

## The Influence of Socio-Cultural Changes to the Form of Randai Kuantan Art in Kuantan Singingi Riau

Desti Kumala Sari<sup>✉</sup>, Wadiyo

Universitas Negeri Semarang, Indonesia

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### Abstrac

Randai Kuantan is a performing art consisting of art elements, such as, theater, dance, and music from social phenomenon and combination of traditional art of Kuantan Singingi society. Art is a cultural expression of a society that has various functions in accordance with the interests and the condition of the societies. The purpose of this research is to analyze the influence of social change on the form of performance in Randai Kuantan. The science used is Sociology for explaining the factors which influence social change in a society. The method used was interpretative qualitative, and data collection technique was by observation, interview, and document study with primary and secondary data sources. Technique of data validity was by sources triangulation, and the technique of data analysis was by data reduction, presentation, and verification data. The resarch was located in Kuantan Singingi Riau. The social changes are influenced by 2 (two) factors, outside and inside factors and then relates to the role of education, religion, economy, tribes, and social environment of Kuantan Singingi societies. Those factors change the form of Randai Kuantan art including time of performance, members, the location of performance, make up, and costumes.

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<sup>✉</sup> Alamat korespondensi:  
Jl Kelud Utara III, Semarang 50237  
E-mail: [destikumala19@gmail.com](mailto:destikumala19@gmail.com)

## INTRODUCTION

The art performing in each area in Indonesia has undergone a series of development from the performance of dance, musical, fine art, theater and drama. Its development is influenced by the supportance from the societies. Like Malay society in Riau province, they have various traditional arts which are still pereserved and developed till now. The performing art has a form and important values or norms in regulating daily life of a society.

The rules are the basic of cultures that can be changed gradually if they adapt to the development of era, but the have to give values on the existing arts with a culture speciality in the local culture (Pembudi 2015: 90).

The values and norms in a very traditional art can change the form, function, and purpose in accordance with demand of change in a society. The element of values is the most important aspect in changing the structure of mindset and attitude in a society. The changing which happens cannot be separated from the other elements which basically influence each other.

In relation with social change that is an effort to look the existing social conditions, the changes include all aspects, from the old system to the system which later can bring a big change thoroughly and basically. Talcott Parson (Saebani 2016:113) states that the development of a society related to the development of 4 (four) elements of main subsystem: Cultural (education), judiciary (integration), government (goal achievement), and economy (adaptation) in which all aspect are related to each other.

The society living in Kuantan Singingi Regency is a heterogen society. The Kuantan Malay society is ethnical majority. The dominant tribal settler is Minangkabau. The form of art in Kuantan Singingi is an art which has been influenced by Minangkabau culture, this is also influenced by geographical location of Kuantan Singingi which a border area between West Sumatra and Riau.

Randai Kuantan Art is an art that its existence was brought by Minangkabau society settled in Kuantan Singingi, but because of the cultural development and change, so the form of Randai in Minangkabau is different from the one that exists in di Kuantan Singingi. Minangkabau with its Folk Stories (Kaba) and Kuantan Singingi with the stories of social phenomena in the society. In line with his statement (Romadhon 2013:10) the occurrence of an art is not separated from socio-cultural conditions happened in the society in which a reflection from the socio-cultural conditions from the previous area where the culture occurred.

Generally, to explain the factors contributing the occurrence of social change, the researcher uses the concept of Soekanto (1999) that there are factors influencing the social change, i.e., inside and outside.

Inside factor consists of, first, the increasing and decreasing the number of population. Second, innovations, such as technology which can change the way of people interact with others. Third, struggle and conflict. The process of social change can occur as a result of social conflict in a society. Fourth, rebellion or revolution.

Whereas the outside factors are: First, cathastrophe or environment condition. Second, war. Both civil war and war between countries can cause changes because the winner can force the ideologi dan culture to the loser. Third, the influence of other societies' culture (Martono 2014 : 16).

Randai Kuantan is a form of group of traditional art in Kuantan Singingi, its presentation is by delivering the local folk stories revealed through drama which is presented with Kuantan-Malay dialect, followed by dance movements in circle formation, music accompaniment as peningkah in the storytelling phase, and supported by costumes and make up.

Randai Kuantan Art is a communicative folk art, born and developed in the middle of a society. This art delivers an arranged story with pantun dialog in Kuntan-Malay dialect, and accompany with Kuantan-malay songs as

peningkah in the storytelling phase (Hamidy 2012:187).

Randai Kuantan is generally a performance focused on comedy. The purpose of Randai Kuantan performance is to make audiences laugh a lot by any means, but still focused on the story told.

The presentation of story is supported by the existence of the performer of Randai story called "Bujang gadi", it is a woman role that is replaced by a man wearing female clothing. This is an important element in Randai Kuantan performance.

The influence of social change to Kuantan Singingi society alters the form of Randai Kuantan art is the formulation of problem that will be explained, with the purpose of looking what aspects from change factors that influence the form of Randai Kuantan art.

## **METHODS**

The research used qualitative interpretative method and sociology approach, i.e, social cultural change. The research design used case study, which means the results will only be applied to those that have same characteristic and phenomena. The target of the study in this research is the influence of socio cultural change to the form of Randai Kuantan art. The research was located in Kuantan Singingi.

The data and the source of data were from primary and secondary data. The technique of data collection was done by observation in which the researcher observed the form of Randai Kuantan performance directly, observed the supporting elements of the performance and all aspect related to art objects.

The technique of interview was by meeting the interviewees to give some questions directly about Randai Kuantan art. The interviewees were Randai Kuantan artists, traditional leaders (Datuak), humanists related to the development, the member of tourism department of conservation aspect, and the societies as art appreciators of Randai Kuantan art.

Documentation technique was done by data collection in written form, such as books, journals, encyclopedia, or articles related to object of Randai Kuantan art. The visual document, then, in the form of photos, videos of the whole performance or separated, and the recording of the interview in the form of audios.

The technique of data validity was done by examining data credibility through triangulation. Triangulation of source was done in the process of examination by checking data obtained from several sources which would be described, categorized, and analyzed in accordance with the formulation of problems and purpose. The technique of data analysis was used 3 (three) steps, data reduction from the object of Randai Kuantan. It consists of written document, visual and audio which was identified, verified, arranged, and grouped in accordance with the focus of research.

The data presentation or displaying data was in accordance with the analysis topic of problems, both intraesthetically and extraesthetically Randai Kuantan art. To draw a conclusion or verification was based on the grouping of reduced and verified patterns on the basis of proportion explained in the discussion.

## **RESULT AND DISCUSSION**

The social change of the society influences the development of the form of Randai Kuantan art including the increasing and decreasing of population, innovations, struggling and conflict, revenge and revolution. The outside factors are catastrophe, the condition of physical environment, war, influence of other cultures. The following are change factors happened;

### **Decreasing and Increasing of Population Factor**

Decreasing and Increasing of Population Factor influences the change of Randai Kuantan art form seen from education, economy, tribal, and social environment. Education factor is the factor that always

increases in population in Kuantan Singingi. This can be seen from the results of data collection of the Central Statistics Agency It states that the indicator of education in 2017 states that the highest level of education is S1 (undergraduate level) 57,48% and the lowest level is SD (Elementary School) 0,61%. Therefore, most of the societies have decent education through formal learnings from formal education institutions. The consequence is it change the mind set and attitude of the societies, so this condition influences the appreciation toward Randai Kuantan art.

Formerly, the performance began from 9.00 p.m. till 4.00 a.m. in 1970, but at present, it does not happen anymore. It is predicted because of the societies' awareness of education. The year of 2000 is the peak time when Randai was not performed till dawn anymore. The maximum time of performance is 1.00 a.m., because the societies, nowadays, have already had many activities, such as, going to school.

The increasing of the number of population in Kuantan Singingi influences the employment system, and livelihood too, so it also influences the economic change. Andrius (2016:137) states that a change is the social development of society to fulfill the daily necessities through the process of knowledge progress from various sides of life.

The statistics data of employment shows that the number of unemployment decrease every year. The last data in 2015, the employment are 3.888 from 314.276 of population or 1,2%.

The results is then related to economic side in which one factor of show time change is influenced by working time of the societies. The attitude of the working societies directly changes the show time of Randai Kuantan because they have to work to increase their income.

Because of the increasing number of population in Kuantan Singingi, it influences the existence of various tribes in there. This is related to the geographical location and natural condition which is potential to be plantation. The tribe in Kuantan Singingi is mixing from

tribal immigrants such as Minangkabau dan Java, while the original tribe in Kuantan Singingi is Malay Kuantan.

A society is a group of people in which its members have communication, bond which influence each other. That is done by the member of societies in groups because human cannot live alone. Societies will obey the rules and customs at where they live. (Septiana 2016:147).

At first, the form of Randai Kuantan performance uses "o" dialect (Minang) which is related to the beginning of randai existence in Kuantan Singingi, but now it uses Malay Kuantan dialect which has a goal to give a speciality and considered to be communicative as well as has characteristics from the culture of Kuantan Singingi.

The factor of the increasing number of population in Kuantan Singingi also influences social environment in the society, while in the form of the performance of Randai Kuantan, it relates to the performance location. The performance is generally held outdoor or spacious opened place, but Randai Kuantan performance now is held in limited location, such as in the yard or in front of the house.

### **Innovations**

The aspect of innovation, in this case is technology that produces electronic products, such as elektronik seperti radio, television, and handphone contributing socio cultural change in the society of Kuantan Singingi Regency in other realms. Like stated by Sulasman and Gumilar (in Lontoh 2016:85) that a society is a social system consisting of related and integrated elements in a stability. The changes happened in one element of a social system will be affected of the other elements.

The development of technology, such as CD (Compact Disc) and DVD innovations provided video of Randai Kuantan performance, and also the occurrence of Youtube application ease the access to the performance of this kind of art.

It is stated by (Wadyo 2006:7) that art products used as a means of interaction. It

makes the interaction among individual directly to art products, not to art itself. That is why it influences the audiences' interest as appreciators of Randai Kuantan art to come and directly watch Randai Kuantan performance.

Innovations in the field of creative industri also influence the form of Randai Kuantan performance from the other aspects, such as the change of make up and clothing used in the performance. Generally, make up for Randai Kuantan performance is Type make up (tata rias jenis). This kind of make up is a face shift because the role of ladies in Randai Kuantan art will always alter with men called Bujang Gadi.

Musim (2006 :117) explains that at the past, make-up tools were made from natural materials , such as, Blush on is from kasumbo seeds (a kind of rambutan seeds like papaya seeds but they have red color), eye liner used roasted canary seeds, to redden lips is by chewing betel, to redden nails used Berinai.

Nowadays, the make up used by the Randai Kuantan performer made from modern materials. The modern make up tools that we can find now are Foundation, compact and loose powder, Blush on, eyebrow pencil, Eyeliner, Lipstick, Eye Shadow dan eyelashes. The costume also changes. Formerly, the costume was a long sleeve white shirt and suits, but at present, the performers wear batik shirt or polo shirt for practicality reason.

### **Societies Conflict**

There is a conflict that influences the form of Randai Kuantan performance in Kuantan Singingi. (Soekanto, 2006:280) states that conflict in a society can be a cause of socio-cultural change. The conflicts can be happened between individuals and groups or among groups of young and old generations.

The factor that causes conflict in Kuantan Singingi is influenced by the different point of view from two groups. This differentiation is based on two systems of belief or religions on the form of Randai Kuantan performance, another group tries to preserve the originality of

the form of traditional art which it is a special characteristic from the art itself.

The opinion from (Saebani, 2016 : 210) is that a factor causing the conflict is interaction or communication. Each individu, group, organization, society can experience conflict because of interaction or communication. When a communication get stuck and misunderstood, a conflict will occur. Beside that, One cannot accept others' point of view, such as a religious figure that has a blind fanaticism, an offended personality, etc.

The form of Randai Kuantan performance is supported by bujang gadi, it is female role that is replaced by male. Bujang gadi is an important in Randai Kuantan performance. It will not be complete if Randai Kuantan art does not have bujang gadi role in the performance.

According to the most of group, such as artists, arts council, and societies, the existence of bujang gadi is important to use because it is to avoid harassment, and all bad treatments on the women. The performance is held until late at night, and dominantly the participants are men, so this condition does not support the existence of women in the middle of the performance.

Other changes that influence the form of Randai Kuantan if it is seen from the religion's point of view. The conflict happens among societies where group of artists who are directly active in Randai Kuantan art. They think that the change done by replacing the role of bujang gadi in Randai Kuantan performance with the real women role can alter the characteristic of the authenticity of Randai Kuantan traditional art in Kuantan Singingi.

In the other hand, Datuak or the religion prominent figures in Kuantan Singingi consider that at present the societies have known the religion well, and the majority of Kuantan Singingi Regency are Moslems. Randai Kuantan is considered to be not suitable anymore with Islamic teachings that men is forbidden to resemble women.

The different mindset and opinion can raise a misunderstanding among artists, traditional leaders, religion leaders that have

their own opinion and concept about the form of Randai Kuantan performance nowadays.

These influences generate two patterns of Randai Kuantan performance in Kuantan Singingi, they are a group that still preserves the existence of bujang gadi role because it is the characteristic of Randai Kuantan form the first time in Kuantan Singingi. In the other hand, there is a group that has already changed the role of bujang gadi to the role of real, so the women can participate Randai kuantan performance di Kuantan Singingi at present time.

This reality, becomes a conflict that changes the form of Randai Kuantan performance, so the decision depends on the appreciators to choose which group of Randai Kuantan will perform in their events, the group with bujang gadi or the group with the real women role in it.

## CONCLUSION

From the research, it can be concluded that Randai Kuantan performance has experienced changes because of socio-cultural changes in the society of Kuantan Singingi. There are 2 (two) factors of changes, they are outside and inside factor. The inside factor is increasing and decreasing the number of population. This factor consists of education and economic aspect. From the education aspect, the performance duration changes because it can disturb the studying and resting hours of children. From the economic factor, it can disturb resting hours and working activities.

At the beginning, the language usage is Minang, with "o" dialect because it relates to the existence of Randai di Kuantan Singingi at the beginning. But now, it uses Malay Kuantan dialect because it is influenced by the diversity of tribes in Kuantan Singingi. The changes of social environment also influences the location performance. Formerly, the performance was held in the spacious outdoor place. At present, it is held in a limited place.

The innovatios also influence social changes, in this case is technology innovation.

This innovation influences the form of performance from make up and clothings (costumes).

All factors influencing the changes of the form of Randai Kuantan art is an innovation which follows the demand of era. It can be denied that the changes on art will always be continually in accordance with the necessities and purposes of its existence in the societies. The appreciators, in this case are the societies have a big influence to the changes of the art forms.

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