



## **PEPE'BAINE DANCE DANCER RECRUITMENT SYSTEM AT SIRAJUDDIN SANGGAR, GOWA REGENCY**

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### **ABSTRAK**

*Repesaat dance performance is one of the dance performances that began to develop in modern society such as Makassar. In the quality of performance, the role of the organization becomes important to be able to continue to develop following the changing times and the needs of society. Sanggar Sirajuddin Gowa is famous for the Pepe-pepe'Baine dance which is often performed at various events as a means of entertainment. The purpose of this study was to analyze the recruitment process of Pepe' Baine dancers at Sanggar Sirajuddin Gowa. The research method used is qualitative with a descriptive case study approach with interview, observation, and questionnaire data collection techniques. The results of the analysis showed that the process of recruiting dancers by Sanggar Sirajuddin was not specific but went naturally which made the Sanggar Leadership assess the feasibility of becoming a Pepe-pepe dancer. This is one of the reasons the number of dancers is only 9 people to date.*

*Keywords : recruitment process, Pepe-pepe' baine,*

## INTRODUCTION

Dance performance is one of the art activities that is increasingly favored by people in this modern era. Seeing the quality of a show not only gives satisfaction to the audience who sees the show, but also the quality of the organization that organizes the show. Soedarsono (2010) said one of the causes of life and death of a performing art is not being able to compete with other forms of performance. This reason is a factor in the importance of innovation in art. Not only that, the recruitment system for performing arts actors is also important for the smooth running of a performance, this is certainly related to art organizations in improving their human resources.

Sirajuddin Gowa Studio is one of the favorite studios if there are activities such as welcoming important guests and weddings. This studio has many offers for dance and music performances. But *Pepe-pepe Baine* dance is their mainstay because this dance is only available in the studio. The existence of *Pepe-pepe Baine* dance in Sanggar Sirajuddin Gowa Regency is inseparable from the existence of *Pepeka ri Makkah* dance which has existed long before and is very popular (Performance et al., 2020). That's why the owner of the studio was inspired to make a female version of the dance. This dance is very popular with the people of South Sulawesi, especially Makassar and Gowa. Currently there are 9 dancers. The number of dancers is certainly relatively small compared to other dancers.

The success of an organization in achieving its goals depends on good management, so it is determined by the organization managing all existing resources to create effective activities in achieving goals (Sabariah, 2017). Every member in the organization has a demand to follow all existing processes and rules in achieving goals (Puspawatie, 2019), so that strategic decisions recommended and set by the organization need to be lived together with mutually supportive relationships with each other. With the presence of the Sanggar organization, Sirajuddin Gowa

contributed through typical South Sulawesi art activities, especially *Pepe'Baine* Dance which became one of the icons in the city of Makassar.

Studies on *Baine's Pepe-pepe* dance are lacking. Until the time this article was written, the author only found 1 article about *Pepe-pepe Baine* dance. The paper discusses the form of presentation of *Pepe-pepe Baine* dance at Sanggar Sirajuddin. However, in this article, we will study the extraction system of *Pepe-pepe Baine* dancers at Sanggar Sirajuddin Gowa.

Recruitment Recruitment is the process of finding, finding and attracting prospective employees to be hired in the company with the motivation, ability, expertise needed for vacant jobs. Recruitment is also a decision of human resource management planning regarding the number of employees needed, when needed, and what criteria are needed in a filling vacant positions in a company obtained through two sources from outside (exksternal) or from within (internal) the company. (II &; Theory, 2012) Based on the above opinion, recruitment is important for the sustainability of a company. But in this paper we will look at recruitment at Sirajuddin Gowa studio

## METHODS

Methods This research uses qualitative methods with a descriptive case study approach that focuses on one object, namely the Recruitment of *Pepe-pepe Baine* Dancers Sanggar Sirajuddin Gowa. Data collection techniques are carried out using primary data obtained directly in the field through interviews, observations, and questionnaires, as well as secondary data through literature studies. The initial stage is to determine the resource persons who are considered to have a major influence on Sanggar Sirajuddin Gowa, including Dian as the owner of the studio and Sangmangwaru and Mutiara Karsin as treasurers. and Principal. Interviews and observations were conducted to obtain indicators of

the dancer's extraction system. The data obtained were then analyzed and identified to obtain the results of the *Pepe-pepe Baine* dance recruitment system, a development strategy suitable for use in the Sanggar Sirajuddin Gowa organiz

## RESULT AND DISCUSSION

Sirajuddin was named Sanggar Sirajuddin Training Center, then in 1993 the studio changed its name to Sanggar Sirajuddin. In the course of its history, the existence of Sanggar Sirajuddin is quite well known among the people of the surrounding area and other provinces in general, even penetrating abroad. The organizational structure formed places several professional personnel in their fields. Likewise, the number of memberships in it shows a fairly high enthusiasm for the activity programs packaged by Sanggar Sirajuddin. Since its establishment, Sanggar Sirajuddin has managed various events both at home and abroad.

*Pepe-pepe Baine* dance often performs at various events as follows:

1. In collaboration with the Gowa Regency Culture and Tourism Office performed Dendang nga Ri Butta Gowa Ballet and *Pepe-pepe Baine* dance in commemoration of Gowa Regency Anniversary 694 in 2014;
2. Performed *Pepe-pepe Baine* dance at Cultural Carnival in commemoration of Bombana Regency Anniversary, Southeast Sulawesi 9 – 11 December 2015;
3. Guest starred in Toraja International Festival 2016 in "Toraja Opera " conceived & directed by Franki Raden. Collaboration

with local Toraja artists, *Pepe-pepe Baine* dance from Gowa, Helga Sedly Duo (Hungary & Malaysia), Vieux Cissokho and Maryam Kouyate from Senegal. in Kete Kesu, Toraja. 17 – 19 August 2016;

## RESULT AND DISCUSSION

Profile of Sanggar

4. Representing the Gowa Regency Government performed the *Pepe-pepe Baine* dance following the EKSOTIKA BROMO 1 event in the sand sea of Mount Bromo area, East Java July 8, 2017; Representing the kingdom of Gowa performed the *Pepe-pepe Baine* dance and the drummer kirab (paganrang) at the XI Keraton Nusantara Festival in Cirebon 14 – 18 September 2017;
5. Representing the Arts Team of Bank Indonesia, the South Sulawesi branch office performed the *Pepe-pepe Baine* dance at the Bank Indonesia Sharia Economic Festival 2019 in Banjarmasin, 11 – 13 September 2019;
6. Participated in the Turatea Lontar Festival, by performing the *Pepe-pepe Baine* Dance, in Jeneponto Regency. South Sulawesi. October 8, 2021;
7. Fulfilling the invitation of the Ministry of Agriculture to perform the *Pepe-pepe Baine* dance at the G20 Agriculture Ministers Meeting Gala Dinner in front of the state

guests of 20 G20 Agriculture Ministers and Agriculture Ministers of 13 guest countries. At the Intercontinental Bali Resort Jimbaran hotel, Bali Province. 27 – 29 September 2022.

Based on the profile above, it is known that *Pepe-pepe Baine* dance has often been performed in various activities. *Pepe-pepe Baine Dance Recruitment and Training Process*

According to Sangmawaru, the recruitment of dancers at Sanggar Sirajuddin Gowa was not done specifically but went naturally. The process of searching for dancers is carried out when there is a job, for example the performance of padduppa dance and four ethnicities. After getting to know the character of the dancer and the owner of the studio felt suitable to work with the dancer, he was invited to join. However, specifically *Pepe-pepe Baine* dancers need a long time to determine the dancers who will be trained to dance the dance. According to Dian, this dance will still be preserved, only indeed in the selection of *Pepe-pepe* dancers we have to test the mental, attitude and discipline of players. But so far there have been no new *Pepe-pepe* dancers.

*Pepe-pepe Baine Dance Training Process* The *Pepe-pepe Baine* dance training process at Sanggar Sirajuddin Gowa is not routine. Rehearse if there will be a job or performance request. The first thing that must be prepared is the dancer's attitude such as mental readiness, attitude and discipline. Next provide training in reading prayers before dancing this dance. After that, continue to teach his dance movements starting from the movement *Aparunrui Pepe-pepe ka* (burning torches), *Appakalli Kale* (Take care of yourself), *Attunu Kale* (burning body parts), *Akkio Tau* (calling someone), *Risompo* (one being carried/lifted), and *Appalakana* (covering). The duration of exercise is not so long, just 1 day. The property used is that the wick is large and burned but rehearsals using fire only 1 time before the performance. This is because binding that the axis used is difficult to obtain. The training location is in the courtyard of Sanggar Sijajuddin

Gowa.

## CONCLUSION

Based on the analysis of the *Pepe-pepe Baine* dancer recruitment system, it is concluded that the process of finding, finding and attracting prospective dancers is not carried out specifically or disseminated. However, Sanggar Sirajuddin finds dancers in every performance process, for example, they look for additional dancers for performances, so that's where the head of the studio sees the attitude and ability of the dancers. If the dancer is considered capable and fits into the culture of the studio, they will be recruited to become *Pepe-pepe* dancers.

## ADVICE AND RECOMMENDATIONS

Based on the analysis of the *Pepe-pepe Baine* dancer recruitment system, the studio should provide training to dancers who are interested in becoming dancers at Sanggar Sirajuddin, especially in *Pepe-pepe Baine* dance in order to maintain the sustainability of this dance which is only owned by Sanggar Sirajuddin Gowa.

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