The Traditional Javanese Drama Preservation based on Information Technology

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Abstract: The traditional Javanese theatrical begins to dim in the modern era. The traditional Javanese theatrical preservation based on information technology is done in three activities, which are preservation skill activities, financial supporting activities, and information technology activities based on Search Engine Optimization (SEO). Some financial activities have been supported by the Indonesian government and society. The existence of this traditional culture continues to grow with the local community and can be known by the public. The process of website creation begins with several designs such as website structure, layout, features as well as the application of SEO on some articles. Promotion of folk art through the medium of information technology is expected to revive the traditional Javanese drama as well as affect the welfare of the members of the society. This paper aimed to seek an approach for the traditional Javanese theatrical preservation, especially in the Yogyakarta region.

1 INTRODUCTION

Culture is a unique tradition that reflects the uniqueness and identity of a country's wealth. In Thailand, cultural preservation activities are carried out in various ways, one of which is by holding a puppet show in welcoming foreign guests. This show aims to conserve and at the same time provide entertainment to the people and cultural preservation. Puppet is a typical Thailand culture that has special characteristics and each staging requires high costs. So that the puppet show in Thailand is almost extinct (Ratanatada et al., 2011).

Indonesia is a country that has a variety of traditional cultures and attractions, especially in Java island. Java is one of Indonesia's island which has many traditional cultures and arts. One of the traditional Javanese theatrical genres is Javanese drama (Setyawan., 2017). Each of them reflected the social condition of its native area, analysed by sociological literary-approach and connecting with social reality. The Javanese theatrical art is a folk-art performance; costumes and make-up are always related to scenes and storylines. In their performance usually performs humours and jokes. The drama involving many players usually held at official occasions, and lasts overnight. As in their performance used music combined with voice of the singers(Arakawa., 2013). The male singer is called wiraswara and the female singer is called waranggana(Brotoatmodjo and Wibowo, 2017).

The traditional Javanese theatrical is extinct because of many factors. First, the artist is older so they cannot be playing the theatrical. The Second, cost of performance is very expensive because must be rent all costume performance. Third, they have not chanced of rehearsing for preparing a performance. Half of the artists are freelance in the traditional Javanese group because it cannot ensure life. Because of its many artists of traditional Javanese theatrical is leaving the job as an artist, and looking for the other job. This factor can be threatening the sustainability of traditional Javanese theatrical. Fourth, the young people most likely modern drama than traditional Javanese theatrical. Broadcasting has a contribution in traditional Javanese especially theatrical extinction because they rarely performing the traditional Javanese theatrical especially government broadcasting(Wahyuni and Wibowo, 2018). This paper aims are how to supporting the traditional Javanese theatrical based on information technology to become sustainable and as a valuable cultural heritage for Indonesian next generation.

Figure 1 shows the traditional Javanese drama

Figure 1: The Javanese drama.

culture, it's usually stage on Indonesia independent day ceremony or others event like official welcome, wedding party and others. This drama raises a Java themed story, so from the clothes, music and all the stage decorations are adjusted to the Javanese concept. It is not possible at any time to play stories that adopt from other countries, such as India, China, Saudi Arabia and so on.

2 LITERATURE REVIEW

Research of the traditional Javanese theatrical preservation based on information technology is has been done to know either internal or external aspects of Indonesia. The study in the importance of the traditional Javanese theatrical preservation based on information technology could be a good platform between both government and society. The variety of expected outcomes related to the traditional Javanese theatrical preservation based on information technology needs to be measured in society, although it is difficult. Some recommendations have also been proposed for further preservation based on information technology development in education. The preservation based on information technology in society has been contributed to culture preservation purpose. The supported community, in addition, believes that this traditional Javanese theatrical art is not only acted as an entertainment but also a facilitator for their hopes and prays. The traditional Javanese theatrical is one importance Indonesian nation assets. It is necessary for government role to handle the eradication of traditional Javanese theatrical culture, especially Javanese drama. The Indonesian government has actually promoted several cultural preservation programs through local content subject programs at every level of education, but in practice still less than the maximum. Based on the current problem, we have a new idea to apply the education system to preserve Javanese culture in Yogyakarta.

The traditional Javanese theatrical delivering many values messages and norms contained in every

performance. It also serves as a media development between government and society. As a monitoring tool of abuse by certain parties and can also be used as a critic of the state in the voice of injustice that occurs in the community depicted in the form of stories and jokes, and last as educational value, so the contents of the story contains advice and must be left bad attitude samples. The theme of story traditional Javanese theatrical is mixed, usually taken from the legend or Java story. The traditional Javanese theatrical is one importance Indonesian nation assets. It is necessary for government role to handle the eradication of traditional Javanese theatrical culture, especially Javanese drama. The Indonesian government has actually promoted several cultural preservation programs through local content subject programs at every level of education, but in practice still less. One of the tools used for promoting traditional Javanese theatrical is Information technology.

Information technology development is one challenged for traditional Javanese theatrical preservation and promotion; it can be done for culture data digitalization. The preservation based on information technology is modern and effective way than traditional ways(Halbert et al., 2017). But it is need more budget and must be rearranging budgets and raising funds for digital image conversion.

3 METHODOLOGY

The target of this preservation is to have new artists for playing the traditional Javanese theatrical and promote the traditional Javanese theatrical by the website based on Search Engine Optimization (SEO). The preservation of traditional Javanese theatrical done in some mechanisms. The preservation methodology based 3 on information technology in this programming domain consists of Recruitment activities, Financial supporting activities, and supporting technology. The methodology for doing this program has been conducted in the diagram that is shown in Figure 2.
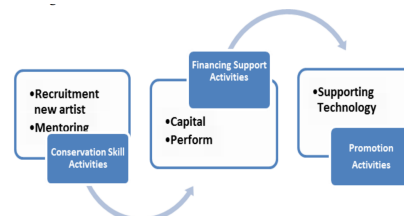

Figure 2: Methodology of preservation.

The Figure 2 shows that there are some approach-

ing methods. In the preservation skill activities is making the traditional Javanese theatrical preservation enable to exiting in Indonesia especially Yogyakarta region. The financing activities are giving financial for buying some costume and preparation for traditional Javanese theatrical performance. The promotion activities purpose is blowing up traditional Javanese theatrical by information technology. The promotion impact is enhancing traditional Javanese theatrical artist income and introduce to abroad about cultural heritage especially traditional Javanese drama. While promotion activities are more like observation, data analysis and prototyping in the issues of technology.

4 RESULT

In this program was taking the Javanese traditional theatrical preservation supporting based on information technology take courses on preservation skill activities, financing activities, and promotion activities. The activity including in one year, namely:

4.1 Recruitment New Artist

Recruitment is one process choose a qualified person for the job and intended to replace old players. The aims of new artist recruitment are, regeneration Javanese traditional theatrical artists, introduce Javanese traditional theatrical to the young generation and save Javanese traditional theatrical culture from extinction. All components and society must be joined in this activity. The Javanese traditional theatrical culture recruitment as follows:

a. Vision and mission recruitment campaign to all society

b. Recruitments event date socialization, in this step, must be developed posters and announcement for society

c. Data collection all member potential new artists. Stage one registration done in places have been provided in all areas

d. Mapping the age of the registrant aims to adjust the role and character

e. Meet up all new artist's candidate, this step for all activity's coordination

4.2 Mentoring

After recruitment new artist, the second steps in methodology is mentoring. Expert mentor in this step

form Yogyakarta cultural service department. They must practice tree time in a week. The purpose of mentoring is having success in staging. Mentoring activities step an introduction as follows:

a. The story ideas on Javanese drama dominate by Hindi story, Chinese story, and others. The artist must be adjusting all the performing stages.

b. Script reading exercises

c. Vocal and intonation exercises
Therefore, the exercise to strengthen this vocal and must be intensive. occupied. This exercise can in the form of vowel pronunciations a, i, u, o, e. The vowels should be clear and hard because the theatrical performances do not use the loudspeaker.

d. Gestures
The exercise gestures for supports the expression of dialogue, such as hands pointed, raised both palms as an expression of resignation, paced as an expression of panic and so on.

Figure 3: The gestures mentoring.

Figure 3 show that mentoring process in conservation skill activities, this program done tree time in a week for the younger. This session will be coaching about personality and managing confidence when they will perform in stage.

e. e. Pressure and learning expression is the pronunciation of speech/dialogue by tone/accent, reading/speaking dialog with ups and downs Voice and high altitude of a word.

f. f. Emotional of dialogue

g. g. Practice the expression of feeling sad, angry, hateful, confused, nervous. Because in the theatrical, the artist must be able to control and master the emotions. It supporting the character, includes the behaviour, expression, pronunciation of dialogue, breathing and intention.

h. h. Stage motion is practicing limping because of the legs is sick, staggering because of drunk, walking sneaking for fear of getting caught, and others. Exercise should be done in earnest to fit

the script. Stage work should be learned repeatedly so that to fit the script.

i. i. Finally, is last practice before perform combine with gamelan music. Gamelan is the Javanese traditional music to accompany Javanese drama. The music player is older and they used Javanese costume (like surjan, blangkon, etc)

Figure 4: The Javanese music theatrical (gamelan).

Figure 4. show on a Javanese musical instrument is called gamelan. This instrument is played when performing drama and all music players are also dressed in Javanese customs. This gamelan music instrument is different from musical instruments in general. Only certain people who have learned Javanese musical instruments can play it. So many players who are old and old.

4.3 Capital

At this stage, they received capital for used purchasing costume, purchasing of equipment stage, operational cost every exercise, rent a stage, purchasing snack and stage consumption, burning cost and promotional costs. The purpose of given capital is having their own costumes and performances. They did not rent when going to staging and minimize spending on the stage.

4.4 Staging

The last step in preservation methodology is Javanese traditional theatrical staging. The Staging aims are presenting entertainment for the community with norm message. Rent a stage, setting the stage (lighting, sound system etc.) The multimedia stage for supporting story on stage, announcement to the public about that stage and documentation. Documentation is very important because it will be uploading to web base on SEO.

4.5 Supporting Technology

Information Technology supporting in this activities are website base on Search Engine Optimization (SEO). SEO is to change a website to improve the ranking of websites on popular search engines like Google, Bing, and Yahoo with popular keyword(Egri and Bayrak, 2014). Because many new visitors find websites and brands in popular search engines. Placement in search results for public search has become a critical advertising method for many business people(Jerath et al., 2014). To optimize the placement of websites in popular search engines, it is necessary to understand the evaluation criteria used by search. SEO is one of technique to make website on top position with targeted keywords in search engine like Google, Bing, and Yahoo. SEO is a websites promotion process on search engines, that allows to search for documents/content based on the most suitable keywords and optimizing the placement of websites in popular search engines, it is necessary to understand the evaluation criteria used by search(Krrabaj et al., 2017) (Zhang and Cabage, 2013). Steps of website search engines can be seen in Figure 5.
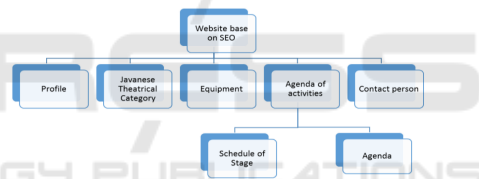

Figure 5: Structure of Information Technology support.

The Figure 5 shows that structure of website development. The content of menu in this website is:

a. The home menu, it contains all contain information that will be displayed when the website was first accessed.

b. Profile menu, it contains information about Javanese area

c. Javanese Theatrical Category, this content is about all Javanese Theatrical culture like Javanese drama and others.

d. Equipment menu for displaying information on supporting tools in both the art show.

e. Activities menu content two of submenus that are a schedule of Stage and agenda. The agenda contains information about the agenda of art events

f. Contact person is information contact when people will ask this community staging in another area.

The content filling consists of news articles/information and text articles, videos and pictures

or sounds. Video and voice only can access the third person who has served the data stores. The website layout design to create in two devices there are in a web browser and mobile browser.
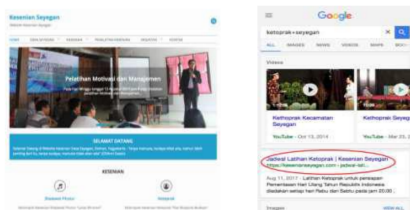

Figure 6: The web pages on PC and smartphone display.

The Figure 6 show that web pages on personal computer (PC) and smartphone display, after insert of SEO plugin. It develops within 1 month of searching in google used the keyword Javanese drama. This media is used to load the show schedule and the schedule of activities for all art groups that will be performing. This web-based media is managed by arts groups in the area and is used as a promotional media so that traditional art is not extinct and can be enjoyed by generations to come. Later this application will be used as a medium of communication and promotion by relevant officials for cultural preservation.

In the effort to preservation the traditional Javanese theatrical based on information technology expected according to society interested fields, this program implemented in the form of mentoring and coaching. The younger very interest in this program and for intensive financial facilitating, mentoring and promoting based on information technology. The future work of this program is making this program to be main business. The preservation approach is always done to get the target of the society in recruitment new artists and book the traditional Javanese theatrical show. Some studies in the approaching method of preservation on this program could be implemented in the next program or even improved because this program method isn't closed possibility in changing.

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