

THE MAKING OF PROFILE VIDEO OF ZAPIN DANCE

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***Abstract:** Bengkalis is one of the districts in Riau Province, Indonesia. One of heritage from Bengkalis culture named Zapin dance. Zapin dance was originally brought from Yaman by merchants in early 16th century and this dance also educative entertainment. The advanced of technology develop this Zapin dance in the form of video as media. The available videos on website only show the movement of the dance and this video show the history of the dance in Bahasa Indonesia. Therefore, the writer is interested in making of profile video of Zapin dance in English. Zapin dance was made as attractive as possible different from other videos and when people watch this video, they will be not bored. Besides that, this video not only can be used in Indonesia but abroad especially for foreigner who learns Zapin. This video equipped with profile pictures Zapin dance and types of Zapin Dance. For the tourism department, profile video of Zapin dance can help departments to promote Zapin dance for whole society not only in Bengkalis but abroad.*

***Keywords:** Bengkalis, Video Profile, Zapin Dance*

1. Introduction

1.1 Background of the Study

Bengkalis is one of the districts in Riau Province, Indonesia. Its area includes the eastern part of Sumatera island and archipelago. The district capital is located in Bengkalis, exactly in Bengkalis island that separated from Sumatera island. Bengkalis Island is also a small island surrounded by natural ecosystems which value is protected. Geographically, Bengkalis

district is also opposite to Malacca Straits. Beside that, Bengkalis also has awareness that has become part of how people in Bengkalis receiving and giving special culture in dealing with foreign cultures or other cultures. One of heritage from Bengkalis culture is named Zapin dance. Zapin dance is a cultural product of a complex process and not all at once. Therefore, Zapin Bengkalis also has its own uniqueness.

Zapin dance is a Malay dance which still exists until now in

Bengkalis Island. This dance is also dance of entertainment among the kings who played in palace. Zapin dance was originally brought from *Yaman* by merchants in early 16th century and this dance also educative entertainment. It is also as a religious media through Zapin lyrics. Zapin dance was performed by male dancers but now Zapin is also performed by female dancers, even, the collaboration of female and male dancers. The variety of dance is developed and appeared in Malay nature. The Zapin music played is *Gambus*.

Thus, the Malay arts include Zapin dance has its own characteristic. Zapin dance is also part of the performance of Indonesia and Malay. The advanced of technology develop this Zapin dance in the form of video as media. One of a video documentary of Zapin dance on Website show that Zapin dance is directly made in the form of dance so people still do not know the ways of Zapin. The available videos on website only show the movement of the dance and also show the history of the dance. The Video of Zapin dance in the website is made in Bahasa Indonesia.

Therefore, the writer is interested in making of profile video of Zapin dance in English. So, that people do not only know in Bahasa but also in English. This video

also promotes Bengkalis regency and the dance itself in the interesting way to people not only in Bengkalis but also out of it. The writer also considered that many people do not want to learn about a culture because they do not interested to a traditional culture like zapin dance. because of that, this video was made as attractive as possible different from other videos and when people watch this video, they will be not bored to know more about zapin dance. This project title is The Making of Profile Video of Zapin Dance.

2. Review of Related Literature

Related Study

There are some related studies of Zapin dance. First, research by Sintiya (2014) "*Perkembangan Tari Riau di Yogyakarta*". The purpose of this study is to describe about the development of Riau dance in Yogyakarta. The result of the research showed that the development of Riau Zapin dance history in Yogyakarta is predicted about started in 1960an. It applied in residence hall only.

Second is Sarita, et al (2015) entitled "*History of the Village Meskom Zapin Dance Bengkalis SubDistrict Bengkalis*". The purpose of this study is to know the existence background of Zapin dance in Desa Meskom subdistrict Bengkalis regency of Bengkalis. The result from this study indicate that the Zapin Dance comes from the Arabic

country and then disseminated in Siak and finally in Bengkalis Meskom Village.

Third is Syefriani (2011) entitled “*Tari Kreasi Baru Zapin Seribu Suluk Pada Masyarakat Pasir Pengaraian Kabupaten Rokan Hulu*”. The purpose of this study is to know the elements of Tari Kreasi Baru Zapin Seribu Suluk Pada Masyarakat Pasir Pengaraian regency of Rokan Hulu. The result of this research is to introduce about tradition of Suluk in Pasir Pengaraian.

The differences between those researches to this product are in the description about Riau dance and history of Zapin dance. However, this product about Zapin dance must be arranged with profile video of Zapin dance.

Related Theory

1. Multimedia

Gayeski (1993:4) Multimedia is a group of computer based interactive communication systems that create, store, transmit, and retrieve textual network, graphics, and audio networks.

Smaldino, et al (2005:141) states that “Multimedia consists of traditional media in one combination or accelerate of computer as tool of appearance text, image, graphic, audio and video”.

2. Video

Mayer (2001) Video is a form of multimedia application which contain of audio and visual. It also captures picture and audio as media of presentation in case of giving information.

Barron (2003) Video provides rich records of interactional phenomena, including eye gaze, gesture, body posture and proximity, content of talk, tone of voice, facial expressions, and use of physical artifacts, as well as between-person processes such as the alignment and maintenance of joint attention.

Based on description above, it can be concluded Video is one of audio-visual media which can be described all objects which moving together with voice and engage them with a topic or theme, and to use their existing knowledge to help them process a text.

3. Promotion

Alma (2006) said “Promotion is a kind communication that gives explanation and convince of customers about goods and services that aimed to get attention, education, remind and convince of customers.

Kotler in Lisnawati (2015) said “Promotion is a wide range of activities undertaken by the company which includes privileges products that target in order to persuade consumers to buy”.

4. Dance

Jazuli (2008:1) states that “Dance has significance in life human because it can provide a variety of benefits, such as entertainment and communication.

Bambang Pudjasworo (1982:61) states that “Dance is a form of imaginative statement that through the unity of the symbols of movements, space, and time.

5. Malay Dance

Ahmad (2000) states that “Malay dance is a relationship to outside influence such as Arab art, Spanish art, Arabic and etc.

Sach (2008:5) states that “The dance is contains all body movement having the elements of beauty”.

Based on description above, it can be concluded Malay dance portrays the customs or tradition and culture or culture of the Malays. It depicts the true nature of the Malay people and their way of life. The various forms or styles of Malay dance are further categorized by its beats (*rentak*) and rhythm (*irama*).

6. Zapin Dance

According to Jamil (2010) “Zapin dance is a dance that much use gestures to the rhythm of songs which elements of the religion of Islam and the appropriate use of instruments *Gambus* and some of drum *Marwas*.

According to Nor (1990:32-33) “Zapin dance is a genre of an art

show which dances and music as well and Zapin dance presented by male dancer.

Related Product

English subtitle aimed to help the process of making educational, learning media, dance, movies, and etcetera. One of these products is Zapin dance. However, Zapin dance is usually documented in Bahasa, so dance documentation will be made in English which the function to promote this dance to the international world.

3. Methodologi of Study

Equipment

The equipment of this study first is PC (Personal Computer). It is important in this study because it used to find the data sources and design the profile video. Second is print machine. In this study, it used to print out the report. The next is *Corel Video Pro X3* application. It is important in this study to design the product.

Materials

The materials that used for this study first are papers. Papers are the main things in making a profile video. Second is flash disk. It used to save the data. The last is camera digital. In this study, it used to take a picture about picture Zapin dance in Bengkalis.

Data Collection Technique

1. Literature Study

The data collection technique used is literature review. Literature review was done by finding information about the study from the books, journals, and several websites.

2. Interview

Interview is a technique of collecting data with the communication with the data sources.

Product Design

Before designing the video, installed Corel Video Pro X3 in Personal Computer (PC).

The first step was opening the Corel Video Pro X3 and choosing the advanced edit video.

The second step was clicking file to profile video and choosing the animation for profile video.

The next step was clicking T to arrange font of written and choosing the alignment for position write in profile video.

The next step was arranging the position, clicking T under video, and then put on the name and clicks play to try the video.

The next step was clicking file picture for background and choosing the picture.

The next step was clicking files music for sound video and putting the music under video.

The next step was clicking menu transition for distance video and menu my favorites. Then, choosing menu all and choose one of the transition.

The next step was setting the distance of video, and putting on the voice to video.

The next step was clicking menu music to adjust the sound in video.

The next step was clicking menu share and choosing menu create video file.

Then, clicking menu file MPEG-4 and choosing MPEG-HD for save the video.

The last step was making close the video of Zapin dance and playing the video for watching.

4. Result and Discussion

Process of making profile video

There were several processes done in making this video, the processes are explained as follows:

1. Collecting and Providing the materials

The data has been taken from the zapin dance coach in Bengkalis, data was gotten by interview. Based on the interview with the coach of Bengkalis, there are some datas can be obtained, such as informations about Zapin dance and photos of dance activities.

2. Designing of Profile Video Cover and Contents

After the data has been collected, the next step was designing profile video Zapin dance. The processes of designing profile video Zapin dance took quite long time to get the best result. It was because the knowledge of the application used was not good enough to optimize the process of making profile video Zapin dance. As explained in chapter III, this study used application Corel Video Pro X3 to supporting this process. The processes of designing were started by opening video about Bengkalis and continued with designing the contents of video Zapin dance. The process of designing the contents of video was not much different to designing of cover video. The contents of profile video Zapin dance which was designed such as: Introduction about Bengkalis and explanation about Zapin dance, and some of opinions about Zapin dance of society.

Result of the Product

The result of the product was the explanation about Bengkalis, Zapin Dance, and opinion from society. Besides that, this video not only can be used in Indonesia but abroad especially for foreigner who learns Zapin. This video equipped with profile pictures Zapin dance and types of Zapin Dance.



1. Contents of video

Zapin derived from Arabic "Zafn" means quick foot movement followed by a "punch" (*Rentak Pukulan*). Zapin dance is *Tarian Rumpun Melayu* and gets the influence from Arabic. Zapin is educational and entertaining traditional dance to introduce Islamic with Zapin songs. Based on the history of Zapin dance, this dance is performed in the palace after taken by Arab traders in the early of 16th century. The Zapin dance later spreaded to countries around Johor like Riau in Indonesia, Singapore, Serawak, and Brunei Darussalam. Zapin dance was introduced in Pekanbaru by a "songkok" (*Seorang yang memakai Peci*) from Sumatera named Adam in 1930. But, this dance is very popular in Pekanbaru about in 1950 and 1960, especially in *Kampung Tanjung Gemuk* and *Kampung Namir*. The music of Zapin dance consists of two major tools, namely *alat music Gambus*, and three pieces of music instrument *Gabung Gendang Kecil* called Marwas. Before

1960 Zapin dance was performed by male dancers but now Zapin is also performed by female dancers, even, the collaboration of female and male dancers. In Brunei, Zapin dance has a lot of kinds of types, as stamp (*Ketukan Kaki*) and movement that follow the side of dialect of Brunei. Zapin is also famous as Jipin. Here are the Zapin dance in Brunei :

1. Sembah Zapin Laila (Laila Jipin Sembah) 2. Zapin Tar (Tar Jipin). Other examples of Zapin dance in Brunei are: *Zapin Melayu Johor, Zapin Island, Zapin Arab, Zapin Singapore, Zapin Lancang Kuning, Zapin Tempurung, Zapin Nelayan and Nasib Lancang Kuning*. Zapin dance is also performed as *Tari Sembahan*, Zapin dance divided into 3 levels, the first level is surface or opening of the dance, the second level is stamp (*Rentakan*) and movement dance, and the third level is closing of the dance. Zapin dance stand on steps with the position of feet always closed and not kicking, most of the body positions are always moving like waves flow, the positions of both hands are not clearly showed, right hand and left hand are on shoulder. It is usual that the songs in Zapin dance are the religious element, words of advice, praise for the greatness and perfection of behavior. Although Zapin dance is influenced by Arab culture, but, the dancers wear complete Malay clothes for male dancers wear

side angle (*Berkain Samping*), *Baju Teluk Belanga, Cekak Musang*, and *Sarung Tenun Siak* and *Songkok*. While for female dancers, they wear *Kurung, Kain Sarung, Kebaya Panjang*, decoration *Kembang Goyang* for hair bun, bracelet or *Dukuh*. The accompanist songs of Zapin dance was first created by Tengku Mansur and sung by his wife "Cik Noria", from Singapore. Some of the his songs are Ya Salam, Yale Yale, Tanjung Serindit, Seri Pekan, Lancang Kuning, Gambus Palembang and Lancang Dai.

Evaluation

In this project, there were three evaluators who evaluate the product, they are: The Head of Cultural Division, Coach of Zapin Dance, and one of public.

1. The Head of Cultural Division

According to Head of Cultural Division, the profile video was good, but the duration must be shorter and this video must explain Zapin Dance only.

2. Coach of Zapin Dance

According to Coach of Zapin Dance the profile video was good and complete, but the quality of the video picture should be improved and the duration must be short.

3. Public

This profile video of Zapin Dance was good and complete, but interview

must be shortened and the resolution must be shortened in Zapin Dance.

Problems

The processes of making of profile video of Zapin Dance. There were several problems faced during the processes of making this profile video of Zapin Dance, they were:

1. Using the application to design Profile video

There were some difficulties in designing the product, it was because there was no enough knowledge about the application and did not know how to make the best design. Finally this profile video designed using only basic skill and easy tools.

2. Collecting the Data

In collecting the data, the problem was the difficulties to meet the coach of Zapin Dance, because they were always busy. It needed a while to get the data about Zapin Dance.

3. Video Editing

There were some difficulties in this video editing, like cutting video, inserting image, it included voice into video of Zapin Dance.

4. Conclusion and Suggestion

Conclusion

There were several conclusion made after discussion. The conclusions are: the main purpose of this study was to make profile video

of Zapin dance. The title of profile video is **“Profile Video of Zapin Dance (*profil tari zapin*)”**.

Zapin dance is an art that developed in Malay community and having an in with Islam religion. It can be seen on presenting the Zapin Dance from elements of movement, fashion and music that has a symbol and meaning of its own, namely, *Sembah Alif* is a symbol of grandeur (*Keagungan*), means pray to the God.

Symbols of clothes the Zapin Dance, *Baju Kebaya* for female dancers has a symbol of courage (*Keberanian*), grandeur (*Keagungan*) and prosperity (*Kemakmuran*). *Kain Songket* symbolizes the triumph (*Kejayaan*). *Sanggul Siput* the bun snails have aesthetic value which is a symbol of beauty. *Kembang Goyang* is a symbol of the attitude that means arrogant, envy, and spit. *Bunga Tempel* as to the aesthetic value of the head. Jewelry that used to symbol purity (*Kesucian*) and greatness (*Kemegahan*), means the balance of thinking, behaving and living in accordance with God. *Bros* is function as an additional aesthetic value to clothes that used by female dancers.

Symbols of clothes for male *Baju Kurung Cekak Musang* with trousers has symbols kingdom. *Songket* symbolizes the triumph (*Kejayaan*). Belt symbolizes truth (*Kebenaran*) and loyalty (*Kesetiaan*). *Peci* has a symbol of modesty (*Kesederhanaan*) that means obedience in conducting worship. Bros has symbols the triumph of grandeur. Bros has function is as an addition to aesthetic values which match with *Peci*. In musical accompanist symbols contained the song lyric Zapin Dance is politeness and concern. *Gambus* and *Marwas* has symbols religious which often used for Zapin dance.

Suggestion

1. For Public

It is suggested for the public watching this profile video of Zapin dance. Profile video provides complete information about Zapin dance in Bengkalis. After the audience saw this video of Zapin dance, the audience became know about Zapin dance and other types of Zapin dance in Bengkalis. By using this media, information more interesting because it comes with an attractive picture in accordance with places in Bengkalis. This video can be used at any time in accordance with the

audience. For example, can be used to find information about Zapin dance.

2. For the Tourism Department

For the tourism department, profile video of Zapin dance can help departments to promote Zapin dance for whole society not only in Bengkalis Bengkalis but abroad. In addition, the purpose is also deliver information to the tourists in a more effective way in which the media can help to get information.

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