

ARTISTIC CONCEPT OF GAMBYONG COLOSSAL DANCE IN FESTIVAL FORM

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ABSTRACT : The "Colossal Gambyong Dance" Festival is one of the festivals created to foster a sense of caring for an artistic heritage that leads to empowerment of the environment. The method used in this research is the community service research method, with the aim of taking action on cultural preservation, developing community MSMEs, embracing the younger generation to love art and develop creative ideas, and performing arts and cultural festivals. By using this method, this Festival can be realized without fear of intersecting with social changes in the community, because it still embraces the cultural values of the local community. The artistic concept of the Gambyong Colossal Dance Festival uses a performance concept that utilizes rice fields after harvest, bamboo and straw as an effort to utilize the environment and artistic value of the Festival. The result of this research is an arts and cultural festival that carries the theme of nature and the environment by presenting the "Colossal Gambyong Dance" Festival as a form of collaboration between artists, academics and the community.

KEYWORDS : Festival, Artistic, Gambyong Dance

I. INTRODUCTION

Medan is one of the metropolitan cities that is the capital of North Sumatra Province. The arts that develop in this city have grown rapidly even to enter remote areas that are rarely known by many people. One type of art is dance. Dance in Indonesia is usually created and performed with the aim of preserving culture so that the art itself does not sink or even be forgotten. Various dances in Indonesia also present various types of dance forms originating from various regions. So, even though the region consists of only one culture, it is not uncommon for several events or dance activities to be displayed variously. So that the activity does not seem monotonous because it presents a variety of archipelago dances.

In the Medan area today, Javanese ethnic communities are beginning to develop. This development is carried out by Javanese communities who live and were born in the city of Medan with the aim of maintaining the artistic culture of their ancestors. So that the best efforts are made as a form of appreciation and love for a cultural heritage. One way to do this is to present a cultural festival that is able to attract the attention of the general public.

According to Dharsono Sony Kartika (2016) that "conservation is preservation in the form of value development and utilization, namely preservation by revitalization, reinterpretation, and symbolic expression. Revitalization is a vital reference to traditional art, reinterpretation is traditional art as inspiration and aspiration for work, while symbolic expression is the use of traditional icons as a symbol of personal expression".

A cultural festival is an event that is held to commemorate a moment of togetherness that can be felt by almost everyone. The organization of a Festival must certainly have a careful preparation. From ideas, drivers, and realization of activities must be done as well as possible to get the desired public enthusiasm. Festivals are usually created for different purposes. Be it as a traditional ceremony, entertainment, education, business, and so on. But behind those goals, organizing a Festival always requires the creative ideas of its management team to achieve the success of the event.

In addition to its purpose, cultural festivals certainly have several important benefits in it, including fostering cultural communication, raising the potential of art in a region, maintaining and preserving cultural heritage, as well as introducing traditional arts to modern generations and building moments of historical memories of art in previous generations. Meanwhile, Indonesia itself conducts many cultural festival activities to attract the attention of international tourists to support the economic and tourism potential in Indonesia.

A festival will be remembered if it has a momentum that imprints on people's memories, be it through the theme, the concept of activities or the art. The theme in a Festival is an important idea to cover all elements in a Festival, while the concept of activities becomes the producer of the characteristic form of the Festival atmosphere. Not much different from the two elements above, art also functions to become a momentum at a Festival, but it is more directed towards a form that can be seen directly by the eyes and is real. So that the theme and concept unite at an artistic point which aims to bring creative ideas and atmosphere to life in reality.

The artistry created to support the success of a Festival certainly needs to pay attention to the potential that exists in the area or place where the Festival is held. Because it also serves to introduce an environmental identity and attract the attention of the general public. So before creating the art used at a Festival, research needs to be done to find out what potential exists in the area.

Social values in society are also part of the festival's work process. Social life that has been affected by the world of industrialization will definitely have an impact on changes in character in society, especially the younger generation. The character of Indonesian society which is identical to gotong royong, caring for nature and the environment is almost eroded by the changing times. So that a cultural and artistic activity is also almost forgotten. Under these conditions, an awareness is needed that is able to create a platform to move to spread the seeds of love for the arts and cultural space.

Art in Indonesia has never been separated from cultural elements. The existence of a dance in society has an important meaning in the life of the Indonesian people. life of Indonesian society. Soedarsono (1977:17) says that "dance is an expression of the human soul expressed through rhythmic and beautiful movements, no wonder because dance is like a language of movement which is one of the means of communication."

Dance is known to have appeared since humans existed. So that dance becomes one way for humans to communicate, both among fellow humans and to their ancestors or gods. The function of dance within the scope of tradition is even still felt and can be found today. For example, dance is used as a cultural and religious ritual, dance as a form of commemoration of an event, dance as a form of celebration, dance in the form of entertainment and many other dance functions. Along with the times, even dance has now also begun to develop its function into a work of art that is performed for the needs of the human soul and mind.

This inner need becomes a form of creative idea developed by dance creators or choreographers in fulfilling certain goals. According to Efrida (2016) "dance is created consciously by the performers for certain purposes, especially the purpose of communication with the community. In conveying ideas that exist in their minds, humans always look for ways so that these ideas can be understood and understood by other humans. The way of delivery can vary, depending on the medium used. In this case, dance tries to communicate with the audience (the community), about issues of function and customary values that become rules in society."

One type of dance that was born in Indonesia is Gambyong dance. Gambyong is one of the traditional Indonesian dance arts known to originate from the Central Java region. This Javanese dance originally came from the name of a street dancer known as Gambyong who was good at performing dances beautifully and agilely. This dance was originally used to commemorate agricultural ritual ceremonies aimed at obtaining soil fertility and abundant harvests.

According to Kompas page "Gambyong dance was created by a dancer from Surakarta named Mas Ajeng Gambyong. This dance is a form of honor to Dewi Sri or the Goddess of Rice. Regarding the ownership of this dance, it was originally owned by the people before it became the property of the Mangkunegara palace after its movement structure was frozen." And Priyanto (2015) says "according to the Big Indonesian Dictionary (1995) Gambyong dance is a dance that depicts the flexibility of a woman".

The Gambyong Colossal Dance Festival is a form of social change that occurs in society. The change was made as a form of adjustment to the conditions and phenomena of art today. To attract the interest of the public, a culture or art is no longer able to attract an audience if it is only limited to being shown, for this reason, a festival that is filled with artistic beauty, technology and creativity will attract public attention.

According to A Tanford, S. & Shinyong Jung (2017) "Furthermore, the satisfaction factor of festival visitors is closely related to the loyalty of visitors attending the festival". This dance, which is usually used by the community as a folk or palace dance played individually or in groups, will be packaged into a colossal dance or dance performed in a crowd, the aim is to show new things for people who know this type of dance or not.

Finally, the social changes that take place should not eliminate the cultural values and arts that are the nation's heritage. Many things can be done to maintain and develop this. In accordance with the author's capacity in the field of cultural arts, social engineering is needed to be packaged into a cultural festival as an action to maintain cultural heritage as well as efforts to preserve cultural values and local character of Indonesian society.

II. RESEARCH METHOD

The method of artistic creation of Gambyong colossal dance in the form of a Festival uses the community service research method. The purpose of using this method is to invite the community to participate in creating an artistic and cultural platform as a form of love for one of the traditional heritages of the archipelago, namely Gambyong Dance. In addition, this activity also serves to develop local MSMEs.

In order for the data obtained to be accurate and correct, the author uses descriptive research. According to Salim and Haidir (2019: 49) "descriptive research is research that tries to describe a symptom, event, event that is happening now. Descriptive research focuses on actual problems as they are at the time of the research. Through descriptive research, researchers try to describe events and events that are the center of attention without giving special treatment to these events."

The data collection techniques that the author uses are observation, interview and documentation techniques. The observation that the author uses is non-participant, because the author only observes the field conditions of the Gambyong Colossal Dance Festival, and sees the potential around the environment directly. According to Nugrahani (2014: 136) Non-participant observation is when the researcher is not involved with the subject being observed, but only acts as an observer."

Interview is a data collection technique carried out by dialoguing with sources directly about nature and environmental conditions. According to Sugiyono (2020:144) "an interview is a meeting of two people to exchange information and ideas by initiating questions and answers, so that meaning can be constructed in a certain topic."

The next technique is documentation that serves to strengthen and support the research conducted. It is taken using electronic devices by recording video or sound sources directly to strengthen the results of the research. The author uses equipment including: cellphones that function to record video, sound and take photos needed.

According to Soegiono (2018: 476) "documentation is a method used to obtain data and information in the form of books, archives, documents, written figures, and images in the form of reports and information that can support research.

The steps taken to create art in the Gambyong Colossal Dance Festival are artistic design, selection of locations and artistic materials and finally artistic creation. These steps were applied after conducting research with the akadenganmisi team, artists and the community. These steps can be described as follows:

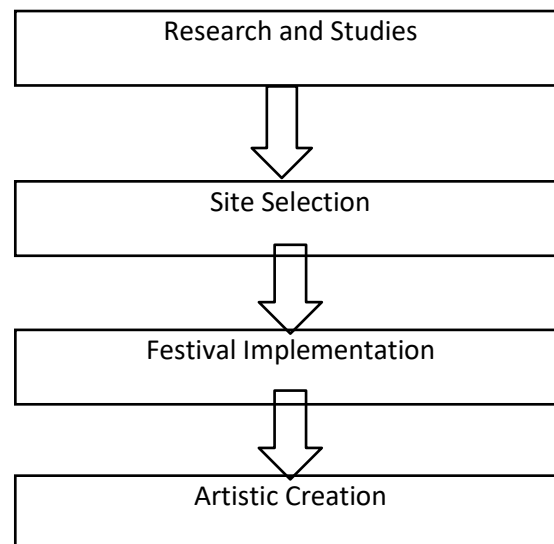


Image 1. Artistic Creation Steps for Gambyong Colossal Dance Festival

The creation of artistic design is projected on the cultural form of Gambyong dance that holds the value of its local cultural character. The Gambyong Colossal Dance Festival is a cultural social action to preserve folk art that makes the natural, social and cultural environment the object of the Festival. Thus, there is a need for the Gambyong Colossal Dance Festival as an effort to revive the tradition of Indonesian folk art

III.FINDING

Festival and Gambyong Dance

Festival is one of the activities that can create an event, whether it is a type of competition or a performance to commemorate something. These events can be themed about government or politics, education, business, industry, movies, arts or culture and various other types of festivals. An arts or cultural festival is a summary of cultural arts activities filled with a variety of actions and events with the aim of celebrating together.

The Cultural Festival performance aims to introduce culture in various regions, maintain cultural traditions that are the nation's heritage, satisfy the desires of local culture lovers, and the desire of culturalists or artists to improve the arts industry in Indonesia.

Cultural festivals also function as a form of cultural preservation and have an important impact on the economic activities of the community. For example, improving the economy by making sales at Festival activities. It can be in the form of food, clothing, accessories, antique and unique items and other things. This will certainly have an impact on the progress of local community MSMEs. With this activity, it is hoped that the community can take advantage of the situations and conditions that have been created to benefit by introducing their products to the wider community with the aim of attracting buyers and enthusiasts.

Indonesia, which is known for its diverse culture, is certainly able to influence some people creatively to create opportunities that produce a work. And this opportunity was glimpsed by several groups to organize an art culture festival with the aim of preservation, introduction and learning. The group consists of akadenganmisi groups, artists and the community who certainly work together in order to be able to create a Festival based on a sense of trust and shared responsibility as Indonesian people who love the nation's culture. One of the cultures in Indonesia is the Gambyong dance from Central Java.

Gambyong dance is one of the cultural heritages of traditional folk dance of Central Java which is characterized by the beginning of the dance beginning with gending pangkur. Gambyong dance is also a collaboration between folk dance and palace dance. This traditional dance can also be performed solo or in groups.

In the beginning, Gambyong dance functioned as a means of entertainment that aims to provide comfort and peace of mind for the audience. Because this dance emphasizes the character and nature of Javanese women who are idyllic with gentle. The combination of movements in the hands when playing the shawl which is then draped around the neck by the dancer is one of the characteristics of this beautiful dance.

Every dance certainly has important elements in it, Gambyong dance is no exception. There are several elements in Gambyong dance, namely motion, music, dynamics, costumes, makeup, lighting, floor design, audience and stage that are adjusted to the needs of dance movements. However, because this dance is populist, Gambyong dance can also be performed on the arena type of stage. The goal is for all audiences to enjoy Gambyong dance from all sides.

Gambyong dance has many movements in it, including sigeg cross, trisek, ungel kiwo, nitik tengen, segeg sampur tangen, ulap-ulap nitik batik, seblak jiwo koro, jamas, heyeg tangen, seblak tengen, ungel seblak and many other movements.

The music in Gambyong dance is accompanied by traditional Javanese musical instruments, including gendenganr, gong, drum, kenong, kempul, gendengangg successor, bonang. But along with the times, Gambyong dance can also be performed using electronic or techno music. In addition, the form of Gambyong dance dynamics is gentle, slow and moderate. So that the movements are more graceful and beautiful when performed.

Other elements that have an important role are costumes and makeup. Usually the costumes used in Gambyong dance are related to Javanese tradition or culture. Equipped with a variety of accessories, then clothes that can attract the attention of the audience. Some of the accessories used include kemben, ilat-ilatan, epek, necklace, bando, bun or kondengan, susuk kondengan, sunggar, studs, jarit proda, flower accessories, timang, brooches, and bracelets. While the makeup used in this dance is beautiful makeup.

This Javanese Gambyong dance will be processed into a colossal dance performed in a cultural festival in North Sumatra. The Gambyong Colossal Dance Festival aims to introduce Javanese culture or traditional dance to the public, especially North Sumatra residents. This activity will certainly also be a reflection of the wealth and diversity of ethnic groups in various aspects of community life and display the characteristics of regional culture in the archipelago.

Artistic

To form that reflection, of course, not only the concept is needed. But it also requires equipment and a distinctive atmosphere design in order to attract the attention of the wider community. One of the important needs in the performance of the Gambyong Colossal Dance Cultural Festival is a good artistic arrangement. Artistic must be able to provide an overview to the audience about the concept of the activity, even the picture is able to become an identity of the Festival performance.

Artistic is an element of beauty that is attached to an art (work of art) created by individuals or groups. The creation of the work certainly has meaning and value depending on the experience, concept and activities carried out. Overall, artistic includes all things. Be it stage design, event design, lighting, sound, property, event setting and others. To create an art, a group is needed that is able to understand and understand the needs and designs needed. This artistic group consists of the Production Leader, assistants and other coordinators. The artistic group usually contains creative people who are able to work together in a team to achieve a common goal.

At the Gambyong Colossal Dance Festival, the artistic work process uses materials that come from nature or the surrounding environment where the Festival is held. These materials are straw and bamboo.

Selection of artistic materials is one step in creating artistic creation. Because artistic work is creative work that can take quite a long time. So, mutual cooperation is needed to speed up artistic work. The festival, which will be held on rice fields after harvest, seeks to utilize the natural potential available around it with the aim of

processing waste into interesting artistic works. The following are the artistic designs for the Gambyong Colossal Dance Festival:

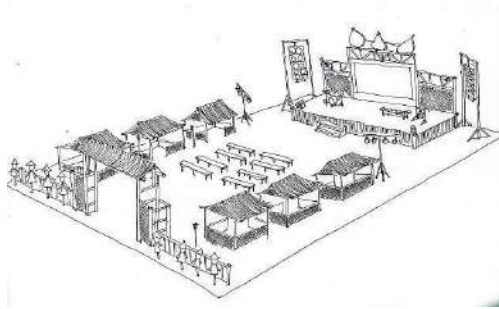


Image 2. Artistic Design Sketch of Gambyong Colossal Dance Festival
(Author's Documentation: 2023)

The image above is an initial depiction of the artistic design used at the Gambyong Colossal Dance Festival. It appears that the location of the activity is on a plot of land.

The land or land used at this Festival is rice fields that have been harvested, and are located among other rice fields. The reason for choosing rice fields as the venue for the Gambyong Colossal Dance Festival is in accordance with the function of the Gambyong dance in its beginning, namely as an "agricultural" ritual ceremony which aims to obtain abundant harvests and provide fertility to the land. Gambyong dance dancers are also depicted as Dewi Sri (Goddess of Rice) who is dancing wearing green and yellow clothes as a symbol of fertility and prosperity.

Stage Arrangement



Image 3. tage Design Appearing with Pan (Author's Documentation, 2023)

One of the artistic elements in Festival activities is the stage layout. The stage is a place where interaction occurs between performers and the audience. So the stage must be arranged in such a way as to present the creative ideas of the artistic team. Stage settings may include lighting, setting, properties, and sound. The design of the stage set for the Gambyong Colossal Dance Festival is a rice field atmosphere and is assisted by cultural symbols.

The use of bamboo and straw is one of the most important elements in the artistic work process at the Gambyong Colossal Dance Festival to make it look realistic. The stage was made in the shape of a proscenium, equipped with a simple bamboo wall background and decorated with 3 puppet mounts as a symbol of Javanese culture. This puppet mountain has the meaning of environmental preservation and prosperity, and is usually used as a tool in the shadow puppet art to mark changes in plays or story stages. The stage is designed to be open, because this festival activity is popular, so that the local people can enjoy this performance without walls blocking the right and left of the stage.

At the front of the stage is also covered with a tight bamboo arrangement in the form of a fence, in order to cover the lower part of the stage so that it looks more attractive. In addition, audience seats are also provided right at the front of the stage. The chairs are made of bamboo and shaped simply like resting chairs without backrests. These chairs are arranged in neat rows. The aim is to be able to accommodate many people. Visually, the bamboo chairs are expected to give a distinctive Indonesian feel that is synonymous with simplicity.

Brown & Richard Sharpley's research (2019) in his journal entitled "Understanding Festival-Goers And Their Experience At UK Music Festival, Event Management" shows "there is a relationship between visitor sociodemographic factors (gender, age, marital status, place of growth, education level, annual income and employment status) and festival attributes (music, other entertainment, visitor involvement services in festivals, added values, festival image and ethics) to the overall festival visitor experience."

The research concludes that festival attributes in the form of music, other entertainment and added value have an important role in determining the visitor experience in attending the festival. The study concluded that festival attributes such as music, other entertainment and added value play an important role in determining the visitor experience of attending the festival".

Satisfying the audience is one of the goals of the Festival. If an event is not attended by the audience, it will not be complete as a result of the teamwork process. The audience is the determinant of the success or failure of an event, because with the responses and appreciation and applause is proof of the success of this Festival event in entertaining people in all circles. Be it the upper class or the lower and middle class.

Arrangement of Stands/Selling Lodges



Image 4. Sales Lodge or Stand (Author's Documentation, 2023)

In addition to the stage, huts or sales stands are also provided by the committee. This aims to facilitate the empowerment of community MSMEs. The community will work together to enliven this activity by filling the sales hut according to the products they want to sell. It can be in the form of clothing, heavy food, snacks, drinks, antiques, paintings, accessories, and various other objects that are worthy of being exhibited and sold.

The provision of this Pondok or stand is one way to increase the economic income of the community, especially in the MSME sector. Not a few people are trying to develop their MSMEs but are constrained by the introduction of their products. For this reason, this Festival creates a forum to build connections between MSMEs with one another and introduce products to guests and the surrounding community.

The materials used for the construction of this cottage use bamboo and leaf roofs that are simply designed. The goal is to create the feel of a typical Indonesian traditional market. This hut is arranged to the side so that buyers or spectators can surround and see sales products more easily and purposefully.

Lighting Stylist



Image 5. Lighting
(Author's documentation. 2023)

Lighting is the arrangement or arrangement of light used on stage. Lighting arrangement is an important element in stage arrangement. Because the form of light coloring on the stage will provide a visual effect that can enliven the atmosphere. In the picture above, the lights are placed at several points, including each right and left on the stage ground, under the stage and with the stage pan. The use of lighting at the Gambiyong Colossal Dance Festival is needed at night. Seeing the condition of the stage in the open air, the use of lighting during the day is certainly not needed.



Image 6. Artistic overall top view (Author's documentation. 2023)

The artistic concept of the Gambyong Colossal Dance Festival uses the concept of performance that is arranged to beautify the visuals of the Festival. In making this artistic arrangement design, the most important thing is how to organize, arrange and manipulate each element into a whole design work. This artistic design is inspired by the environment that describes Gambyong dance which functions as a folk dance for "agricultural" ceremonies.

In planning the artistic design of the Gambyong Colossal Dance Festival in addition to considering the stage, selling huts, and audience seats, the artistic stylist also designed the property used at the Festival. One example is the main entrance located in the picture which is marked with a gate. This gate is marked as the entrance to the Gambyong Colossal Dance Festival. It is made of bamboo and simple gedengank (bamboo wall). The aim is that the nuances of the traditional market have been drawn through the design of the Festival entrance. The design, which is identical to the traditional feel, will be the main symbol of the atmosphere and concept of the festival. Short fences next to the entrance are also made as a form of limitation of the Festival activity area.

The caping hat is also a street decoration that is hung, the caping or farmer's hat is useful to beautify the artistic field. This caping symbolizes a rice field farmer. In addition, the use of straw on each field of the festival floor is done to add aesthetic value to the art. Thus, artistic arrangement has an important role, especially in processing creative ideas or imagination into real visuals. Artistic is in charge of determining the design and determining what elements are needed to support the appearance and atmosphere desired by the person in charge. and atmosphere desired by the person in charge of the Festival.

In the artistic field, an artistic stylist must have the creative ability to make a work of art. For this reason, the result of an artistic stylist's work depends on his experience in creating designs and applying them to the real world.

The artistic work process begins with understanding the concept of an activity, then conducting a joint review of the concept created. After that, research is needed to find out the location conditions in the field. In this process, the artistic stylist must choose and see firsthand the condition of the location that will be used for the event. Because before the design process, the artistic stylist must already know the width of the area of the design needs funds needed. Starting with imagining the design needs to be able to describe it and create it. After this process is complete, the artistic stylist begins to prepare the set planning that will be used.

After all the basic processes of artistic work are completed, then enter the work process of forming the crew and preparing the team, compiling an artistic budget, making a work schedule, and realizing the set design directly. In the selection of the artistic team, of course, people who understand and understand artistic work are needed, because the team formed must be able to take full responsibility in taking care of their work. Developing an artistic budget is done to facilitate the work process. Because the need for artistic creation certainly requires funding, so the artistic creation budget report must also be made. After the report is completed, the next step is to make a work schedule, this is needed to set the time for artistic work to be organized and in accordance with the time of the festival. So it is expected that the artistic team can work before the schedule of festival performance activities is carried out.

IV. CONCLUSION

Gambyong dance is a traditional dance that has existed since ancient times and is a cultural heritage. This dance that functions as entertainment comes from the name of a dancer known as Gambyong. This street dancer is famous for her beauty and skill in dancing.

Gambyong dance depicts a young woman who likes to take care of herself. In the beginning, Gambyong dancers were called Dewi Sri "Goddess of Rice", because this dance was used for agricultural ceremonies so that the rice harvest was abundant and the land became fertile.

Over time, this dance began to be forgotten. So a group of seminars, academics and the community united to create a Gambyong Colossal Dance Festival that aims to preserve this cultural heritage. However, in addition to preserving the culture, the Festival is expected to have a positive impact on everyone who takes part in it.

To get that positive impact, the Festival provides selling huts for people who have UMKM to promote their products. So that this Festival is able to provide space to increase income and improve the community's economy.

The artistic arrangement of the Gambyong Colossal Dance Festival analyzes the elements of artistic needs required. Be it in terms of stage arrangement, lighting, huts or selling stands and so on which are adjusted to the theme and concept of the Festival.

Artistic has an important role in an event or festival. Because artistry is a composition with restoration of a festival or other event with the aim of making it more attractive. a festival or other event with the aim of obtaining a beauty value that is adjusted to the direction of the theme and concept of the person in charge of the event. A person in charge of artistic design must be able to create a design into reality. An artist has the responsibility to build the atmosphere of a place into an attraction for visitors and spectators.

A work of art will continue to run if all elements of the perpetrators maintain trust, one frequency and responsibility. Because every consistent creative work process will be able to achieve the target as desired together. A culture and art will continue to develop if it is supported by artists, akadenganmik, the community and all other groups who have responsibilities and realize their responsibilities by carrying out various forms of cultural and artistic event activities.

Everyone has the right and responsibility to preserve cultural heritage. Whether it's creating a space for discussion, space for work, performances and being an appreciator. The arts must be maintained and nurtured. Because if people only grapple with creating art without thinking about cultural inheritance patterns or regeneration of artists, then art and culture will not live and develop. The revitalization efforts of the Gambyong Colossal Dance Festival will be reconstructed with the use of artistry that has meaning in every design and material.

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