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Organization Communication Strategy of Lens Production Dance Leaders in Fostering Interest and Talent of Traditional Dance Lovers

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ABSTRACT

This research aims to analyse organizational communication strategies applied by studio leaders in fostering the interests and talents of traditional dance lovers. A qualitative approach was used with data collection techniques in the form of in-depth interviews, observations, and documentation studies of studio leaders, community members, and traditional dance training participants. The results of the study show that the communication strategy of the studio leaders includes intense interpersonal communication, clear delivery of vision and mission, empowerment of members through open dialogue, and the use of social media and information technology as a means of promotion and coordination of activities. In addition, studio leaders also take a personal approach in fostering talent, providing regular training, and creating a supportive and collaborative environment. This strategy has proven to be effective in increasing interest and identifying and developing members' talents in traditional dance. The implications of this research are expected to be a reference for the art community in formulating organizational communication strategies for the preservation and development of traditional arts in the modern era.

Keywords: *Strategy communication organization, Art and Culture*

1. INTRODUCTION

Traditional dance is one of the nation's cultural heritages that embodies historical, philosophical, and aesthetic values. However, along with the rapid pace of modernization, younger generations' interest in traditional dance has significantly declined (Hadi, 2018). Another challenge lies in the limited opportunities for self-actualization and talent development in the field of traditional dance, highlighting the need for strategic efforts to nurture and enhance both interest and talent among dance enthusiasts (Zahro et al., 2020).

Traditional dance is a form of cultural expression that plays a significant role in social development, as well as in shaping national identity and branding (Adawiyah & Nurbaeti, 2023; Citrawati et al., 2023; Luisandrith & Yanuartuti, 2020). Moreover, cultural arts can also serve as a medium for conflict resolution (Prasiasa et al., 2023).

One of the key actors in preserving and developing traditional dance is the dance studio, where the studio leader holds a central role in organizing activities and fostering the community members (Citrawati et al., 2023). The effectiveness of communication patterns implemented by the studio leader greatly influences efforts to build motivation, interest, and the development of talent among members or traditional dance enthusiasts within the community (Luisandrith & Yanuartuti, 2020).

Currently, traditional dance is often perceived by some as outdated and unsophisticated, making efforts to preserve and promote it increasingly challenging (Heriyanto, 2020; Yuni, 2023; Firafiroh, 2022). The Indonesian government has introduced policies to support the preservation of traditional arts, including incorporating traditional dance into the school curriculum. However, this subject is often integrated into other courses and frequently categorized as an extracurricular activity. In fact, learning traditional dance

can foster national identity, pride as citizens, and a sense of patriotism (Son, 2023).

One cultural organization actively engaged in educating the public—particularly the younger generation—about Indonesian traditional dance is Lens Production Tari Studio. Located in Cilandak, Jakarta, this organization has been operating for over a decade and focuses on training in traditional dance. Lens Production Tari has established a strong reputation and actively participates in various cultural activities to support its mission of preserving traditional arts. The organization utilizes social media as its primary communication channel, maintaining active accounts on platforms such as YouTube, Instagram, and TikTok (Napitupulu, 2015; Widhiardanti et al., 2022).

Organizational communication strategies play a crucial role in optimizing the development process. Studio leaders are expected to implement open, interactive communication and foster harmonious interpersonal relationships with members. In addition, the use of social media and information technology serves as an effective supporting tool to reach a broader audience of traditional dance enthusiasts, increase participation, and introduce traditional dance to wider communities.

Based on this background, this study focuses on analysing the organizational communication strategies implemented by studio leaders in fostering interest and talent among traditional dance enthusiasts. By understanding effective communication strategies, this research is expected to contribute to the preservation of traditional arts and the development of younger generations in the field of dance.

2. LITERATURE REVIEW

2.1 Organizational Communication Strategy

Organizational communication strategy refers to a systematic approach to delivering messages aimed at supporting the achievement of overall organizational goals. (Cornelissen, 2023) explains that communication strategy is part of operational strategy that involves designing, directing, and managing communication programs by considering the audience, organizational context, and media channels employed. Effective communication within an organization not only conveys information but also fosters shared understanding, engagement, and collaboration among its members.

(Silverman & Smith, 2024) outline nine stages in strategic communication planning, starting from situational analysis, followed by the development of strategies and key messages, to implementation and evaluation. A well-planned communication strategy enhances message effectiveness and strengthens relationships between the organization and its publics. In the context of cultural arts organizations such as dance studios, communication strategy plays a dual role: managing internal communication among members and reaching external audiences as part of efforts to preserve traditional arts.

2.2 Interpersonal Communication in the Context of Cultural Arts

Interpersonal communication plays a crucial role in fostering emotional closeness and individual motivation, particularly within artistic communities. In the context of a dance studio, direct interactions between leaders, instructors, and participants form the foundation of effective development processes. This form of communication is not only informative but also persuasive and affective, helping to create a supportive and inclusive learning environment.

Research by Idris, as cited in (Son, 2023), emphasizes that communication within artistic communities extends beyond the transmission of technical skills or training materials; it also involves the transfer of cultural values and philosophical meanings embedded in the art form. Therefore, studio leaders are required to possess interpersonal communication skills that are empathetic, open, and adaptive to the needs of each individual.

2.3 The Role of Social Media in Arts Organizational Communication

Social media has become a strategic tool for reaching younger audiences and expanding the scope of organizational messages. In the digital era, cultural arts organizations are required to communicate their presence through digital platforms such as Instagram, YouTube, TikTok, and Facebook. (Dukut, 2020) states that the use of social media in cultural arts organizations can enhance public engagement, disseminate information about activities, and serve as a digital documentation medium for educational and promotional purposes.

This digital strategy enables organizations to maintain relevance amid the rapid pace of modernization and competition from popular entertainment. A study conducted at the Ayodya Pala Arts Training Center demonstrates that the use of social media as part of a communication strategy is effective in sustaining public interest in traditional dance. Visual content such as training videos, performances, and interviews serves as an engaging medium to convey aesthetic values and cultural meanings.

2.4 Community and the Preservation of Traditional Dance

Traditional dance is not merely viewed as an artistic expression but also as a form of collective cultural identity that must be preserved. Artistic communities, such as dance studios, play a vital role in sustaining this cultural heritage. Research by (Citrawati et al., 2023) indicates that continuous development within dance communities can serve as a safeguard against the impacts of globalization, which often tend to erode local values.

Dance studios function not only as spaces for the actualization of interest and talent but also as informal institutions for cultural education. An ethnographic study by (Adawiyah & Nurbaeti, 2023) highlights that active community involvement in performances and training activities serves as a key indicator of successful cultural preservation through effective communication strategies.

3. METHOD

This study employs a qualitative approach with a descriptive method to examine the organizational communication strategies of the leadership of Lens Production Tari in fostering the interest and talent of traditional dance enthusiasts. This approach allows the researcher to interact with participants and gain an in-depth understanding of the meanings constructed by the research informants (Denzin, 2018).

The informants in this study consist of members of the management team of Lens Production Tari, who possess more than a decade of experience in managing the dance studio, occupy key positions, and actively participate in its organizational activities. The informants include Pratika MarthaLena, S.I.Kom, the founder and leader of Lens Production Tari; Anggi Rosmawati, S.Pd, the head of the publication and social media division; and Fransisca Miati Ade, S.Pd, a trainer and member of the management team.

Data collection was conducted over a one-month period in July 2025. The researcher carried out in-depth interviews with the informants and conducted observations of various activities organized by Lens Production Tari, both online and offline. This methodology enables a comprehensive analysis of how the leadership of the dance studio employs organizational communication strategies to foster and develop the interest and talent of traditional dance enthusiasts within the community.

4. FINDINGS AND DISCUSSION

Lens Production Tari is a cultural arts studio that provides training in the fields of art and culture. Established in 2015, the organization focuses on Indonesian traditional dance education. Over the years, Lens Production Tari has produced dozens of dancers, dance instructors, and even choreographers. Many of its members have continued their dance education at the higher education level.

Overall, the findings highlight that effective communication strategies employed by the studio leadership integrate several key elements:

1. A personal and interpersonal approach to understanding the characteristics and interests of members.
2. The utilization of social media as a primary tool for promotion and education.
3. The importance of strategic planning and message selection tailored to the target audience.
4. The need for continuous evaluation and the development of communication media.
5. The role of community participation and institutional support in ensuring the success of preservation and talent development in traditional dance.

These findings provide clear evidence that open, adaptive, and structured communication can effectively foster and enhance the interest and talent of traditional dance enthusiasts.

5. CONCLUSIONS

The communication strategies implemented by leaders of traditional dance studios play a crucial role in enhancing members' motivation, interest, and talent development. These strategies involve a personalized approach that emphasizes understanding each member's characteristics, enabling messages and activities to be tailored to individual needs and potential. The use of diverse communication media, such as WhatsApp, Instagram, YouTube, and documentary videos, further supports both the development process and the promotion of traditional dance.

Studio leaders also engage in intensive interpersonal communication and foster harmonious relationships with members, creating a supportive training environment that encourages active participation in dance activities and competitions. These communication strategies have proven effective in nurturing interest and developing members' talents, while simultaneously contributing to the preservation of traditional dance as a cultural heritage.

However, there remains a need for continuous evaluation and refinement of communication strategies, particularly in enhancing the quality and reach of social media platforms, to ensure that messages of cultural preservation are more effectively disseminated and can better engage younger generations.

This study recommends that studio leaders strengthen the use of additional motivational media, such as inspirational films during training sessions, and enhance communication efforts through institutional support to expand the impact of traditional dance preservation. These conclusions are supported by findings from various field studies, including research conducted at Sanggar Tari 10 in Bandung Regency and the Ayodya Pala Arts Training Center, which demonstrate the effectiveness of structured and personalized communication strategies in fostering interest and talent among traditional dance enthusiasts.

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