen, studied anywhere and anytime, not only at weddings or cultural festivals. Betawi Mask Dance, which is one of the Betawi ethnic cultures, can continue to be preserved in this modern era.

Interest in reading in Indonesian children is very less. Therefore, books with attractive illustrations are needed in order to increase interest in reading in children. As reported by Kompas.com, the reading interest of the Indonesian people, especially children, is still very low. Data from the United Nations Educational, Scientific, and Cultural Organization (UNESCO) shows that the percentage of Indonesian children's interest in reading is only 0.01 percent. That is, out of 10,000 children of the nation, only one person likes to read (Kompas.com - 06/22/2017). Therefore, making a picture story book is a good step to attract children's attention to reading. Storybooks that contain interesting pictures or illustrations can be an efficient way to preserve Betawi culture.

Quoting from the Journal compiled by Ratna Dwi Astuti with the title 'The Effect of Picture Books on Students' Reading Interest at Lempuyangwangi State Elementary School Yogyakarta. According to Lynch-Brown, Carl M and Tomlinson (1999:68) picture books are picture books that contain lots of illustrations, to varying degrees and are important to enjoy in the story. For this reason, picture illustrations in the books are said to be integral to the story. The illustrations in picture books provide actual plot or concept information as well as clues to the character's path, setting, and mood. Over a period of time, the evolution and selection of picture books become a reading pleasure for children. In line with the opinion of Franz (1994:26) at first the definition of a picture book is every book in which there are pictures. Picture books whose function is only to help pictures and just to explain the text. Artistic picture books, good language, good physical appearance of books can inspire imagination and motivation to read books. Illustration of pictures

and language that is careless, then children will get the experience that reading is boring, Priyono (2006:3).

B. METHOD

The data analysis method used in data processing is a qualitative research method. Qualitative methods are used for data processing literature study, observation and interview data. In this research, data collection techniques are carried out by means of literature studies from reference books, internet, journals, related theories and other documentation which are carried out to increase knowledge about Betawi Mask Dance and other data needed in designing promotions. The qualitative analysis method used is the 5W + 1H analysis method in developing story ideas based on the Rudyard Kipling formula, namely who, what, where, when, why, and how. All questions are detailed to be verified and answered on their own. The following is the research scheme.

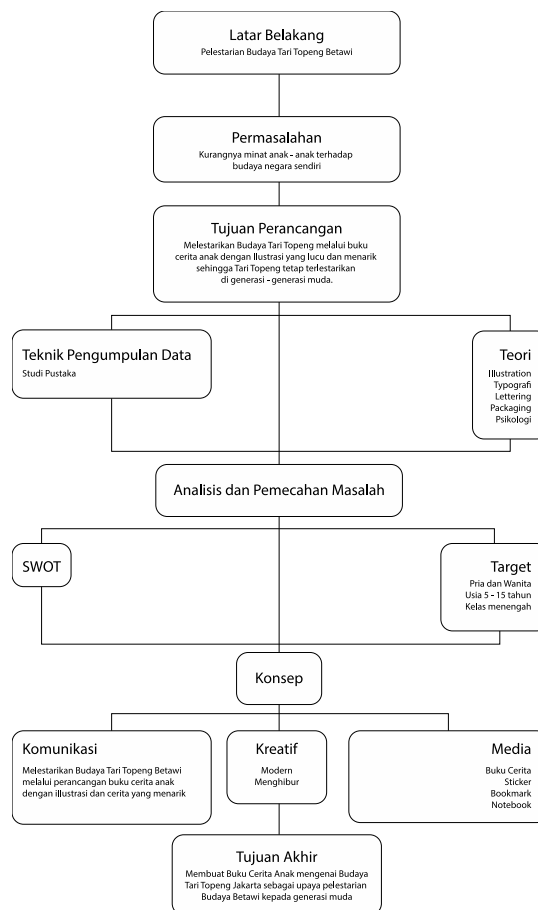


Figure 1. Research Scheme 2020

C. RESULT AND DISCUSSION

The following is the result and discussion of this research.

a. SWOT Analysis

The strength of this book lies in the attractive illustrations and layout of the book as well as the support of parents to increase interest in reading in children. The weakness in this book is that there is only one language, so it cannot introduce mask dance to foreign countries. In addition, the source of information is also incomplete. The lack of interest in reading in children is a challenge for designers. However, the lack of children's story books with the theme of Indonesian culture and the lack of quality illustrations in Children's Storybooks are opportunities for the book "Tari Topeng Betawi".

b. Message Strategy

This book was created to introduce one of the Indonesian cultures originating from the Betawi Tribe, namely Tari Topeng, as time goes by many children do not know about the cultures that exist in Indonesia. There are many factors that influence this, first, because of the lack of education from parents and teachers in schools about local culture, second, lack of interest in knowing about local culture, third, the difficulty of finding books and other media about local culture that are packaged in a unique and interesting way. Therefore, a book that discusses Tari Topeng which comes from the Betawi tribe, is made which is packaged with interesting illustrations.



Figure 2. Storybook Cover "Tari Topeng Betawi"



Figure 3. Content of Storybook "Tari Topeng Betawi"

c. Creative Strategy

The following are the answer of 5W + 1H of the research.

What is being done? Make interesting illustrations so that the storybooks are of interest to children

Who are the target consumers? Children

When will the illustration/design be made? After doing research, looking for references to design styles, colors, typography.

Where will the work be marketed? Jabodetabek

Why make a storybook with illustrations? Because it adjusts to its target consumers

How will the result be? The final result will be in the form of a story book which has approximately 20 sheets or 40 pages with a size of 21 x 21 cm.

d. Visual Strategy

This book consists of various visual elements, such as lines, shapes, colors, textures, colors, sizes. These elements are applied through Illustrations and Typography which tell about the Betawi Mask Dance. In these elements there is an explanation of each, such as:

• Illustration

Illustration is the main point in this book, because it is the key to attract children's interest in reading books. The illustration presented will have many basic lines and circle shapes, because using a circle will make the illustration look soft, funny, etc. so it is suitable for children who read it.

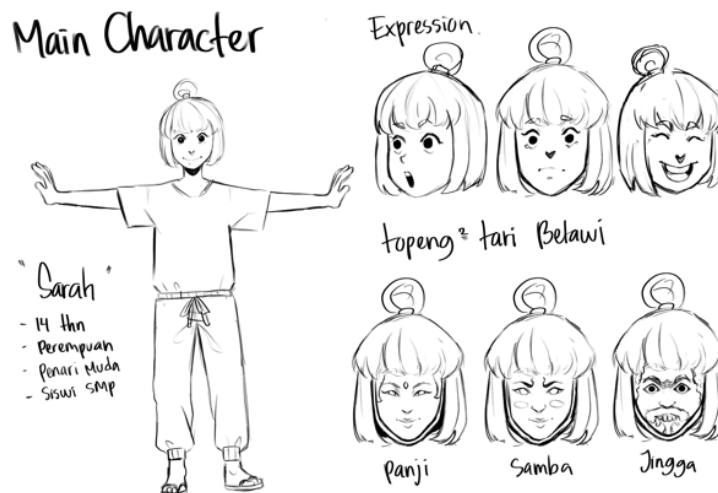


Figure 4. Character Illustration in "Tari Topeng Betawi"

- Color and Texture

The colors used will adjust to the part of the story that is presented, with a detailed final touching texture so that it can amaze and be liked by children.



Figure 5. Color and Texture in “Tari Topeng Betawi”

- Typography

The font that will be used in this book is Montserrat Family, because it is easy to read and also looks simple so that it can support illustrations and be presented.

D. CONCLUSION

A picture book about Tari Topeng Betawi is designed as a visual communication medium about the art of Tari Topeng Betawi. This book is expected to provide information and knowledge about the art of Tari Topeng Betawi so as to produce a picture of Tari Topeng Betawi in the form of a picture story book. This book uses pictures that attract readers, especially children. The purpose of designing this book is to introduce and present the art of Tari Topeng Betawi by displaying the elements contained in the art in the form of interesting pictures.

This children's story book is expected to be able to cooperate with the Jakarta City Education Office because of the many activities for elementary school children in Jakarta that are carried out by the local government. This illustrated story book about the Betawi Mask Dance can be a supporting medium for the event. Researchers also plan to bring this book into a more modern way by creating an ebook so that everyone can easily access this book. In addition, this book can

also be uploaded to several educational websites in Jakarta or on the Play Store to make it easier to access.

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