



## PKM Empowerment and Preservation of Local Cultural Arts of Bali Dewi Ratih Dance Studio in Banjar Busana Kaja, Baha Village, Mengwi Sub-District, Badung District

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### ABSTRACT

As an institution of higher education, Warmadewa University must ensure that it always obeys the Tridharma of Higher Education in accordance with the vision and mission that has been determined. Now every lecturer is encouraged to be able to package community service activities both in groups and individually which will show concern for the community. Community service activities can be carried out by enlightening by providing legal counseling and consultation and assistance to the community in various fields of life in the economic field. Empowerment, preservation and legal protection of Dewi Ratih Balinese Dance Studio in Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency are very important to maintain the existence of an art studio and keep their work from being claimed by other parties. With the issuance of the operational permit for Dewi Ratih Busana Kaja Dance Studio in 2019, therefore through the community partnership program, the PKM Team of the Faculty of Law, Warmadewa University Denpasar provided assistance in drafting a cooperation agreement with other parties. This aims to have authentic evidence that the Balinese dance studio Dewi Ratih is officially an association of organizations with legal status. In addition, as a legal entity, Dewi Ratih Balinese dance studio in Banjar Busana Kaja has rights and obligations as a legal subject, which will be entitled to receive cooperation with other parties and grant programs from both private and government parties.

**Keywords:** Art Preservation, Empowerment, Local Culture, Studio Balinese Dance.

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### 1. INTRODUCTION

The era of Globalization and technological advances, making western cultures easier to enter and influence Indonesian society, especially the younger generation, many young people feel more confident and feel more slang if they do or imitate western culture, while Indonesian culture is becoming less and less attractive because it is considered old-fashioned by some people. The word culture comes from the Sanskrit culture which is the plural form of the word "buddhi" which means budi or intellect. Culture is defined as things that are concerned with the mind and intellect.

According to Selo Soemardjan & Soelaeman Soemardi (1964) culture is all the work, taste and creation of society. Society and culture are inseparable phenomena. Between the elements of culture are intertwined with each other and influence each other, changes in one element alone will cause changes in other elements. Therefore, if people's perspectives change towards Indonesian culture, it will change the culture itself. Culture has a very large function for humans and society (Soekanto. 2002: 177). Therefore, the existence of Indonesian culture, especially Balinese dance culture, requires attention, so that its existence is not eroded by modern culture so that it eliminates the characteristics of the Indonesian nation. Indonesia has a treasure of customs and culture that cannot be measured in richness and depth.

With the existence of Dewi Ratih Balinese Dance Studio which has an operational license, it is a community of artists in Badung Regency who have a high commitment to developing Indonesian culture, especially Balinese dance culture. Therefore, the Warmadewa University PKM Team collaborated with Partners, namely Dewi Ratih Balinese Dance Studio, in a community partnership program, in order to maintain empower and preserve Indonesian culture, especially in Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency. The people of Baha Village are mostly those who interact very harmoniously so as to give birth to Balinese dance culture, in line with what was conveyed by H.A.R Tilaar & Riant Nugroho that human

culture is the result of the interaction of members of their society which is then passed down from one generation to the next generation with the process of change (Tilaar & Nugroho, 2008: 25).

Dewi Ratih Balinese dance studio Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency, as a community in Badung Regency feels called to preserve Balinese dance art, one of which is by socializing and promoting Balinese dance art in various events, one concrete example is when the arrival of national guests or foreign guests, then also in ceremonies in traditional villages and in various events related to cultural empowerment and preservation, then in participating in dance competitions in Bali and outside the Bali area which will be an interesting performance while promoting Balinese dance culture to foreign countries.

Dewi Ratih Balinese dance studio Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency which was established in 2001, continued the new operational permit was issued in 2019, in accordance with the name of the Balinese dance studio Dewi Ratih, that the members or students are all female, which currently totals 50 people. With the issuance in 2019 of the operational permits for Dewi Ratih dance studio with Registration Certificate / Studio / Arts Organization Number: 130 of 2019, issued from the Bali Provincial Office of Education and Culture. Located in Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency. With the legality of the Balinese dance studio Dewi Ratih, the legal force has been guaranteed and has rights and obligations when conducting legal relations or cooperation with any party that is not binding.

As an academic, the role that the community service team of the Faculty of Law, Warmadewa University Denpasar can provide aims to be able to participate in maintaining cultural empowerment and preservation, of course, is not the same as the artists, according to their competence, what can be done is to seek legal protection for partners in carrying out their activities, which are expected to be able to do and increase the confidence of partners in carrying out their activities or conducting legal relations with other parties.

Legal protection for the Balinese Dance Studio Dewi Ratih Banjar Busana Kaja, Baha Village, Mengwi Subdistrict, Badung Regency is very important to maintain the existence of a studio and keep its work from being claimed by other parties, therefore an art studio must pay attention to its legality by taking care of the deed of establishment, whose name will be registered at the Ministry of Law and Human Rights and there will be no other studios using the same name.

The proposal for dedication with the title PKM Legal Protection and Preservation of Local Cultural Arts of the Balinese Dance Studio Dewi Ratih Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency, which is engaged in arts and culture aims to carry out dedication from socio-cultural aspects and legal aspects related to forms of empowerment and preservation of Balinese dance culture, As well as the legal aspects of the agreement whether there is a legal relationship between business cooperation with other parties, legally the agreement made must fulfill the legal requirements of the agreement contained in Article 1320 of the Civil Code, which determines that every agreement made by Dewi Ratih art dance studio must fulfill 4 conditions for the validity of the agreement, namely there must be an agreement between the parties, the parties are legally capable, then have certain things and a halal causa.

The business cooperation agreement of Dewi Ratih Dance Studio implies that clear signs have been made for the company or institution so as not to be violated and have an impact on outsiders (third parties) in anticipating the impact of the negative excesses of the art studio, especially due to the actions of artists who cause harm to other parties. Thus, to avoid this situation need to make an engagement that contains a promise (Sutedi, 2009)

As usual an agreement in general, that an agreement is an event where one person promises to another or where two people promise each other to carry out something (Subekti, 2001 : 1). Meanwhile, the business cooperation agreement of Dewi Ratih dance studio is an effort carried out jointly or between individuals or groups that aims to achieve common goals. Thus, cooperation is the most important interaction (Subekti, 2005). This is because in essence humans are social creatures who are considered unable to live alone without others. Article 1338 of the Civil Code stipulates that all agreements made legally shall apply as laws to those who make them. In the Dewi Ratih dance studio business cooperation agreement with partners, when there is a breach of promise (default), it means not implementing the contents of the contract. Whereas the parties have previously provided justice and legal certainty to the parties, the law provides sanctions in the form of compensation, cancellation of the agreement and transfer of risk.

In conducting business management training and marketing management so that partners can provide better promotional facilities and partners can also analyze the feasibility of dance business can calculate the net profit obtained by the amount and can expand the marketing area of cultural dance if the amount of profit increases. In this case also a good business management and marketing strategy of Dewi Ratih dance studio by using online media (through Youtube and Insagram). This will further increase competitiveness in the art

world both in the national and international realms and can also improve the economy, especially the Balinese Dance Studio Dewi Ratih Banjar Busana Kaja Village Baha Mengwi District Badung Regency.

The related research conducted by Semariyani et al (2022) about empowering dapur ayuna women's group by implementing good manufacturing practice (GMP) and standard sanitation operational procedure (SSOP) in central Banjar, Buduk Village, Mengwi District, Badung Regency, Bali. Then, Efendi et al (2022) conducted PKM community empowerment and application of plastic waste treatment technology in nelayan village, Mayangan, Legonkulon, Subang. Another PKM about empowering is conducted by Budiarta et al (2023) about PKM of increasing the community empowerment in green tourism in Penglipuran village, Susut Sub-District, Bangli Regency. Based on the latest PKM thus, this PKM is focus on empowering Local Cultural Arts of Bali Dewi Ratih Dance Studio in Banjar Busana Kaja, Baha Village, Mengwi Sub-District, Badung District which the title is "PKM Empowerment and Preservation of Local Cultural Arts of Balinese Dance Dewi Ratih in Banjar Busana Kaje, Baha Village, Mengwi District, Badung Regency".

### **Problem Identification**

Starting from the background mentioned above, several problems arise in relation to the proposed community service title. The problem identification can be formulated as follows:

1. There is no written cooperation agreement with other parties at Dewi Ratih Balinese Dance Studio in Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency!
2. There is no optimal empowerment and preservation of local cultural arts at Dewi Ratih Balinese Dance Studio, and how to preserve and how to market through offline and online media Dewi Ratih Balinese Dance Studio in Banjar Busana Kaje, Baha Village, Mengwi District, Badung Regency so that it remains in demand not only in the national realm to the international realm.

## **2. RESEARCH METHOD**

The implementation method carried out in the community service program is by means of:

No	Program	Implementation method
1	Business Law Program	<ol style="list-style-type: none"> <li>1. Assistance in drafting cooperation agreements.</li> <li>2. Marketing socialization through offline and online media</li> </ol>
2.	Faculty of Letters Program	<ol style="list-style-type: none"> <li>1. Forms of empowerment and preservation of Balinese dance art Dewi Ratih</li> </ol>
3	Partners of Dewi Ratih Balinese Dance Studio in Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency.	<ol style="list-style-type: none"> <li>1. Setting up a training ground</li> <li>2. Preparing refreshments</li> <li>3. Analyze the assistance regarding the cooperation agreement.</li> </ol>
4	Student	<ol style="list-style-type: none"> <li>1. Assisting in data collection in the field</li> <li>2. Assisting in taking documentation</li> <li>3. Assist in taking videos with a duration of 4 minutes.</li> </ol>

## **3. RESEARCH RESULT AND IMPLEMENTATION**

Through the tradition of dance art at Dewi Ratih Balinese Dance Studio, Banjar Busana Kaja, Baha Village, Mengwi District, Badung Regency, this culture can be realized that preserving and cultivating dance art is an obligation for all of us to maintain and preserve it and empower the next generation so that dance culture does not become extinct and the next generation is able to maintain the existence of existing

culture. The preservation of the cultural tradition of dance must be able to accommodate new patterns in carrying out the improvement of the economy of Banjar Busana Kaja Baha Village so that dance culture is able to increase its competitiveness in the global world, such as:

1. Marketing strategies for Balinese dance culture attractions in the global world through offline and online media;
2. Packaging of Balinese dance culture products that are able to compete in the global world to foreign countries;
3. Marketing Balinese dance culture products through offline media and through online media;
4. Attraction of Balinese dance culture to domestic tourists and foreign tourists can be done through offline media and through online media.
5. By marketing Balinese dance culture through offline media and through online media, it will have an impact on the economy of Baha village in particular, where one of them is by accepting Balinese dance every time there is an event that invites state guests or foreign guests and to attract tourists as a promotional event.
6. Collaborate Balinese dance culture with other cultures, to be more creative and varied.

Empowerment and Preservation of Balinese dance in the Baha Village Tourism Area, Mengwi District, Badung Regency.

Based on an interview on July 9, 2023, with the owner of Dewi Ratih Balinese Dance Studio, Mr. Made Kerta, said that the history of Balinese dance in Dewi Ratih Studio was established in 2001 and the operational permit was issued in 2019. In accordance with the name Sanggar Dewi Ratih, there are 50 students who all come from the village of Baha with all female gender. With dance excellence such as: Puspanjali dance, Butterfly dance, Cilinaya dance, Mankrawa dance, Sekar Jepun dance, cendrawasih dance, and Tsenun dance.

Based on an interview with Mr. Made Kerte, said that the empowerment of Balinese dance in the tourist area of Baha Village, Mengwi District, Badung Regency, the people of Baha village are required to participate in carrying out the empowerment of Balinese dance traditions, every Balinese dance attraction must be witnessed, especially when there is a ceremony at the Village Temple in Baha Village until the ceremony is over and even nyenep for a week and so on, which aims to preserve Balinese dance in Sanggar Bali dance goddess Ratih as a forum for the people of Baha village to continue to work and develop the dance work to the national and foreign realms and at the same time the people of Baha village get fortune and welfare for the people of Baha village Mengwi District Badung Regency.

While the preservation of Balinese dance in the tourist area of Baha Village, Mengwi Subdistrict, Badung Regency, in an interview with the studio owner said that there are several ways to preserve Balinese dance culture at Dewi Ratih studio, namely as follows:

1. Balinese dance at Dewi Ratih studio as a cultural heritage tradition that has a copyright certificate must be preserved by making a written cooperation agreement;
2. Balinese dance at Dewi Ratih studio is preserved by being promoted to foreign countries, a written cooperation agreement must be made;
3. The Balinese dance of Dewi Ratih studio will be sold to the realm of tourism throughout Indonesia through offline and through social media, because Baha village as an area of one of the Balinese dance tourism areas which is always performed every time there is a ceremony in Baha village and performed every time domestic tourists and foreign tourists arrive;
4. Baha village Porkdarwis group and guides to participate in providing socialization and promoting Balinese dance to tourists to foreign countries;
5. Balinese dance will be used as a cultural attraction with every arrival of domestic and foreign tourists when visiting the Baha Village tourist area;
6. The impact of Balinese dance culture, Baha Village has established many tourist attractions for

tourists to visit;

7. Baha Village tourist area, has prepared a variety of culinary places for tourists.



*Photo 1 Implementation of Dewi Ratih Dance Studio Competition*



*Photo 2 Competition of Dewi Ratih Dance Studio*

#### **4. CONCLUSION**

Based on the description of the discussion in the previous chapter, the following conclusions can be drawn that the way of empowerment and preservation of Balinese dance in Sanggar Dewi Ratih in Baha Village, Mengwi District, Badung Regency is by means of the community must participate optimally in the implementation of Balinese dance and preserve Balinese dance in Sanggar Dewi Ratih by selling culture to the realm of tourism so that domestic tourists and foreign tourists are interested in watching Balinese dance cultural heritage attractions, Balinese dance has also been promoted to foreign countries by guides to tourists who come to Indonesia.

In connection with the above conclusions, there are suggestions that can be given as input, namely: one of the efforts to empower and preserve the art of Balinese dance in Baha Village, to develop sustainable tourism associated with Badung Regent Regulation Number 47 of 2010 concerning the establishment of a tourist Village Area in Badung Regency, as well as the implementation of the Copyright Law. Where the creators or the people involved in the work are advised to evaluate, modify, or promote in order to continue to exist in Bali and go international. And with the Balinese dance culture, must be socialized and promoted online and off line so that foreign tourists and domestic tourists are interested in coming, especially in the Munggu Village tourism area.

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