THE INFLUENCE OF THE PERFORMANCE OPERATION COST ON PERFORMANCE:
A CASE STUDY OF TAYUB PERFORMANCES IN GROBOGAN DISTRICT CENTRAL JAVA

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ABSTRACT

The aim of this study is to figure out how much influence of the financial aspects for a smoothness of tayub as a folk performances representative. This paper is based on a field research study that reveals how far the implementation of four management aspects in Tayub performances in Grobogan Central Java. The fourth aspect is a production management, marketing, human resources, and finance. This article highlights one of the above aspects, financial. This study used a qualitative approach. There are three stages of data collection, data processing and data analysis. Data collection, interviews were conducted to the parties who contributed in organizing tayub, among others, host, dancer, stage manager, master of ceremony, gamelan players, managers of sound and lights, and the audience. The research showed that operational expenses brings many impact in the smoothness of the performance. One aspect will be showed in this writing is about the participating of the audience. There is a great desire to get involved in tayub dance by most audience, especially man. With a small group of dancers (minimum three dancers) not all the audience can get involved in dancing. In this condition, there is a lack of disorder because of a limit dancing time. A big number of dancer (could be 12 dancer or more) will be a high chance to be able to dance. With the increasing number of dancers, it will increase a higher financing require. This study shows that a higher operational costs, the performances will be success without any quarrel. In this study shows manage-
ment factors, in particular the financing was highly correlated with the smooth running of the event. In particular, these studies indicate that there are security issues that need to be observed in the performance itself. A security issue becomes a part of a value of the performance and understand it could maintain a new perspective, especially to bring folk performance in a creative industry.

**Keywords:** folk performance, *tayub*, financial aspect, budget, operational cost

**INTRODUCTION**

One of folk performances, *Tayub*, has become a part of Javanese local communities (especially those who live in north and east Java). It is usually performed in human’s special occasion or for an entertainment of family’s feast such as wedding, *khitan* (male circumcision), birthday party and etc. This performance is shown in a big stage and the *joged* or *ledek* (female dancer) is the center of the show. *Joged* will sing *gending Jawa* (Javanese songs) and also will dance. *Joged* does not sing alone but the musicians and another Javanese singer will sing together in turn.

There are so many research related to *Tayub*. Agus Cahyono investigated about local inheritance; *Tayub* done in Blora in 2006. From his study, it is conveyed that the ones who preserve *Tayub* has inherited values like knowledge, attitude and skills to the young generation so that *Tayub* still exists. Another *Tayub* research has been done by Endang Ratih, Malarsih, and Wahyu Lestari which is more focus on disclosure women image in *Tayub*. In their research it is stated that woman takes the center of the show. Woman is there to fulfill sex. In their research the Government especially in Blora district has given the policy and ethic code in performing *Tayub*. Lono Simatupang mention that *tayub* dancer is part of farmer and fisherman culture and as