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Organizing System of Tayub Performance  
(Case Study in Kabupaten Grobogan in Central Java)

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ABSTRACT

The aim of this study is to figure out a management model of Tayub performance which is performed in Grobogan, Central Java. The research background is Tayub performance is still presented as a folk art competing with modern art in this modern era. This study is based on sociology and anthropology's management perspective. This study was conducted in a qualitative research by interviewing several informants. The issue is about early management of functional aspect which includes production, management, marketing, human resources and finance. Sociology and anthropology's perspective sees from the methodology and human's aspect in management. The results showed that four functions of management have not been implemented well. Yet, Tayub performance can still be performed successfully. The role of dancers, karawitan group, guest leaders, sound and light's operator also the hosts perform its role professionally. In conclusion, the study found that a successful Tayuban is not about a good management in it but the people themselves who dedicate their abilities, a good understanding in orientation process and highly entrepreneurial spirit. Academically, this research aims to reveal how Tayub's management model is. Practically, this result can be used by the government to empower socio-economics' community life as well as to preserve Tayub's performance.

Keywords: Tayub performance, management of production, marketing, human resources and finance, contractual job, professional, and entrepreneurial spirit.

INTRODUCTION

Tayub performance or is well-known as tayuban is often showed as an entertainment of family's feast in Central Java. Besides entertainment, Tayuban is also showed as thanksgiving ritual for harvest crops. From its form, Tayuban is an intimate dancing between men and women. Usually, the women dancer will be a central dancer on the stage and they will invite male audience to dance together. This dancing is accompanied by gamelan, which plays Javanese song's composition sung by Silden (Javanese singer).

This performance dominates in rural communities rather than in a big city. In Java, tayuban is well-known in Pati, Blora, Jepara, Sragen, Grobogan, and Wonogiri (Soedarsono, 2002; Dandang Achmad Dahlan, 2005; Sri Rochana Widyastutieningrum, 2007). In the mid of 2013, A huge Tayub Festival was held in Purwodadi Grobogan and the participants came over from various cities in Central and East Java.

Tayub is well-known as a dance performance, where Joged dancer (female dancers) is the main element on the show. Some literature review stated many words for the word 'dancer' such as ledek, ronggeng, gambyongan, and gandrung (Soedarsono, 2002; Srinthil, 2003; Dandang Ahmad Dahlan, 2005). In Grobogan, commonly people say ledek but actually the word 'ledek' itself refers them as joged. The joged dance and sing at the same time on the stage. The group of gamelan instruments or karawitan accompanies the song (gingding) which sung by the dancer itself. The number of dancers can be three or more and it depends on the host. The stage is set adjusting the location where the celebration will be held. It is usually held