DESIGNING VISUAL BOOK OF PENDET TRADITIONAL DANCE FROM BALI

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ABSTRACT

Indonesian art and culture claimed by other countries increasingly founded. In 2009, Malaysia bring Pendet dance from Bali on Visit to Malaysia's TV advertising and Enigmatic Malaysia program from Discovery Channel. Pendet claimed by Malaysia as Sarawak dance. Bali dances as hereditary art and culture, which must be passed down to each generation (circle of life), to motivate ourself to be more disciplined and serious in studying and preserve it without removing the roots of tradition, so it does not happen our culture claimed by other countries.

In this research project, the author used methods among depth interviews with related informant, and observation also ethnography in many dance studios in Bali and Balinese dance community to obtain results of qualitative data, whereas to obtain quantitative data, researchers used a questionnaire method. The concept design of the object, is creating visual book of Pendet with illustrative and modern design style which theme 'The Enigmatic Pendet'.

In the end of Final Project report, the author hopes this visual book will be able to provide insight informatively as possible to the reader, so that the reader knows better about Pendet as traditional dance from Bali. Author also expect the existence of this research can be a documentation of Pendet dance culture that can be passed down to the next generation as a form of cultural preservation especially in the art of dance and be able to be used as a visual reference or literature about Pendet.

Keywords: Pendet Dance, Bali Dance, Visual Book, Ilustrative, Modern, Enigmatic.