

FUNCTION OF THE PERFORMING ARTS STUDENT IN CULTURAL TOURISM IN THE CITY OF BUKITTINGGI

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ABSTRACT: The City of Bukittinggi as a level II region in the Province of West Sumatra, is a tourist destination for the people of the surrounding area, nationally and even abroad. As an attraction for visiting tourists, several performing arts studios have been established specifically to display Minangkabau traditional arts. The function of performing arts studios in the city of Bukittinggi is felt to be very beneficial by the community, in addition to being involved in cultural tourism activities in the field of performing arts, it can also increase income and improve the family economy. The presence of these performing arts galleries in the city of Bukittinggi is very beneficial for tourists, because they can enjoy entertainment and at the same time witness Minangkabau traditional art performances directly. This research was conducted using qualitative methods. With various stages which include data collection techniques, data checking, and data analysis techniques. The results of the study show that the function of performing arts galleries in cultural tourism in the city of Bukittinggi besides entertaining tourists who come to visit also has various functions such as economic functions, cultural preservation functions, educational functions and family functions.

Keywords: *Function, art gallery, performance*

I. INTRODUCTION

The City of Bukittinggi as a level II region in the Province of West Sumatra, is a tourist destination for the people of the surrounding area, nationally and even abroad. Since March 11, 1984 the government has initiated and made Bukittinggi a tourism city. The development strategy is directed at a tourist city that is 'religious and customary' in nature, this is in accordance with the philosophy of the Minangkabau people, namely "Adat Basandi Syarak, Syarak Basandi Kitabullah". In the beginning, namely in 1984, tourism support facilities were very limited, but the determination and efforts of the Bukittinggi City government in completing these facilities continued. Planning for improving tourism facilities and infrastructure is still planned and implemented, such as tourism services for objects that are the mainstay of the City of Bukittinggi. These efforts are the embodiment of the Indonesian tourism motto known as 'sapta charm', which is safe, orderly, clean, cool, beautiful, friendly and memorable (Djohan, 2003: 101).

The city of Bukittinggi, which is also called a tourist city, as a tourist destination is strongly supported by natural resources and various other cultural activities. With an area of 25,239 km² (City of Bukittinggi in Figures 2020:1), surrounded by mountains, hills and canyons (valleys) add to the beauty of the surrounding scenery. This condition encourages people from other regions, especially neighboring provinces such as Riau, Jambi, North Sumatra, South Sumatra and even from abroad to come to this area for tourism. Other facilities and infrastructure that support Bukittinggi as a tourist city are the existence of cultural tourism centers in the vicinity such as historical buildings, markets and traditional craft centers, museums, and places/buildings for traditional arts performances.

Based on the decision of the Mayor of Bukittinggi No. 03 of 2002 dated 5 March 2002 concerning the establishment of the Arts and Culture Tourism Office which accommodates regional autonomy in the field of tourism, a Strategic Plan (Renstra) of the Arts and Culture Tourism Office of the City of Bukittinggi was drawn up for 2002 – 2005. The preparation of this strategic plan was intended to create commitment in the context of encourage the participation and participation of all levels and elements of the people of Bukittinggi City. Formulation of the Vision and Mission is the broadest and most formulated goal to be achieved and plays a role in providing direction and guidelines for creating integration, togetherness and responsibility. At the same time this strategic plan is intended to be able to provide encouragement, motivation, development of initiative and creativity to achieve success. Then based on the vision of tourism development for the City of Bukittinggi,

namely: to make the City of Bukittinggi a major tourist destination in Western Indonesia by highlighting aspects of locality (traditional, religious, regional arts and culture) as well as being a home base for other tourist destinations in West Sumatra and Sumatra, both for national and international scale by having high competitive power, while the mission is:

1. Increasing people's per capita income, PAD and state foreign exchange
2. Improving the quality of human resources (HR)
3. Tourism development that is environmentally sound and friendly
4. Creation of standardization of tourism service products
5. Encourage participation and institutional support
6. Empowerment of the capabilities of all tourism supporting components (Renstra for the Office of Tourism, Art and Culture, City of Bukittinggi, 2002-2005:1-2).

Referring to the Strategic Plan, Vision and Mission mentioned above, it seems that what has been planned since 2002, namely the establishment of the Arts and Culture Tourism Service Office until now in 2022 which has been outlined in the strategic plan by the Bukittinggi City Arts and Culture Tourism Office is not going according to plan. As expected, there is no synergy between the plans that have been set in the strategic plan and their implementation in the field. Based on observations and the results of interviews conducted with tourism actors, especially those engaged in the performing arts, several problems were encountered in efforts to carry out and improve the development of the tourism sector in the City of Bukittinggi, including: there is still a lack of professional human resources (HR) to manage tourist; socialization and promotion of tourism potential, especially cultural tourism, is lacking; management of tourism management is not good; the arrangement of tourist destination objects is not maximized; and the development of traditional art galleries is inadequate. Artists as art workers who work and are members of performing arts galleries have not received serious attention and guidance from the government, let alone assistance for business capital. In fact, due to a lack of capital, some studio owners are forced to sell their studios to other people. Even though their contribution to cultural tourism, especially traditional performing arts in filling and enlivening the city of Bukittinggi as a national and international tourist destination is very large.

In the City of Bukittinggi in 2010 there were 17 studios registered at the Office of Tourism Arts and Culture of the City of Bukittinggi, but at this point in 2022 almost all of the studios are not functioning and have no activities. This was due to the changing function of the Medan Nan Balinduang building from a performance venue for art studios in the City of Bukittinggi to a parking area, so that the facilities and infrastructure and venue for performances no longer existed. Besides that, apart from the state's current conditions, it seems that the government's attention to the presence of these studios is lacking, this shows that the relevant agencies are not serious about dealing with problems that occur in the field, such as the absence of proper facilities and infrastructure for performance halls and adequate.

Based on the phenomena of performing arts studios in cultural tourism in the City of Bukittinggi, as described above, in this paper the author will discuss what the function of performing arts studios is in cultural tourism in the City of Bukittinggi.

II. RESEARCH METHODS

In accordance with the problem under study, namely what is the function of performing arts galleries in cultural tourism in the City of Bukittinggi, this research was conducted using qualitative methods. With various stages which include data collection techniques, data checking, and data analysis techniques.

III. RESEARCH RESULTS

Functions of Performing Arts Studios in Cultural Tourism in the City of Bukittinggi

According to the Big Indonesian Dictionary (2002:322) Functions are: The usefulness of a thing. So the uses or functions of performing arts galleries in cultural tourism in the City of Bukittinggi include:

1. Economic Function

Tourism development as one of the fields in an effort to improve the economy of a region is closely related to the global economy, if this is developed properly it will greatly help the economic life of the region. For Indonesia, tourism is planned to be the second source of foreign exchange earnings after oil and gas, therefore it is very important to develop this industry because apart from being clean, it is also able to adapt to the environment and if managed properly it will be very beneficial for economic life and can increase the income of the people of an area.

According to Budiman (2000: 1), in general the word development is defined as an effort to advance the life of society and its citizens. Often the progress in question is material progress. Then development is defined as the progress achieved by a society in the economic field.

Furthermore, according to Subandi (2005: 104) Regional economic development is a process that includes the establishment of new institutions, development of alternative industries, improvement of human resource capacity existing work to produce better products and services, identification of new markets, transfer of knowledge and technology, and development of new businesses. In regional economic development, the main problem lies in development policies based on the characteristics of the region concerned by using the potential of human resources, institutions and physical resources locally (regionally).

In connection with the statement above, in the City of Bukittinggi as one of the efforts to increase development in the economic field for the community is to establish art galleries to support tourism activities in this area. With the establishment of 17 studios to fill in traditional art performances for tourists, the activities will involve hundreds of members of the community and from these performances they earn/earn money that can be used for living expenses and can improve their family's economy.

To make money, the owner of the studio recruits members who are considered capable for a show, then performs them. The proceeds from ticket sales will later be divided according to a predetermined percentage by the studio owner. To determine wages/honors, studio members are hegemony by the studio owner. This is because the standard for wages/honors is determined by the studio owner. According to Gramsci (in Tilaar, 2003:77), hegemony is a social condition in all aspects of social reality that is nominated or supported by a certain class.

In this economic function, studio owners make various efforts to improve the economy of their members, the more spectators who attend the show, the greater the honor or money the members get. But on the other hand, if there are no spectators present, then the players will not get money even though they are ready to hold a show.

So that they don't lose, usually the owner or the head of the studio will try their best to promote their studio performances. Various ways of promotion were carried out by studio owners such as collaborating with guides and calling hotels to inform their guests that at that time there was a Minangkabau traditional art performance performed by a studio. What is interesting to observe in this promotion method is the distribution of fees for the The guide who managed to bring the audience to watch the show. Then to find additional pocket money, some members of the studio at the end of the event usually sell various kinds of souvenirs such as various musical instruments and traditional cassettes to the audience.

In order for each performance to be liked by the audience, the studio owner must be able to present a program that is different from those shown by other studios. For this reason, they are required to be creative, innovate and also have creativity by not abandoning the characteristics of Minangkabau culture. According to Supriadi (1994: 7) creativity is a person's ability to give birth to something new, both in the form of ideas and real work, which is relatively different from what has existed before.

Then to increase the selling point, studio owners must try to improve the quality of the program, so that the performances are held to attract more tourists who come to watch them.

2. Cultural Preservation Function

At this time we are faced with the condition of a society that is undergoing changes in the face of an increasingly free relationship between nations. This encourages changes in the order of life in Indonesian society. According to Maran (2000:50) Culture changes, these changes are caused by several factors. First, changes caused by changes in the natural environment, for example climate change, shortages of food or fuel, and reduced population. Second, changes caused by contact with groups of people who have different norms, values, and technology. Third, change occurs because of discovery and invention. Fourth, changes that occur because a society or a nation adopts some elements of material culture that have been developed by other nations in other places. This adoption brings about fundamental social changes, because elements of material culture such as computers, cars, television and so on can change the entire system of social organization.

In addition to cultural changes, the flow of cultural information coming from outside is also increasing and cannot be prevented, so that if we are not vigilant it is feared that it could threaten the nation's cultural resilience. Therefore, efforts to strengthen cultural resilience is one of the most important tasks in the development of our culture. Efforts to strengthen cultural resilience is one way to preserve a culture. In the city of Bukittinggi, one of the efforts to preserve culture is carried out by the community through performing arts products. Through performing arts, one can see how the Minangkabau people maintain the preservation of their culture through the creation of works of art that are rooted in their traditional arts.

Most of the members of the performing arts studios in Bukittinggi City consist of school-age boys and girls, only a few of the studio members are already working in various agencies. Especially for the female dancers, they come from various schools in the city of Bukittinggi and for certain events, to maintain the quality

of the performances, the studio leaders usually recruit dancers and musicians from students of the Indonesian Arts Institute (ISI) Padang Panjang. With so many young people of school age as studio members, it has a positive effect on cultural preservation. Because indirectly by holding art performances they have participated in preserving the nation's culture, especially Minangkabau culture.

Most of the members of the performing arts studio in the city of Bukittinggi are women, a woman in Minangkabau is called Bundo Kanduang. These female dancers (Bundo Kanduang) indirectly play a very important role in efforts to preserve Minangkabau culture. According to Nizar (2004:98), Bundo Kanduang in Minangkabau has a decisive role in cultural preservation. As cultural preservers, they play roles in two groups. First, the role of the Rumah Gadang, both in the old traditional form and after changes have taken place. Second, the role it plays in traditional ceremonies, where the ceremony is seen as a form of cultural actualization.

The members of the studio as heirs to traditional art from previous generations are people who are very instrumental in maintaining and preserving traditional Minangkabau culture. The work they do as musicians and as dancers will indirectly help keep Minangkabau culture alive, this means that traditional Minangkabau arts will not be crushed by the changing times. Therefore, the attention of the Bukittinggi City government, in this case the Office of Tourism, Arts and Culture, as one of the institutions responsible for preserving culture and the welfare of its people, must program development of performing arts galleries, so that in the future Minangkabau culture will continue to exist in the arts scene. Indonesian performances and at the same time can ultimately improve the welfare of the supporting community.

3. Family Functions

According to Sartono (2002:23), kinship is a behavior that reflects harmony and togetherness, both in joy and sorrow. The spirit of kinship can be realized by treating other people as equal brothers and sisters and the spirit of kinship is basically a spirit to think about and pay attention to the interests of other people, as well as the common interest.

In connection with the statement above, in a performing arts studio in the City of Bukittinggi there are several musicians and dancers who are members of a group that forms a family. The family relationship between them is very strong, because they feel the same fate and responsibility. The family members which consist of studio owners, musicians and dancers generally come from various areas in West Sumatra, this is where all their activities are carried out. Besides doing their main job as dancers and musicians, there will also be social interaction between them. One of them is the closer their kinship and kinship ties. This can be seen from their routine daily activities such as preparation for performances, for the preparation for performances they work together in preparing them in the form of joint rehearsals.

In addition to the things above, the function of kinship in a performing arts studio can also be seen from their relationships with each other. After being tired of working (holding performances) they usually take a break to fill their time joking and chatting about various things, but not infrequently they also confide in each other to solve personal problems.

4. Educational Function

In a performing arts studio in the city of Bukittinggi, there is an educational function in its activities. According to Dewey in Ahmadi (2001: 69) that education is the process of forming intellectual and emotional fundamental skills towards nature and fellow human beings.

In accordance with Dewey's opinion above, in a performing arts studio in the City of Bukittinggi there is a process of forming skills, in this case the skills in playing music and dancing skills that are learned by its members. This can be seen from the process carried out by musicians and dancers in learning traditional arts. In the process of learning this traditional art, some are in the learning stage and some are already proficient. At the learning level, a musician starts learning from how to play a musical instrument, while the dancer starts learning from the dance movements. This method is done repeatedly until the musicians and dancers master the material that has been taught by the coach. Usually sooner or later the members master the material that has been taught depending on the talent of each member, if the member is talented he can master it more quickly, and if he is less talented the practice will usually take longer. After the musicians and dancers are considered proficient by the studio owner, then they are allowed to appear to fill in the event. For those who are already proficient, they try to develop or create new event materials, so that when they hold a show the audience does not get bored quickly watching the show. To develop or create new material, skills, skills and imagination are needed. Usually studio owners allow and even require their professional members to experiment in order to produce quality new event material.

In a performing arts studio, a member not only learns how to play properly and well, but in it indirectly they are also taught how to behave and have proper manners. Because in everyday life at work, they will integrate with each other in their community. Good behavior and courtesy will be very much needed by them, because those who are studying and those who are already proficient live in one group and they are present there with various educational, cultural and regional backgrounds that are different in West Sumatra, of course they really need taste and manners. With this good and polite attitude and behavior, it will certainly greatly affect the results of their work and activities and in this way will create a calm and conducive atmosphere, so that they can concentrate at work and are not disturbed by problems that arise. among themselves.

For musicians and dancers who are already advanced, they are used as a place for asking questions by novice members, if there are ways to play musical instruments and ways of dancing that they do not understand, and usually the studio owners ask them to voluntarily be able to guide and teach those who are still in the learning stage. So for members in a performing arts studio, the education they receive is not only in the form of how to play music and how to dance properly and properly, how to behave, and manners, but also how to teach it to others. So in terms of the educational function, the performing arts studio participates in educating the younger Minangkabau generation to love their culture, because the studio's activities contain an educational element, namely the learning and teaching process carried out by the trainer to other studio members. Before holding the show, they first hold exercises and learn to master the material that has been set by the leadership. By studying traditional arts, they know a lot about the ins and outs of cultural arts, especially Minangkabau cultural arts.

IV. CONCLUSION

If we look at the problem of the functioning of performing arts studios in the City of Bukittinggi, it is very complex, but it seems that the Office of Tourism, Arts and Culture of the City of Bukittinggi does not yet have a special program to guide and support all studios in the City of Bukittinggi, allocate funds to improve the quality of performances and revamp the performance building. representative ones have never been taken seriously. Even though the contribution of this performing arts studio in filling the world of tourism, especially cultural tourism in the City of Bukittinggi, is very large.

The function of performing arts studios in the city of Bukittinggi is perceived very positively by the community, in addition to being involved in cultural tourism activities in the field of performing arts, it can also increase income and improve the family economy. The presence of these performing arts galleries in the city of Bukittinggi is very beneficial for tourists, because they can enjoy entertainment and at the same time witness Minangkabau traditional art performances directly.

The function of performing arts studios in cultural tourism in the city of Bukittinggi besides entertaining tourists who come to visit also has various functions such as economic functions, cultural preservation functions, educational functions and family functions.

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