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The Popularity of Tayub Dance in Pati Regency

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Abstract

Pati Regency has several traditional dances, including Puriance, Tayub Dance, and Topeng Tani Dance. Tayub Dance is considered a form of gratitude for blessings, but it is now only performed during the Earth Alms tradition in a few villages, such as Jakenan, Sejomulyo, and Kedongpancing. This study aims to identify the causes of the decline in Tayub's Dance popularity and strategies to preserve it in the modern era. The research uses a qualitative method with a phenomenological approach. The findings show that Tayub's Dance's popularity has decreased due to shifts in the public interest, the influence of technology, lack of digital promotion, and competition with other art forms. To revive its popularity, creative promotion, government support, and the use of technology to reach a wider audience are essential. Collaboration among artists is also crucial in preserving Tayub Dance in the modern era. The study recommends active involvement of the younger generation through social media platforms such as TikTok, YouTube, and Instagram to ensure Tari Tayub continues to grow and regain its popularity.

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INTRODUCTION

Pati Regency has various arts including dance, *ketoprak*, *barongan*, etc. Although the arts in this area are very diverse, the researchers' attention is focused on dance because there are still many Pati people who do not fully understand this art. Pati has several typical dances such as the Tayub Dance, Puri Sari Dance, Angguk Dance, Topeng Tani Dance, and Greget Ayu Dance. However, many of the younger generation today are still unfamiliar with the uniqueness of dance in Pati, especially the Tayub Dance. This dance is now rarely performed so many of the younger generation may not know about this dance. Currently, the Tayub Dance is held at certain events such as the tradition of alms to the earth and the sea, whereas previously it was often performed at important events such as Pati celebrations, circumcisions, anniversaries, or important events in Pati Regency. In addition, in the past, Tayub Dance competitions were often held in several areas of Central Java.

Tayub is a dance art that expresses gratitude for the sustenance given by God. Tayub Dance functions as a ritual held to fertilize agricultural land, especially in rural areas in Java. This Tayub Dance is often performed after or before the harvest and is frequently associated with the earth alms ceremony or ritual.

Along with the development of the times, Tayub Dance has been increasingly replaced by new creative dances. Nevertheless, Tayub Dance still has an important place in Pati society, especially in ritual events such as earth alms. However, some of the younger generation still view this belief as unreasonable or superstitious, even though this tradition has existed since ancient times.

Tayub Dance has an important role in local culture, including in Pati Regency and Nganjuk Regency. These two areas have similarities in the use of Tayub Dance as an expression of gratitude to God and the influence of globalization brings challenges to its popularity. One of the influencing factors is changes in

people's tastes. With increasing access to various forms of modern entertainment, many people prefer more contemporary entertainment. It makes the Tayub Dance, which is part of the local tradition, tend to be less popular with the younger generation. However, traditions such as earth alms which involve the Tayub Dance still have deep meaning as a form of gratitude for the sustenance given (Rahayu, Leidya Kintami; Mariah, Yoyoh Siti; Sunaryo, 2024).

The Tayub Dance in the Juwana Sub-District, Pati Regency is often performed. However, every earth alms is held, only Kedongpancing Village and Sejomulyo Village perform the Tayub Dance. In addition, in other Sub-Districts such as Jakenan, it is found that several villages still held the Tayub Dance several times. It causes the younger generation to be less aware of traditional arts because many arts are only performed at certain events, making the popularity of the Tayub Dance in Pati Regency begin to fade.

RESEARCH METHOD

The method used by researchers in conducting research entitled "*The Popularity of Tayub Dance in Pati Regency*" is a qualitative research method. Qualitative research aims to understand the phenomena experienced by research subjects (Moleong, 2007). This research used a qualitative research method. The qualitative method is used because the authors conduct research according to what happens in the field without any manipulation of the object and research study or describing a reality that occurs. Qualitative research methods are based on the philosophy of paradigms that view social reality as something whole, dynamic, and full of meaning (Sugiyono, 2015). Researchers try to describe and understand social phenomena that occur as society perceives themselves (Jazuli, 2001).

The approach used in completing research on *the Popularity of Tayub Dance in Pati Regency* is the phenomenological approach. Researchers conducted a series

of observations of phenomena that occur in the field directly, both from the community, dancers, and Tayub Dance artists. This study used a phenomenological approach in qualitative methods. Phenomenology is a method that explores the subjective experiences of individuals in detail. In phenomenological research, phenomena are understood as something that appears in the researcher's consciousness, and specific explanations are used to make the phenomenon appear clear and real. The main focus of this research is to find, study, and convey the meaning of phenomena and events that occur in certain situations (Eko, 2015).

The data collected in this study consists of facts and information to be analyzed as the basis for research (Cahyono, 2006). The types of data collected include photos and videos. The data obtained by researchers are primary data taken directly in the field in direct interviews with sources such as Tayub owners, former Tayub dancers from Pati, and several communities in Pati. In addition, the data taken indirectly are through video recordings, photographs, or data in the form of documents owned by agencies or institutions related to the research by taking video recordings and photos during the Tayub Dance performance. The researcher collected data from several sources, namely photographs taken by the researcher with the informants, videos, photos provided by the informants, and photos of past and present *sliring* dancers. Secondary data in this study were collected through books and journals related to the methods and subjects of research on the popularity of the Tayub Dance. The researchers also took the results of previous research literature or searched for previous research results with a discussion of the popularity of the Tayub Dance.

The data collection techniques used in the research on *the Popularity of the Tayub Dance in Pati Regency* are observation, interview, and documentation.

The researchers used triangulation techniques to maintain the credibility of

the study. The researchers used source triangulation by checking and matching data obtained from several sources to test credibility, such as comparing data on the popularity of the Tayub Dance from performance observations, interviews with Mr. Kacung as the owner of Tayub Setyo Laras, Mr. Umbar as a former of Tayub Dancers, Mr. Wilaji as a *sliring* dancer, and the community from Jakenan Village, Sejomulyo Village, and Kedongpancing Village. Therefore, the researchers obtained a comprehensive description of the phenomenon. Furthermore, interview data was compared with existing documentation to review the meaning and context of the popularity of the Tayub Dance. It can provide a deeper understanding of the topic being studied.

Technical triangulation in this study tested credibility by using several different methods or techniques to collect data from the same source (Yulianti, 2009). This research applied technical triangulation by collecting data through interviews, observations, and documentation. Researchers applied technical triangulation by checking the data obtained regarding the popularity of the Tayub Dance using various techniques. Data from interviews with Tayub owners, dancers, and local people were compared with the results of observations of Tayub Dance performances as well as photo and video documentation of the event. The results of triangulation provide a more relevant picture of the popularity of the Tayub Dance in the Pati Regency.

RESULTS AND DISCUSSION

Tayub Dance is a folk dance often performed at celebrations or Thanksgiving events. This dance is usually performed by dancers wearing traditional costumes, accompanied by gamelan music or other traditional musical instruments. The Tayub Dance in Pati has dynamic and energetic movements and often involves male and female dancers in interesting formations. This dance is also known for its social and friendly nuances in its presentation. The community is very

enthusiastic when watching the Tayub Dance, which is usually performed once a year during the Earth Alms event. Enthusiasm comes not only from the older generation but also from the younger generation. This Tayub Dance has been performed from generation to generation in several villages and continues to be preserved until now.

These arts are not only a form of entertainment but also a means of preserving and developing local culture in the Pati Regency. Through these performances, the Pati community maintains and passes on the rich cultural heritage to the next generation. All of these arts are still active and continue to perform today. One of the reasons researchers studied the Tayub Dance is because this dance is an integral part of local culture in Pati and has become part of a living and developing tradition. The Tayub Dance, which is usually performed every year during the Earth Alms event, is not only popular among older people but also gets great attention from the younger generation. The popularity of the Tayub Dance in Pati reflects sustainability and preservation.



Figure 1. Tayub Dance
(Source: Documentation, Intan 2024)

Changes of Tastes and Interests in the Arts of the Pati Regency Community

The increasingly rapid development of the era has changed significantly people's tastes in terms of entertainment and art. The era of globalization and technological advances have brought various new forms of entertainment that are more dynamic and attract the attention of the public, especially the younger generation. The Tayub Dance, as part of the Javanese cultural tradition that has been going on

for centuries, is starting to be marginalized by this current modernization (Cahyono, 2006). Tayub with its relatively static and traditional format is now rarely glanced at by young people who are more interested in entertainment that is considered fresher and in line with today's lifestyle. In the past, Tayub had an important function in various traditional ceremonies and social events, but now the interest of the community, especially urban people, tends to shift to forms of entertainment that are considered more innovative and in line with the current times. This phenomenon reflects how local cultural traditions such as Tayub, are increasingly finding it difficult to compete with new creative dances that combine modern visual elements, sophisticated technology, and even broader global cultural influences.

The community, especially the younger generation, now prefers to watch or participate in entertainment considered more relevant to global trends and current cultural developments. It has marginalized the Tayub Dance. It is considered less dynamic in following the currents, as expressed by Mr. Kacung, Mr. Ismail, and Mrs. Sri in the following interview where they stated that the Tayub Dance, as a traditional art, is now losing popularity to contemporary dances that are more modern and integrated with technology and elements of global culture.

"Now, it's different from the past, miss. In the past, it was often full, now it's half" (Interview with Mr. Kacung, July 8, 2024)

"I am less interested in watching Tayub because I often play online games and I am busy working, miss" (Interview with Mr. Ismail, June 12, 2024)

"The lack of interest in society is because of the negative image, you know, usually it's related to saweran, getting drunk" (Interview with Mrs. Sri, July 8, 2024)

This change in interest has not only resulted in a decrease in the number of spectators but also has serious economic

consequences for the owners and artists involved in Tayub's performances. The decline in income is one of the biggest challenges faced by those who depend on traditional arts for their livelihood. Therefore, to overcome this challenge, it is important to find creative ways to reintroduce Tayub Dance to the public, especially the younger generation who are more familiar with modern and digital entertainment. One way is to utilize technology to promote Tayub through social media platforms, create more interactive performances, or combine modern elements without leaving its traditional essence. In addition, serious efforts need to be made to change the negative image that has long been attached to Tayub Dance. Education about the philosophical and cultural values contained in Tayub can be the first step to eliminating the negative stigma so the public is more open to appreciating and watching this performance. Thus, Tayub Dance can regain its place in various cultural events and its existence can survive amidst the increasingly strong current of modernization.



Figure 2. The Impact of Changes in Public Taste (Source: Intan, 2024)

The Influence of Media and Technology

In the digital era, technology and social media have developed rapidly, presenting various new entertainment accessible and preferred by the public, especially the younger generation (Maharani et al., 2022). Platforms such as TikTok, YouTube, and Instagram have become the main platform for global trends that are often more interesting than traditional arts such as the Tayub Dance. By using a phone, people can access thousands of entertainment videos from all over the world in seconds, making conservative arts that usually require

special time and place to be displayed, less competitive. The impact of this technological advancement has further widened the gap between traditional culture and modern entertainment trends, where arts Tayub rarely appears or is promoted on these platforms. In addition, the existence of social media that is more supportive of fast, visual, and often without deep cultural context content, has marginalized Tayub and other traditional arts. Tayub, which takes time to understand, appreciate, and follow, may not suit the tastes of a generation that prefers instant entertainment. Over time, this art has faced challenges adapting to the changing preferences of people more interested in modern entertainment. As a result, Tayub Dance has become less well-known and is rarely performed in public spaces or on digital media. This lack of exposure makes it worse because there is no effort to introduce or promote this art on social media. Therefore, only a few people know about its existence. This has caused many young people to grow up without exposure to or interest in the traditional art of Tayub Dance, as in the following interview.

"Because now there are many development factors on social media and now young children already have cellphones, their interest in art has decreased" (Interview with Mrs. Riza, June 12, 2024)

The statement highlights that the development of social media and modern technology has significantly diverted the attention of the younger generation from traditional arts, such as Tayub Dance. This has resulted in a decline in interest and appreciation for traditional arts that require patience and deeper understanding. They are more often exposed to global content that is more popular and modern so local traditional arts are frequently considered less interesting or relevant to their lives. To overcome this challenge, more innovative efforts are needed to promote Tayub Dance and other traditional arts so that they can re-attract the attention of the

younger generation. One way is to utilize digital media as a means of promotion. Creating creative content that combines traditional elements with a modern touch, such as Tayub Dance videos combined with contemporary visual elements, can help Tayub Dance reach a wider audience. Collaboration with social media platforms can also be a strategic step in introducing traditional arts to the younger generation, as well as increasing their appreciation for the richness of local culture amid the ever-growing digital era. This approach is expected to not only preserve traditional arts but also make Tayub Dance relevant and attractive to younger people.



Figure 3. The Influence of Media and Technology
(Source: Intan Documentation, 2024)

The Economic and Logistical Constraints

Organizing a Tayub Dance performance requires a lot of money and resources, including a performance venue, traditional musical instruments such as gamelan, costumes, and the involvement of dancers (Margareta, 2013). Amidst increasingly complex economic challenges, especially in rural areas or communities with limited resources, difficulties in raising funds are a major obstacle to the sustainability of this traditional art. When the funds needed are insufficient, artists and organizers have difficulty planning and implementing performances regularly. This causes the frequency of Tayub performances to decrease drastically. The lack of financial support also makes the promotion of Tayub Dance increasingly limited, which ultimately reduces public awareness and interest in attending this performance. This reduced exposure has the potential to accelerate the loss of popularity of Tayub

Dance, which in the past was one of the forms of entertainment that was greatly enjoyed by Javanese society.

Competition Between Other Arts

With the many types of arts and cultures in Indonesia, Tayub Dance is now faced with quite a big challenge in maintaining its existence. As a rich traditional art with cultural and philosophical values, Tayub Dance must compete not only with other regional arts but also with various forms of international entertainment that are more modern and attractive to the younger generation. In this context, if there is no real effort to highlight the uniqueness and specialness of Tayub Dance, this art will be increasingly marginalized and lose its fans. This is a serious concern for artists, cultural figures, and the general public to find solutions so that Tayub Dance remains relevant and appreciated by the current generation. Therefore, it is important to carry out effective innovation and promotion to ensure that Tayub Dance is not only preserved as part of the cultural heritage but also recognized and appreciated by the wider community. One step that can be taken is to provide in-depth education about the history, philosophy, and meaning of each movement in Tayub Dance. By providing a better understanding to the community, especially the younger generation, it is hoped that they can appreciate this art not only as a spectacle but also as a cultural heritage that has important value in the social and cultural life of the Javanese people. In addition, various forms of interesting and interactive performances also need to be created to attract new audiences.

Strategy to Maintain the Popularity of Tayub Dance in Pati Regency

Tayub Dance has a very significant role in the implementation of traditional events, especially in the earth alms celebration, which is one of the important celebrations for the Pati community. Earth alms is a tradition carried out to honor and give thanks to

God for the produce obtained. The presence of Tayub Dance in this celebration is not only a form of entertainment but also a symbol of local wisdom that binds the community in cultural and spiritual values. By presenting Tayub Dance in these events, the community not only maintains traditions that have existed for generations but also strengthens cultural identity. The Tayub Dance performances in this context are very vital because they can unite residents in joy, increase a sense of togetherness, and strengthen relationships between community members. The Tayub Dance functions as one of the cultural subsystems that support social and cultural integrity in the Pati Regency. The Tayub Dance is not only a form of performing arts, but also a symbol of local wisdom and a social mechanism that plays an important role in maintaining relationships between communities. For example, in the Earth Alms celebration, the Tayub Dance has a significant role as one of the elements that binds the community in the values of togetherness and spirituality (Nisa et al., 2021).

The Involvement with the Younger Generation

The implementation of the Tayub Dance performance must involve the community, not limited to passive spectators; they also actively participate in enlivening the performance. The community often acts as *pengiring* that performs in turns, and they have the freedom to request the desired *gending* or song during the event. This kind of participation adds to the appeal and excitement of the performance because it creates an interactive atmosphere that involves the entire audience. This shows that the Tayub Dance has great potential to become a medium that unites the community, where each individual can feel ownership and contribute to preserving the cultural heritage that they love. Through this active involvement, the Tayub Dance can continue to develop and attract the interest of the younger generation to participate in its

preservation. However, behind the excitement and togetherness created, there is a dark side that needs to be considered. Some members of the community are sometimes involved in detrimental behavior, such as gambling and drinking alcohol, which can damage the essence of the performance itself. The younger generation now not only plays a role as an audience but is also directly involved in various aspects of the performance, including in the creative process that includes designing choreography and selecting *gending*.



Figure 4 Community Involvement in Tayub Dance Performances (Source: Intan Documentation, 2024)

Media and Promotion

The use of social media, videos, and other digital promotional materials has proven to be a very effective tool in increasing the popularity of Tayub Dance among a wider audience. In an era where technology plays a big role in everyday life, platforms such as Instagram, YouTube, and TikTok provide opportunities for Tayub artists to showcase their work to a wider audience, both locally and internationally. By using short videos, performance documentation, or even content that combines educational elements about the history and philosophy of Tayub, modern society, especially the younger generation, can more easily get to know and appreciate traditional art.



Figure 5. Promotion of Tayub Dance Through Social Media (Source: Intan, 2024)

Support from the Government and Institutions

Support from local governments and cultural institutions is a crucial factor in maintaining and developing the popularity of Tayub Dance amidst the strong current of modernization. Financial assistance from the government allows for more regular and quality Tayub performances, considering the large costs required to organize this traditional arts event. The salary for dancers and musicians to operational charges, all require sufficient funding so the performance can run well and attract an audience.



Figure 6. Support from the Government
(Source: Instagram of Blora Local, 2024)

The active involvement of cultural institutions in efforts to promote and educate about the Tayub Dance is also very influential in increasing public awareness. These cultural institutions can play an important role in educating the historical and philosophical values contained in the Tayub Dance so the negative image often associated with this performance can slowly disappear (Mustajab, 2024). By introducing Tayub as a cultural heritage that is full of meaning, cultural institutions can embrace various community groups to be actively involved in preserving this art through direct appreciation and participation in traditional arts activities. Close cooperation between the government, cultural institutions, and local communities not only ensures the continuity and improvement of the quality of Tayub performances but also

strengthens local cultural identity in a global context. As conveyed by Mr. Umbar in the following interview, strong support from various parties will enable the Tayub Dance to continue to develop, achieve higher achievements, and become an inseparable part of the cultural identity that is proud of by society in this modern era.

Holding an annual art festival or celebration event featuring the Tayub Dance as one of the main attractions is an important step to keeping this cultural heritage alive and relevant in modern society. Such festivals can be held with traditional events such as Earth Alms or other local cultural festivals. In these events, the Tayub Dance can be promoted as a symbol of pride that shows the uniqueness of Javanese culture. In addition, to show the beauty and elegance of Tayub, such festivals, can also be a place to introduce Tayub to the younger generation who may have never seen or understood this dance. The organizers can expand participation by involving schools, cultural centers, and local communities so the wider community can participate and enjoy the performance (Suharji, 2007).

CONCLUSION

Based on the results of research on *the Popularity of the Tayub Dance in Pati Regency*, it can be concluded that the Tayub Dance is a regional art that continues to be developed and preserved until now. The Tayub Dance in Pati Regency is believed to be part of the earth alms ritual, where the community gives thanks for the blessings of the earth and provides entertainment in the form of the Tayub Dance. Several villages in Pati Regency still adhere to this tradition because it has existed since ancient times and must be preserved. Along with the development of the times, the Tayub dance has been replaced by new creative dances or other cultural arts. Several factors have caused the decline in the popularity of the Tayub dance, such as changes in public taste, the influence of media and technology, economic and logistical constraints, and competition with other arts.

The main factors that influence the popularity of the Tayub Dance include aspects of performance, community involvement, and promotion. Aspects of the performance include dynamic dance movements and colorful costumes designed to attract the attention of the audience and provide an impressive visual experience. The dynamism of dance movements and costumes can be seen from innovations to follow modern trends, while it still maintains its traditionalism.

Community involvement, including the active participation of the younger generation in training, performances, and traditional celebrations such as Earth Alms, is essential to ensure the popularity of the Tayub Dance. Community involvement not only enriches the cultural experience but also plays a role in preserving traditions. In addition, promotion plays a significant role in increasing the popularity of the Tayub Dance. By utilizing social media and digital technology, such as videos and posts on Instagram and TikTok, Tayub Dance performances can reach a wider audience. Therefore, effective promotional strategies to increase public awareness and interest, especially among the younger generation who are active in the digital world. By continuing to innovate in digital performances and promotions, the popularity of the Tayub Dance will continue to grow in the future and the Tayub Dance can still be respected and preserve its traditional characteristics.

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