

THE EFFORT IN ENHANCING THE COMMUNITY WELFARE THROUGH PERFORMING THE TURONGGO MANIS DANCE AT THE TOURISM DESTINATION “GUNUNG API PURBA” PATUK DISTRICT GUNUNG KIDUL REGENCY YOGYAKARTA

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ABSTRACT

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The research was qualitative, and an ethnographic approach was employed. The objective of the research was to describe the efforts to improve the Community Welfare through performing the Turonggo Manis Dance, which is created by the lecturers and students from The Department of Dance Education Faculty of Languages and Arts Universitas Negeri Yogyakarta at the tourism destination Gunung Api Purba at Nglanggeran village, Patuk district, Gunung Kidul regency, the special region of Yogyakarta.

The data were obtained from observation, interviews, and documentation studies of the community leaders, the Jathilan dancers or artists, the tourism destination managers (Pokdarwis), the regional government of Nglanggeran village, Patuk district, and the Gunung Kidul regency Tourism Office. The data analysis techniques were data reduction, data display, and conclusion drawing. The validity of the data was verified using the Triangulation technique. The research results were as follows: (1) The Tourism Object Gunung Api Purba has been known as a tourism destination since 2008. Various efforts have been made to attract more visitors, such as socializing and advertising through pamphlets, leaflets, social media, Youtube, WhatsApp, and Tourism Village profile website. (2) Some others events that also has been done were the Nglanggeran Culture Festival, Rasulan (a celebration or ritual after the harvest season arrives), Culinary and Gardens Harvest Festival, Homestay, Jathilan dance performance art competitions, Gejog Lesung and Reog performance arts, Music performance and live performance of the Turonggo Manis. (3) Management of tourist attraction activities in Nglanggeran village by POKDARWIS and the regional government with assistance from the tourism office and the culture office of Patuk District, Gunungkidul Regency. The activities are expected to improve the welfare of the people of Nglanggeran village.

Kata Kunci: Dance Performance, Tourism, Welfare