

# Contemporary Dance As A Communication Media Between Generations Case Study: Empowering Family Welfare In Dadap Village, South Tangerang City

Dian Agustine Nuriman<sup>1</sup>, Gadis Octory<sup>2</sup>, Rismi Juliadi<sup>3</sup>

<sup>1,2</sup> Fakultas Ilmu Komunikasi, Universitas Mercubuana, Indonesia

<sup>3</sup> Fakultas Ilmu Komunikasi, Universitas Multimedia Nusantara, Indonesia

E-mail: [dian.agustine@mercubuana.ac.id](mailto:dian.agustine@mercubuana.ac.id) , [gadis.octory@mercubuana.ac.id](mailto:gadis.octory@mercubuana.ac.id) , [rismi.juliadi@umn.ac.id](mailto:rismi.juliadi@umn.ac.id)

## Abstract

*Contemporary dance is a dance art that is popular with not only Generation Z but also the millennial generation, which is currently the age of parents who already have teenage children. The increasing problems in children and adolescents that occur today are often caused by a lack of good internal communication through interpersonal communication between parents and their children. As the growth of digital media consumption, especially social media, occurs in Indonesia, it also affects the lack of communication within the family or even between neighbors, making it difficult to communicate and coordinate with each other. Through this research, it is hoped that it can help mothers and young women to be able to make dance a medium of communication between generations to be able to create harmonious and useful collaborative activities in fostering communication not only for the smallest social environment, namely the family but also for the community of Dadap village residents to create harmonious relationships between residents, especially between generations.*

**Keywords:** *Contemporary Dance, Communication media, Non-verbal communication, Dadap Village*

## 1. Introduction

Art can be said to be a communication medium. Communication is defined as the exchange of messages between one or two people or even groups of people. The message conveyed has a meaning that must be received by the recipient of the message properly and correctly so that communication is created with the feedback provided. The perspective related to the meaning of communication itself is the sending of messages and the existence of cross-talk or exchange of ideas which produces products from the exchange of ideas (see Fiske, 1990). The concept of communication has urgency, where a message is conveyed, for example through songs, which is a form of communication. In the process of digesting or capturing the strains of the song, an event arises, namely the strains of the song where there is a meaning conveyed through the poetry or melody (Yuliarti, 2015).

This presentation shows an understanding that art is an arrangement that can create a communication process. As we know, today art communication has been born. Arts communication consists of two dimensions, namely art as a communication system and art as a communication medium. Art as a communication system is understood to mean that there is a correlation between each element involved in the art itself. For example, in performing arts, there are many elements involved in an artistic performance. These elements include the art stage, artists or performers, time dimensions, make-up and clothing, technology, and audience. These elements will be interrelated in performing arts performances. Art as a communication medium can be understood, namely the use of artistic elements as an alternative in the process of conveying messages. Art as a communication medium does not have elements that are related to each other.

Contemporary art is a branch of art that has been influenced by modernization. Contemporary means contemporary, modern, or more precisely, something that is the same as the conditions of the same time or now. Contemporary art is art that is bound by the rules of the past and develops according to the current era. ([http://wikipedia.org/wiki/Contemporary art](http://wikipedia.org/wiki/Contemporary_art)). Contemporary art no longer only raises elements from an aesthetic point of view but raises modernization issues. This is because the function of art is very close to the human creative process itself. Now in society, especially urban society, contemporary art has begun to develop. They combine traditional or classical art with contemporary art. This is different

from village communities; they still adhere to their traditions. They still respect the ethnic culture passed down from generation to generation. From each art, there is an aesthetic that is characteristic of that area of origin. They have murals and cultural and religious concepts. Like the temple ornaments in the Nur Hidayatullah Mosque in Madiun. The mosque also contains the tombs of previous kings and regents. The ornament is in the shape of a lotus that extends downwards which has the concept of blessings from God to humans. There is value in the concept of ornamentation. In urban communities, they sometimes elevate the traditional art of the area into something modern. Their aim and hope are that traditional cultural values are not lost and are studied or packaged nicely in a contemporary way. The development of contemporary dance in Indonesia is growing because it increases public appreciation and interest in Indonesian arts. Contemporary art is an art that is influenced by the impact of modernization and has been used as a general term since the term Contemporary Art developed in the West. Contemporary art is not bound by the rules of the past and develops in accordance with the present era which was born as a form of reflection of the breath of the times, which thematically reflects the time it is currently passing through. Contemporary art has characteristics or traits like tradition which are tried to be brought back by using freer themes and media. So, an artist creates works of art. Currently, contemporary dance is a dance art that is very popular with not only the younger generation, namely Generation Z, but also the millennial generation, who are currently in their parental age or on average already have teenage children. This happens because digital communication media is so massive in presenting new cultural presentations through films and dance, especially on social media, that contemporary dance is currently popular with both the older and younger generations.

The current increase in cases or problems in children and adolescents is often caused by a lack of communication that exists both internally through interpersonal communication between mothers or fathers and children, as well as group communication between parents and their children. Along with the growth in consumption of digital media, especially social media, that occurs in Indonesia, it also affects the lack of communication within the family or even between neighbors, making it difficult to communicate and coordinate with each other. Based on a survey by the Indonesian Internet Service Providers Association (APJII), internet penetration in Indonesia has reached 78.19 percent in 2023, or 215,626,156 people out of a total population of 275,773,901 people. Indonesia's internet penetration rates this year has increased by 1.17 percent. This increase in penetration is still driven by internet use which is increasingly becoming a necessity for society, especially since the Covid-19 pandemic in 2020. Based on provincial categories, the highest internet user penetration or above 80 percent is in Banten with 89.10 percent followed by DKI Jakarta with 86.96 percent. Next, there is West Java at 82.73 percent, Bangka Belitung Islands at 82.66 percent, East Java at 81.26 percent, Bali at 80.88 percent, Jambi at 80.48 percent, and West Sumatra at 80.31 percent. This survey was conducted during the period 10 January - 27 January 2023 covering 38 provinces in Indonesia with a total of 8,510 respondents.

Currently, the condition of intergenerational communication in Dadap village, South Tangerang, is not yet optimal due to factors such as the use of the internet and social media which dominate the activities of each generation today, especially for the younger generation, due to demands from schools which sometimes require them to use the internet and social media. media with a long duration of time, so there is a lack of direct interaction carried out both in the smallest social environment, namely the family and also in the next social environment, namely relations between residents. So, we need an activity that can become a forum or medium for intergenerational communication that is liked by all current generations.

Therefore, contemporary dance training was carried out by mothers and children in Dadap village, South Tangerang. Contemporary dance is a dance activity carried out by mothers and young women on a regular basis. This is a medium of interpersonal communication that can create good communication relationships between mothers and

young women and it is hoped that this contemporary dance can become a medium of communication between generations to be able to create collaborative activities. harmonious and useful in fostering communication not only for the smallest social environment, namely the family but also for the community of Dadap village so that harmonious relationships can be created between residents, especially between generations of parents and children, so that this positive activity can be a treat on big holiday celebrations such as birthdays. independence of the Indonesian Republic in Dadap village, South Tangerang.

## 2. Method

This research is descriptive qualitative research using case studies. Case study of PKK members, namely mothers and young women from Dadap village, South Tangerang city with the aim of obtaining accurate, in-depth, and detailed information from this community group. This research also has the aim of being able to describe something unique and distinctive that was found in the case study in order to produce an understanding of a complex problem in terms of intergenerational communication and to strengthen the understanding of previously held knowledge. Through this case study research, data will be obtained to then carry out in-depth analysis through interviews, observations, then documentation studies to find novelty in this research.

## 3. Result and Discussion

The implementation of Community Service was carried out on Saturday, February 24 2024 in Dadap village, South Tangerang, Banten. First of all, the PKK mothers in Dadap village gained an understanding of the influence of the internet and social media on intergenerational communication. Starting with information regarding generational differences themselves. The baby Boomer generation for births from 1946 to the early 1960s, Generation Z was born in the late 1990s to early 2010s, Generation Alpha was born in the mid-2010s until now. Each generation has its own character and habits according to the era in which it was born at that time. Currently, mothers in Dadap village, South Tangerang, on average have children aged in the Z generation or we often call them by the abbreviation "Gen Z", this is in accordance with the conditions of the 2020 population census data recorded the total population of Indonesia reaching 270.2 million people, an increase of 32.6 million people compared to 2010, and is dominated by generation Z and the Millennial generation based on sources from the Central Statistics Agency (BPS) taken from [katadata.co.id](http://katadata.co.id). The character of Gen Z is very closely related to the influence of the digital world which is so close to this generation's daily life. Based on data taken from Kompas Research and Development by collecting data through face-to-face interviews held on 27 December 2020 – 9 January 2021, 2000 respondents were randomly selected using a multilevel proportional random sampling method in 34 provinces of Indonesia with a confidence level of 95 percent and a margin of error research of approximately 2.83 percent in simple random draw conditions, it was concluded that 32.1 percent of Gen Z always access social media almost every hour and 42.9 percent of Gen Z often access social media two to five times a day. This shows that the lack of direct interaction between children and parents is caused by social media.

Communication has the meaning of behavioral activities or activities of conveying messages or information about thoughts or feelings according to Reben. communication is in accordance with the meaning of communication conveyed, and it turns out that many of the training participants do not find common ground when communicating with their children so disputes often arise between parents and children. Then there are several goals of communication, including learning or teaching something, influencing someone's behavior, expressing feelings, explaining one's own behavior or the behavior of others, connecting with other people, and solving a problem. From the communication goals, each participant gave examples in their daily lives that they had carried out the goals of the communication, but sometimes these goals did not meet expectations so a deep understanding of appropriate communication techniques was needed so that the message could be conveyed well.

Types of communication are divided into two, namely verbal communication and non-verbal communication. Verbal communication is influenced by several things to be able to do well, including enriching our vocabulary by reading more, watching television, and interacting so that it is easy for us to express our vocabulary when carrying out verbal communication. Apart from that, you also need to pay attention to the speed when speaking, and try not to be too fast or too slow in verbal communication so that the audience or listener can understand the content of the message being conveyed. Then regarding voice intonation, we have to adjust the pitch of the voice so that the message is not boring and interesting when delivered so that listeners will feel comfortable receiving the message being conveyed. Humor is also a spice that needs to be included when carrying out verbal communication so that the atmosphere is not too serious and creates a warm and relaxed condition. To complement verbal communication, you need to pay attention to ensure that the message conveyed is short and clear and pay attention to the right time when conveying it. Meanwhile, for non-verbal communication, what needs to be paid attention to is facial expressions, eye contact, touch, body posture and gait, voice, and gestures. In this training, each participant practiced how they can carry out verbal and non-verbal communication well so that the audience can understand the message well.

Good communication is communication that can study the obstacles first so that we can avoid these obstacles. Obstacles that often arise when communicating include physical obstacles, namely related to weather, health conditions, communication tools, and also environmental conditions. Apart from that, there are semantic obstacles such as not conveying the message "to the point" or being convoluted, ambiguous, or one word having two different meanings, and not being clear in conveying the message. The last one is psychological obstacles such as being under pressure from the other person, being stressed, and being in a state of discomfort. During the training, each participant shared their experiences regarding communication barriers that they often experience, especially psychological barriers, this is related to parents' concerns about their children's future. If children do not communicate well with their parents, it is feared that they will not care about their parents. In the future, apart from that, parents also really want to know the condition of their children, especially their psychological growth and how their children face their social environment.

Apart from recognizing communication barriers, during the training an introduction to the character in carrying out intergenerational communication was provided. There are four human characters based on personality types, one of which is the four-temperament personality theory proposed by Hippocrates. First, training participants know the Choleric type, which tends to have a dominant, aggressive, and very energetic nature, they usually have a strong drive to achieve goals and often become leaders in situations that require quick decisions. Choleric are often seen as confident, action-oriented individuals. Second, the Sanguine type tends to be extroverted, friendly, and enthusiastic. Sociable, adaptable, and often the center of attention in a group, Sanguines are known for their cheerfulness and optimism, as well as their ability to quickly form social relationships. Third, the Phlegmatic type, this personality type tends to be calm, patient, and emotionally stable, they are good listeners and often act as mediators in conflicts tend to avoid confrontation, and prefer to maintain peace and harmony. Fourth, the Melancholic type, this type tends to be introverted, analytical, and sensitive to feelings, they often have high standards for themselves and others, and tend to be perfectionists, although they can be creative and deep, melancholics are also prone to feelings of anxiety and depression. Every individual has a mixture of these four personality types, but there is a dominant type in every human being. By knowing this personality type, it is hoped that training participants will be able to know what personality type exists in themselves, then get to know the personality type of the person they are talking to, so that in this way It is hoped that by getting to know this personality type, the communication carried out can be in accordance with their respective characters and the message conveyed can be well received.

Contemporary dance is a dance art that is currently well-known and liked by young women. Along with the development of social media called TikTok, the content uploaded is mostly contemporary dance content created in a short time using songs that are currently popular. Contemporary dance is also popular with mothers in Dadap village, South Tangerang. Contemporary dance can be an interesting treat at national holiday celebrations such as during celebrations of the Independence Day of the Republic of Indonesia, 17 August. Through contemporary dance which is packaged with traditional dance movements and mixed with modern and contemporary choreography, mothers and young women have an interest in practicing so they can be performed at national celebration events in their local environment. Dance requires harmonious movements between movement and music, but not only that, a good dance performance is able to show the harmony and cohesiveness of the dancers, not only from the movements, blocking areas, but also the dancers' expressions which must be the same according to the song and concept. dance performed. To be able to create a harmonious dance performance, regular practice is needed to create unity and harmonious communication between the dancers. Through contemporary dance training attended by mothers and young women in Dadap village, Tangerang, regular and harmonious communication is created to produce interesting and beautiful dance performances. It is hoped that this training can continue to be carried out by mothers and young women of Dadap village, South Tangerang so that they can continue to maintain harmonious communication between mothers and their young daughters who are currently in the Gen Z category.

#### **4. Conclusion**

The implementation of the Community Service program in the Ibu PKK art group, Dadap village, South Tangerang, which was held on February 24, 2024, ran well and smoothly. Training participants will ultimately be able to understand intergenerational communication by starting to understand the division of generations themselves along with the traits, characteristics, and characteristics of each generation so that by understanding this they can communicate according to their generation. Apart from that, the training participants have also understood the true meaning of communication, namely forming a common perception of a message. Apart from understanding the meaning of communication, participants also finally learned that there is verbal and non-verbal communication that needs to be carried out in fostering communication between generations, especially between mothers and their teenage daughters. Understanding barriers to communication is also carried out in this training by providing opportunities for training participants to be able to express what obstacles in communication they have felt so far and provide solutions to overcome these obstacles based on understanding the process of delivering messages that are acceptable according to the generation and also adapting them. with the situation existing at that time. Apart from introducing the meaning of intergenerational communication, an understanding of the four types of human personality that can shape an individual's character is also carried out, by carrying out simulations analyzing a person's personality from their appearance to the way they speak. Participants begin to get to know their own personality so that they can understand their strengths and weaknesses, then understand the personality of the person they are talking to and can adapt to the personality of the other person so that the communication that exists can be effective. The platform for intensive communication is carried out by conducting contemporary dance training between mothers and young women from Dadap village, South Tangerang. Apart from the results of this training, it can become an art performance at the celebration of Independence Day, dance training that requires teamwork and harmony of movement in the team creates good communication. intergenerational verbal and non-verbal communication between mothers and young women, so that it can achieve the goal of creating harmonious communication between mothers and young women in Dadap village, South Tangerang.

Intergenerational communication carried out through contemporary dance training between mothers and children in Dadap village, South Tangerang, should be carried out

consistently and sustainably because it can maintain good interpersonal communication between mothers and children and also create harmony between residents as well as community unity in preparing artistic performances for fill national holidays. Apart from that, support is needed in terms of facilities when it is time for the mother and child team to perform, such as in terms of dance costumes, make-up, and also dance equipment that can support this performance so that it can run optimally. The enthusiasm of mothers and young women must continue to be maintained and increased, and can even start to carry out development activities for the next generation so that positive activities like this can be consistently carried out with support starting from local regional heads, and also academics, in this case, the lecturers and students who can contribute to developing the art of dance which has been prepared by contemporary dance training so that it can be displayed in various performances, so it is hoped that this contemporary dance group will not only be a forum for communication between generations but can also develop into a useful activity that can bring a good name to the village. Dadap South Tangerang to the national level in the future.

## References

- Apjii.or.id. 2023 Survei APJII Pengguna Internet di Indonesia Tembus 215 Juta Orang. <https://apjii.or.id/berita/d/survei-apjii-pengguna-internet-di-indonesia-tembus-215-juta-orang>
- Damasdino, Fian. 2017. Dinamika Akses Informasi Wisatawan Antar Generasi Pada Obyek Wisata Minat Khusus Di Kabupaten Bantul. Sekolah tinggi pariwisata AMPTA Yogyakarta. *Jurnal Media Wisata*, Volume 15, Nomor 1.
- Gantiano, 2017. Analisis Dampak Strategi Komunikasi Non Verbal, *Dharma Duta : Jurnal Penerangan Agama Hindu volume XV* No.1, e-ISSN : 2685-9521, p-ISSN : 20898215
- Hapsari, Dyannita Andarningrum. 2010. Pengaruh Tari Kontemporer Terhadap Kecemasan Berbicara Di Depan Umum Pada Remaja. Fakultas Psikologi Universitas Diponegoro Semarang.
- Jannah, Miftahul.2024. Tantangan Komunikasi Antar-generasi dalam Lingkungan Kerja Organisasi Modern. *SABER: Jurnal Teknik Informatika, Sains dan Ilmu Komunikasi Vol.2, No. 1* Januari 2024 e-ISSN: 3025-342X; p-ISSN: 3025-2776, Hal 70-81 DOI: <https://doi.org/10.59841/saber.v2i1.648>
- Kapoyos, Richard Junior, dkk. 2021. *Komunikasi Seni Sebuah Telaah Dalam Konteks Kearifan Lokal*. Jurusan Seni Rupa FBS Unnes. Semarang.
- Maryono. 2022. Tari Sebagai Media Komunikasi Aktual Seniman di Masyarakat.Seni Tari, Fakultas Seni Pertunjukan, Institut Seni Indonesia (ISI) Surakarta, Volume 14 No. 2 Desember 2022.
- Pusparini, Ni Luh Putu. 2020. Pembelajaran Kreatif Tari Kontemporer di Yayasan Seni Pancer Langjiit, Desa Kapal, Kecamatan Mengwi, Kabupaten Badung, Provinsi Bali. Prosiding Seminar Nasional Pendidikan: Tema “Desain Pembelajaran Di Era Asean Economic Community (Aec) Untuk Pendidikan Indonesia Berkemajuan” Fakultas Keguruan Dan Ilmu Pendidikan Universitas Muhammadiyah Sidoarjo. ISBN 978-602-70216-2-4.
- Ramadhana, Maulana Rezi. 2020. Pelatihan Komunikasi Efektif dalam meningkatkan Pelayanan Prima di Instansi Pemerintahan Provinsi Jawa Barat. Vol. 4, No. 4 Desember 2020, Hal. 693-700 DOI: <https://doi.org/10.31849/dinamisia.v4i4.4099>
- Sakti, Fajar Nugroho. 2019. Seni Dalam Media Komunikasi di Era Kontemporer Reinversi Nilai-Nilai Etis dan Estetis Untuk Pengembangan Paradigma Baru Pendidikan Seni Rupa Dan Desain Berbasis Budaya Visual Nusantara. Jurusan Seni Rupa dan Jurusan Desain Universitas Negeri Surabaya.
- Tara, Maria Etika, dkk. 2019. Rancangan Gerakan Aksi Musik dan Tari Anti Narkoba pada Generasi Muda Indonesia. Berdikari: Jurnal Pengabdian Masyarakat Indonesia.Vol.2, No.1, 1 –8 <http://dx.doi.org/10.11594/bjpmi.02.01.01>