

A Study of Indonesian Students' Interest in Traditional Culture Diversity as Preservation of the Quality of Traditional Martial Arts

¹Ayuningtyas Y Hapsari

Abstract---This study examines the diverse Indonesian traditional arts. Traditional dance, traditional musical instruments, traditional martial arts, and many more are almost extinct traditional cultures. Silat is considered as one of Indonesia's traditional cultural arts which has not been reduced by the younger generation, especially the millennial generation. The selection of respondents in this study is 100 students' private universities in Bandung, where they have watched shows from these fighters. This show is a new concept, namely the appeal of pencak silat that has been modified with contemporary movements.

In this study using descriptive methods and verification methods. Path analysis has been used in this study, to see how much influence between modern Pencak Silat martial arts and promotion carried out through social media towards student interest in traditional martial arts.

Keywords---Promotion, Product Quality, Social Media Promotion and Consumer Buying Interest

I. Introduction

Traditional martial arts culture requires special attention from the younger generation, especially the millennial generation. cultural arts that need to be developed and preserved, therefore some martial arts communities have begun to modify martial arts movements. a combination of traditional movements and contemporary movements is a modern blend that is widely practiced by martial arts colleges, one of which is Warugadjati 101 college, this is an example of the action taken by Warugadjati college to attract the interest of the younger generation to like traditional arts, and it is even hoped that someday they will promote this cultural art internationally.

In 1948 the Indonesian Pencak Silat Association (IPSI) was formed which had the aim of supervising all the Pencak Silat retainer in Indonesia in one organization. The Indonesian Silat Pencak Silat Association (IPSI) is the oldest martial arts organization in the world, which is based on all people learning martial arts from the same source and can pave the way for all retainer of pencak silat to have a technically superior function. This organization tends to avoid the climate of modern martial arts and developments in the world of sports. This form of rejection of modern sports developed by the organization has a good impact, because it has shown a form of non-aggressive debate. This organization shows that the rules that apply can become a de facto standard to be able to develop and hold martial arts

¹Widyatama University
Ayuningtyas.yuli@widyatama.ac.id

competitions throughout the world. In the 20th century [1], Indo-Dutch Eurasia was one of the first attempts of the Pencak Silat Organization outside Indonesia which began developing pencak silat in the European Continent, which became a trigger for the development of Pencak Silat throughout the world. [4] Silat itself is a series of words that reflect the original self-defense of Malay land, which is now better known in the State of Indonesia or the Archipelago. Silat is a translation of the Minangkabau tribe, namely "silek" which originates from the island of Sumatra. [1]

At this time Pencak Silat is a non-academic activity that must be held in schools in Indonesia, because Pencak Silat martial arts are also contested for elementary school students to adulthood. Because the IPSI Organization is one of the promoters for Pencak Silat martial arts, it can be competed on a National and International scale, such as the National Sports Week (PON), South East Asia Games (SEA Games), the Asian Games and even the World Championship between Countries. Since 2012, the Pencak Silat Festival has been held regularly every year, such as the Malioboro Pencak which showcases demonstrations of the big silat school students in Indonesia. Pencak silat is packaged in a modern way, the combination of movements and music that is more familiar to be heard is a difficult challenge. the fighters must practice for months to present a very interesting performance, accompanied by the dynamics of traditional and modern music. the combination of silat movements like this is only intended as a performance, not a movement for fighters.

Packaging of pencak silat shows has been uploaded to various social media including YouTube, Twitter, Facebook, Instagram, and others. Pencak Silat community is currently starting to utilize high technology as a medium to promote martial arts, so that it is known by the public. Eventhough the pencak silat community is aggressively promoting various social media, even the artists of the pencak silat art with a hard effort pack a very beautiful performance. But this does not make interest from the younger generation, especially students, to participate in preserving the art of pencak silat. students were not interested in watching the performance of pencak silat, even being a member of pencak silat they really did not want.

II. Literature Review

Product Quality

Product quality is something that manufacturers offer to the market with the aim of getting attention to attracting consumers to make purchases, use and consume so as to satisfy the desires or needs of consumers. This will ultimately become the company's main focus to maintain the quality of its products, because an important policy in improving product competitiveness must give satisfaction to consumers that exceeds or at least equals the quality of products from competitors. [3]. Although there is no definition of quality that is universally accepted, from this definition it can be concluded that the quality elements are equal, namely quality that includes business or exceeds customer expectations, quality includes products (goods and services).

There are several dimensions of product quality according to Kotler and Keller translated by [3], consisting of:

1. Performance: the operating characteristics of a major product, such as ease of convenience
2. Durability: related to how long the product can be used. Dimensions

3. this includes the technical age and the economic life of the use of the product.
4. Conformance to specification: the extent to which the basic operating characteristics of a product meet
5. certain specifications of the consumer or the defect is not specified in the product.
6. Features: the product characteristics that are designed to improve product functions or increase consumer interest in the product.
7. Reliability: the probability that the product will work satisfactorily or not for a certain period of time. The smaller the likelihood of damage, the product is reliable.
8. Esthetic: the appeal of the product to the five senses, for example artistic models, designs, colors and so on.
9. Perceived quality: the image and reputation of the product and the company's responsibility towards it.

a. Social Media Promotion

Social networking (social networking) has now become part of everyday life. Social networking is an activity to establish relationships with other people through social media sites / social networking sites on the internet can be accessed anywhere, anytime and by anyone. A social network is a site that is able to communicate with people who have the same social media account, where these people can access the virtual world and the real world. Marketing activities desperately need social media as a tool that is able to interact directly with the same social media users, one of which is an application that has plug-in access, network groups and pages that can gather a fan. From every social media network has opportunities and challenges that must be faced in different ways.

There are 5 dimensions of social media promotion [4]:

1. Online Communities

Online communities or online communities are described as communities around interest in the same product or business built through the use of social media.

2. Interaction

Interaction refers to the ability to add or invite friends or colleagues or peer networks, where followers can connect, various and communicate with each other in real time.

3. Sharing of Content

Sharing of content talks about the scope of individual exchange, distribution and receiving content in social media rules, where content that allows can be in the form of images, videos, or status updates.

4. Accessibility

Accessibility refers to the ease of access and minimal fees for using social media that can make users with online access able to start or participate in social media conversations.

5. Credibility

The final dimension is credibility described as sending messages that clearly articulate the brand to build credibility over what is said or done that is emotionally related to the target audience.

b. Student Interest in watching the Pencak Silat Show

After determining the desired response from the audience, the communicator increasingly develops an effective message. To learn more about the effects and communication that can be generated from a marketing communication perspective, the use of a hierarchical model approach provides an initial conceptualization and response to AIDA.

The AIDA model proposed by [6] is as follows:

1. Attention (attracting customers)

The emergence of consumer awareness and attention to marketing efforts undertaken by producers.

2. Interest (more interested in)

Their interest in the products offered by the producers, even ultimately aroused interest in having products.

3. Desire (desire to buy products)

Once interested, there is a desire to have the product.

4. Actions (purchases)

Actions taken by the consumer, after he has passed the stage of interest in the product, the desire to own the product then buys the product.

III. Research Paradigm

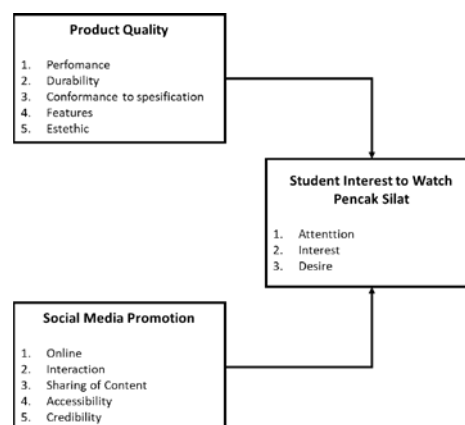


Figure 1: Research of Paradigm

Research paradigm above can be explain that researcher does not take all the indicators contained in each variable. For product quality, researchers only took five indicators, namely: Performance, Durability, Conformance to specification, Features and Esthetic. Social media promotion researchers took all the indicators and for the students' interest in watching the Pencak Silat performance, the researchers only looked at three indicators, namely Attention, Interest and Desire, because the object is only the students were interested in watching the Pencak Silat performance.

1.Hypothesis

In this research is had a hypothesis as follows:

Ha1: Product Quality influences to the Student's Interest to watch Pencak Silat shows

Ha2: Social Media Promotion influences Student's Interest to watch Pencak Silat shows

IV. Methodology

Descriptive method and verification method has been used in this research and using path analysis, to measure how much a variable product quality and social media promotion influence the student's interest to watch the Repackage Pencak Silat shows. This study uses 30 respondents to be interviewed before data collection, which has the aim of ensuring that the questions and contents of the questionnaire are clearly and can be understood by the respondents. The results of the interview were used to process data and calculate the definition of product quality, social media promotion and student interest.

The data that has been collected in this study becomes a sample that represents the population of respondents in this study. The sample size in this study were 100 active students from private university in Bandung, Indonesia. Regression analysis and calculation factors need to be done in this study [7], because it can be an effort to increase the respondents to fill out questionnaires that have been distributed with the "put and pick up system" method to respondents who can be potential to fill out questionnaires with true and returned by the researcher.

The results of measurement of data through questionnaires for the variables studied are independent variables and dependent variables in the form of ordinal data. To equalize the data from these variables starting from ordinal data into interval data, where the changes will be made using the LISREL program [8].

V. Result and Discussion

Profile of Students

Results could show that majority of students who were respondents were students who were male, college students in 2015, had an income of > Rp. 2,000,000 per month and exercise as much as 1 - 3 in a month.

Product Quality

Responses of respondents to the motivation factor are as follows:

Table 1: Product Quality Statements

INDICATORS	%	CATEGORY
The ease of understanding the story of the Pencak Silat performance	76	Agree
The harmony of the fighter in performing each traditional movement	78	Agree
The harmony of the fighter in staging every contemporary movement	80	Agree
Duration of staging traditional movements	79	Agree

INDICATORS	%	CATEGORY
Duration of staging contemporary movements	78	Agree
The suitability of the combination of the pencak silat movement with contemporary concepts	77	Agree
The suitability of the combination of the pencak silat movement with the contemporary movement	77	Agree
Compatibility of music with the modern martial arts movement	81	Agree
The harmony of the game waditra with the fighters fight	79	Agree
Staging interest is seen from the clothes worn	75	Agree
Frequency of interaction between fighters and audience	77	Agree
Total Product Quality	78,7	Agree

Based on Table 1 regarding the statement of product quality can be stated that the quality of pencak silat products can be said to be good. This result can be shown from the highest statement refers to the suitability of music with the modern martial arts movement.

Social Media Promotion

Responses of respondents to the social media promotion are as follows:

Table 2: Social Media Promotion Statements

INDICATORS	%	CATEGORY
The desire to join the online arts and culture community	78	Agree
The desire to have an account about college on social media	74	Agree
Intensity to seek information on pencak silat on social media	79	Agree
Intensity to connect with other martial arts accounts	79	Agree

INDICATORS	%	CATEGORY
Intensity to connect with the Pencak Silat community	77	Agree
Frequency to publish pencak silat activities in Warugadjati college	75	Agree
Frequency to publish a combination of traditional and contemporary martial arts movements	75	Agree
Interest in finding information in social media groups	80	Agree
The desire to access the performance of other martial arts colleges on social media	79	Agree
The desire to patent the combination of traditional and contemporary movements that have been made	78	Agree
The desire to create an image that only Warugadjati has a contemporary pencak silat movement	78	Agree
Total	78,11	Agree

Based on Table 2 regarding the statement of product quality can be stated that the quality of pencak silat products can be said to be good. This can be seen from the highest statement regarding interest in seeking information in social media groups.

Student Interest to watching

Table 3: Student Interest to watching Statement

INDICATORS	%	Category
The desire to find information about pencak silat	55	Simply Agree
The desire to search for information about tertiary education	58	Simply Agree
Interest in knowing the martial arts movement that will be performed	56	Simply Agree
Interest in knowing the concept of the program being staged	50	Simply Agree
Interest in knowing the decoration of the staging location	57	Simply Agree
The desire to watch the pencak silat performance	54	Simply Agree
The desire to see a blend of traditional and contemporary martial arts	60	Simply Agree

INDICATORS	%	Category
The desire to see the performance of the fighters and partners	55	Simply Agree
Total	55,6 2	Simply Agree

Based on table 3. regarding the statement of product quality can be stated that the quality of pencak silat products can be said to be good. This can be seen from the highest statement regarding the desire to see a combination of traditional and contemporary martial arts.

Path Analysis

Analysis of the effect of product quality and social media promotion on student interest is carried out quantitatively and qualitatively, namely analyzing data using statistical tools and the results are given explanations. This section will analyze the results of data processing using path analysis method.

Table 4: Structural Equations

$$MM = 0.38*KP + 0.57*P, \text{ Errorvar.} = 0.22, R^2 = 0.22$$

(0.14) (0.11) (0.39)

2.66 5.26 4.00

From the results of calculations using LISREL software version 8.8, hypothesis testing is done by comparing the value of tcount with t table. Criteria for determining H0 rejection if t count is greater than t table. Following are the results of partial hypoetsis testing:

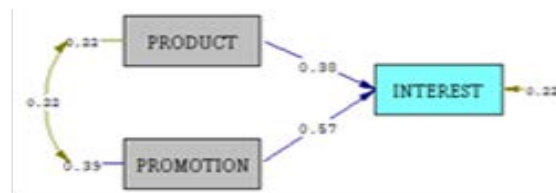
- t-count = $\rho_{yx1} = 2.66$; t-table = 1.981; then t-count > t-table; H0 is rejected
- t-count = $\rho_{yx2} = 5.26$; t-table = 1.981; then t-count > t-table; H0 is rejected

To find out the truth of the simultaneous hypothesis in this study, can be seen in the structural equation in table 4. From this equation, it can be seen that the path coefficients shown for each variable are like the table below:

Table 5: The path coefficient

Partial Influence	$\rho_{yx1} = 0,38$ $\rho_{yx2} = 0,57$
Simultaneously Influence	$R^2Y (X_1 X_2) = 0,22$
Residual Coefficient Effect	$\rho_y \epsilon = 0,22$

By using the equation and table of the path coefficients above, we can describe the structural model equation between the three variables. The figure below is an overview of the relationship structure and path coefficients of each variable, as follows:



Picture 1:

Structural Relation Between X1, X2 and Y

Based on the table and path diagram above shows that:

1. The direct effect of the product quality variable (X_1) on student interest (Y) is 0.38 (squared = 0.382). This means that product quality affects student interest by 14.44%. In other words, product quality has a low influence on student interest because it is on the 5% - 16% interval scale.
2. The direct effect of social media promotion variables (X_2) on student interest (Y) is 0.57 (squared = 0.572). This means that social media promotion influences visiting interest by 32.49%. In other words, social media promotion has a strong influence on student interest because it is on an interval of 17% - 48%.
3. Direct influence of both variables simultaneously product quality (X_1) and social media promotion (X_2) on student interest (Y) is 0.33 or 33%. This means that the two variables, namely product quality and social media promotion, influence student interest by 33%. In other words, product quality and social media promotion have a strong influence on student interest because they are at intervals of 17% - 48%.
4. The influence of residual variables (e) on student interest (Y) is 0.22 or 22%. It is interpreted that the interest of students is also strongly influenced by other factors such as service quality variables, experiential marketing, location or other variables that is equal to 78%.

VI. Conclusion and Suggestion

The results of the calculations that have been calculated in the previous discussion can be stated that the quality of products and social media promotion have a very significant influence, namely 14.44% and 32.49% respectively.

After distributing questionnaires to students who had watched the traditional pencak silat performance that had been packaged in a modern way, it turned out that the effect of the product quality from the show was very small, which was only 14.44%. then for social media promotion variables, the results of the respondents' questionnaires were 32.49%. the two variables above indicate that the influence of each variable on student interest in watching shows is very small. If we look at the questions that have the greatest value among others, such as: the harmony of movements between martial arts players, then the easy information about pencak silat that we can find on social media as well as the desire of students to see the performance of modern pencak silat . these three things are mostly done by students while watching a performance.

in the end the researcher concluded that, from the results of the research above, that the quality of products from pencak silat and social media promotion only had a very small influence on the students' desire to participate in preserving pencak silat cultural arts. Other things that can be done to increase student interest include; there is a socialization from the local government for all agencies to impose cultural attributes on certain days, for example traditional clothes are used on one of the working days, requires students to take extracurricular activities related to Indonesian cultural arts such as traditional dance, traditional musical instruments and others.

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