

**Traditional Dance Innovation Through TikTok Account @dianbokir
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ABSTRAK

In the digital age, social media platforms like TikTok have become extremely popular among Generation Z and millennials. TikTok, with its short video format, provides an opportunity for users to explore and showcase their creativity. This study aims to analyze the forms of creativity and innovation carried out by Dian Bokir, a content creator from Trenggalek, in adapting and presenting traditional dance movements through the TikTok platform. Using qualitative research methods, this research focuses on the TikTok account @dianbokir as the material object and traditional dance innovation on TikTok as the formal object. The data were analyzed descriptively through the stages of data reduction, data presentation, and conclusion drawing. The results showed that through motion development, the use of trending music, simple but effective visual effects, and collaboration with other creators and dancers, Dian Bokir succeeded in presenting traditional dance with a new touch that is attractive to the younger generation. One very popular video with the caption "santri pekok" shows how Dian Bokir combines various traditional dance movements such as Malangan dance, Remo dance, Cakilan dance, and Bujang Ganongan dance with the innovative "dompo" movement concept. This content innovation successfully introduces and popularizes traditional dance to a wider audience. Thus, Dian Bokir not only preserves traditional culture, but also revives it in a digital context that is relevant and attractive to today's generation.

Keywords: Innovation, Traditional Dance, TikTok, Dian Bokir

INTRODUCTION

The current digital era has brought significant changes in communication behavior among millennials and generation Z, especially in the use of digital devices that have become a fundamental part of daily life. All these aspects of social life have resulted in digitalization in all fields. As a result, there is a shift from a more conventional social life model to a digital model (Effendi & Dewi, 2021). Advances in digital technology include the presence of the internet and social media (Rahayu, 2019). Social media is an online platform where users can easily utilize it to meet their communication needs (Yusuf et al., 2023). Social media such as TikTok is one of the platforms that is widely used by

generation Z at this time. This means that social media cannot be separated from generation Z (Rahmana et al., 2022).

In this context, TikTok is a video-based platform that is the fastest growing in the world (Pardianti et al., 2022). The TikTok application currently provides flexibility for all users to explore and hone their talents through video content. TikTok offers a service that allows users to create short videos that can be accompanied by music and then upload them (Rahmana et al., 2022). In the TikTok platform, there is a lot of content created by creators with various themes, including content with a focus on dance.

Dance is an art that is based on movement, where the body is the medium. Dance as a form of art experience activity that emphasizes the importance of developing creativity, appreciation, and expression widely. By dancing through the TikTok platform is the latest innovation in introducing dance to the TikTok user community in a creative and interactive way, especially in traditional dance movements. This innovation is a positive step in preserving culture because it creates opportunities for the younger generation to understand and appreciate rich cultural values, while also maintaining the relevance of these cultures in a modern context (Kadek et al., 2023). The phenomenon of innovation in traditional dance is a form of change in art and culture, by utilizing TikTok's unique features such as virtual effects, music, and challenges (Ambarwati & Utina, 2022). The use of the TikTok application with a short video duration that displays dance movements with a short video duration can be interesting and entertaining for the community.

The use of the TikTok application has the potential to gain fame for a person (creator). The level of fame can be achieved through the videos they create, both because of the creativity shown and the uniqueness of the video content. (Rahmana et al., 2022). Especially for creators whose focus is on creating dance content centered on traditional dance movements, through the creation of this content, dance creators can express the creativity and innovation of their dance works delivered through digital media (Made et al., 2023). From dance videos posted and watched by followers, many end up liking or admiring these uploads, making them famous (Susilowati, 2018).

Innovation activities on TikTok social media are utilized by one of the content creators in Indonesia in their creativity and innovation in the field of dance. One of the interesting content about dance innovation in the TikTok application is the content of a dance artist from Trenggalek named Dian Nova Saputra, owner of the TikTok account @dianbokir. He is better known in the dance world as Dian Bokir. Dian Bokir joined TikTok in 2021 and as of January 2024 has 239 thousand Followers (followers), 4.6 million Likes (likes),

following 767 other people, and 209 video posts on his account. Of course, this makes Dian Bokir very famous on TikTok.

Amid the many TikTok content creators with a variety of dance styles that each creator chooses according to their interests. The dance content created by Dian Bokir, chose to use motion motifs centered on traditional East Javanese dance and Surakarta dance. In each of her video content, it is clear that her trademark lies in bold, broken, and strong movements, creating interesting and energetic visuals. She also collaborates with other dancers. In these collaborations, it presents dance content that is relaxed yet still captivating. Overall, the combination of bold movements and relaxed collaborations creates a unique appeal in every dance piece she shares on the TikTok platform. Of course the video was responded well by TikTok users, and content like this is indeed needed to preserve Indonesian dance culture and artistry. The phenomenon of viral dance content created by Dian Bokir is quite unique and creative, because he also uses viral music on TikTok as a supporter of the dance content created, this makes it attract the attention of many people. based on this background, the researcher raised the title "Traditional Dance Innovation Through the @dianbokir Tiktok Account".

METHOD

Explaining The method used in this research is to use qualitative research methods with descriptive explanations in the form of words that describe the field. In this case, the researcher observes the traditional dance content uploaded by Dian Bokir on his TikTok account. In the direct observation process, the researcher looks in depth at the variety of dance movements created and understands the unique style of Dian Bokir. Interviews conducted in this study were interviews with the first informant as the account owner and relevant supporting informants in this study, namely members of Dhimar Dance Theatre. Documentation was conducted to collect data in the research process. The documentation method can be interpreted as a way of collecting data by recording information that already exists. In this context, documentation involves collecting data from various video recordings of dance content posted on @dianbokir's TikTok account. Data analysis techniques include data reduction, data presentation, and conclusion drawing.

RESULTS AND DISCUSSION


A. Dian Bokir's Creativity In Adapting Traditional Dance Movement




The creativity in dance content carried out by Dian Bokir is different from most dance content on the TikTok platform. Dian Bokir carries the concept of creativity that stands out by giving uniqueness to each content created. The development of traditional dance movements that Dian Bokir does when creating dance content is by adding new variations or combining several movements from different dances. For example, combining several movements from different regions. This

movement development not only maintains cultural authenticity but also provides a creative and attractive appearance.

Adapting traditional dance movements on the TikTok platform, Dian Bokir presents a unique collaboration between traditional movements and modern movements. One of the videos on Dian Bokir's TikTok account that has attracted great attention is a dance video with the caption "santri pekok" using santri pekok music by Dike Sabrina. The 37-second video received 17.9 thousand likes, 247 comments, 817 people who saved, and 295 who shared. In this dance content, the basic movements used come from several types of traditional dance, namely Malangan dance, Remo dance, Cakilan dance, and Bujang Ganongan dance. There are eight movements developed in this dance content with two connecting movements. The uniqueness of this content is that the concept of motion is made "dompo", which is the movement of hands, feet, and head moving in the same direction. Then these movements are combined and developed with a unique touch of creativity so that they can attract the attention of a wider audience. The following table describes the various movements developed in Dian Bokir's TikTok dance content in the video:

Tabel 1
Motion Development on Dian Bokir Content

No	Gambar Gerak	Waktu	Keterangan
1		0.02-0.04	The opening movement begins with a kambeng movement and then enters into the developed movement. This movement takes the basic movements of cakilan dance, the name of the variety is iket capengan. The shape of the hands in this variety originally formed a boyo mangap, but has been developed by Dian Bokir by forming hands like claws.

<p>2</p>		<p>0.04-0.05</p>	<p>This is the connecting movement. This movement is performed with a spinning motion followed by a hand movement forming a supit urang</p>
<p>3</p>		<p>0.05-0.06</p>	<p>In this dance video, there is a kambeng movement that is added to the motion or release technique, which is an additional motion performed by straightening the legs in the direction of the right bottom serong then accented with motion as if pulling in that direction. The “release” motion functions as a transition or change of movement in the dance from the kambeng body position to the next motion.</p>
<p>4</p>		<p>0.07-0.08</p>	<p>This movement takes from the basic motion of remo dance, namely adeg. The adeg position in remo is both legs wide open, knees bent with the position of the right hand nyempurit forming elbows, while the left hand nyempurit sampur. In the video there is a development of motion in the shape of the hand only, where</p>



the shape of this hand is changed to be like clawing. Then continued with ulap-ulap movement



This movement is the basic movement of Malangan dance, namely the nggelap variety, but in the video it has been developed with the shape of the hands, head, and feet facing the same direction.

5

09.0.12



This movement is done by combining remo dance movements, namely the position of adeg and the shape of the hands from the Malangan dance movement, namely supit urang. In the video this movement is done by walking towards the right side while moving the left hand up and down.

6







0.13-0.17



This movement is a development of the iket bujang ganong movement. This movement is done in a "dompo" manner

7

0.18-0.19

		
8	 	<p>0.20-0.24</p> <p>This movement takes from the ulap-ulap hand movement but is developed as the hands are stretched to the side, the head faces down, then pulled up to the top of the head. This movement is done by walking towards the right side but with a dompo motion or commonly called "dompo" the same hand and foot movements.</p>
9	  	<p>0.24-0.28</p> <p>Dian Bokir also adds free and erotic movements in her dance content, such as forming love above the head, moving the chest right-left, and hip movements that are jerked forward followed by one leg raised. The movement ends with a free movement.</p>

Dian Bokir's creativity in dance is different from most dance

content on the TikTok platform. Dian Bokir carries the concept of creativity that stands out by giving uniqueness to each content created. The development of traditional dance movements that Dian Bokir does when creating dance content is by adding new variations or combining several movements from different dances. For example, combining several movements from different regions. This movement development not only maintains cultural authenticity but also provides a creative and attractive appearance.

Dian Bokir's creativity in adapting traditional dance movements into his short content results in an interesting form of dance content. Dian Bokir often creates dance content using basic dance movements that depart from East Javanese dance styles, Surakarta. Dian Bokir does not just adopt traditional dance movements, but also changes and modifies them with a unique creative touch.

B. Dian Bokir Innovation In Presenting Interesting Content On Tiktok

Innovation plays an important role for Dian Bokir as a traditional dance creator active on the TikTok platform. Through her creative and innovative content, she manages to bring traditional dance to the digital stage in an interesting way. In this interview, Dian Bokir explains that she not only revives the beauty and richness of traditional culture, but also introduces it to the younger generation in an interesting and relevant way..

In her innovation steps, Dian Bokir continues to strive to expand the scope of her audience. The innovations made in the presentation of interesting traditional dance content on TikTok involve several aspects that create attractiveness and uniqueness in the presentation of traditional dance. Here are some of the innovations in question:

1. Use of Trend Music

Making use of the various features provided by TikTok, one of which is the use of trend music features that can be combined with traditional movements. Dian Bokir explained that she did not have a specific concept in the creation of her dance content, only by responding to music that uses a lot of drumming instruments made by other TikTok creators, where she emphasizes strength and toughness in her choreography, with firm movements, strong friction, and energetic steps.

Using trending music in traditional dance can give it a fresh and interesting touch. For example, Dian Bokir always uses trending songs, which gives a unique nuance of

combining traditional cultural elements with current music trends. Like the song “santri pekok” by Dike Sabrina, which was trending on TikTok at the time. Through this innovation, the song “santri pekok” which was originally Dangdut Koplo now has a unique feel with a combination of traditional cultural elements.

2. Attractive Visual Effects

In addition to the innovation of music selection in its content, the use of visual effects in TikTok videos can give a more interesting touch to traditional dance content. However, Dian Bokir does not rely too much on complex visual effects. Instead, she prioritizes simple yet effective video shooting techniques. For example, when recording videos Dian Bokir often makes movements on the cell phone used for recording, by moving the cell phone following the dance movements, he creates a dynamic and interesting visual effect. This technique helps to highlight certain movements, such as right-to-left movements, hand movements, video opening, or video ending. For example, in one of his videos, Dian Bokir moves the cell phone in the direction of the movement during a jumping and jumping dance. This interactive recording technique is able to add visual appeal to interesting dance content without the need to use excessive virtual effects. .

Figure 1: Dian Bokir Dance Content Video Capture Activity



Source: <https://www.tiktok.com/@dianbokir? t=8nsQnSlqyP2& r=1>

3. Visual Display Of The Content

Another interesting innovation made by Dian Bokir in presenting dance content on TikTok is the absence of the use of upper clothes or shirtless when dancing, using only shorts. With his characteristic of always appearing shirtless

without using special costumes, it creates a special attraction for the content he presents, emphasizing the authenticity and uniqueness of his character. In an interview with Dian Bokir, she explained that the reason behind her decision not to wear a shirt is so that the movements she shows in her content become clearer and more expressive.



Figure 2. Dian Bokir's Visual Content Performance While Dancing
Source: https://www.tiktok.com/@dianbokir?_t=8nsQnSlqyP2&_r=1

4. Collaboration With Other Creators

One form of collaboration that Dian Bokir often does is with his own team from Dimar Dance Theater. Through this collaboration they perform more interesting choreography, with many participating dancers can produce diverse performances. In addition, Dian Bokir has collaborated with the famous artist Soimah. This collaboration creates entertaining content for various audiences. In addition, he has also collaborated with his own wife from Germany and a creator from Japan. Dian Bokir introduced traditional dance moves to them. By involving various creators from different backgrounds, he can present a more varied and interesting show, which is not only entertaining but also rich in cultural elements..

C. DISCUSSION

This study uses the theory of diffusion of innovation by Rogers, (1983) which states that the diffusion of innovation is adopted by individuals to describe how new ideas, products, or practices from individuals, groups, or time itself. The diffusion of innovation has an important role that accelerates change and progress in society. This theory consists of 4 important elements namely innovation, communication channels, time period, and social system. In this context, what Dian Bokir does, such as the use of modern music, video recording techniques, collaboration with other creators, and the use of dance costumes, can be linked to Rogers' (1983) theory as follows:

1. Innovation

Innovation can be understood as something new in the form of ideas, ideas, actions, or products that are

considered new by someone. Innovation can be seen as something new based on how people perceive it as new. In line with this, the novelty of innovation can be said to be something that is measured subjectively according to each individual who receives it (Rogers, 1983). When viewed from Dian Bokir's innovation, what happens is the modernization of traditional dance through the use of trending music on TikTok, where this makes traditional dance more relevant and accepted by the audience. He simplified and enriched the dance movements by adding new variations and combining movements from various dances, resulting in a fresh and creative look without losing the essence of the original culture. In addition, the use of dynamic recording techniques, such as moving the cell phone along with the dance movements, adds visual interest without the need for elaborate visual effects. Her choice to perform without special dance costumes also accentuates the details of her movements and expressions, making each movement more vivid and drawing attention to the artistic aspects of the dance. Collaborations with various creators and dancers from different backgrounds enrich the content, adding to the variety and richness of the culture on display. Through these innovations, Dian Bokir has succeeded in presenting traditional dance in an engaging and accessible format on digital platforms, introducing cultural richness to a wider audience and gaining positive appreciation from TikTok viewers.

2. Communication Channels

Communication channels in innovation diffusion serve as a tool to convey innovation messages from the source to the recipient. This communication channel must be adjusted to the target audience. If the target is the wider community, then the channel used is mass communication. Conversely, if the target is an individual, then personal communication is used. The communication channel used by Dian Bokir, namely TikTok. Dian Bokir's innovation in using TikTok as a channel to spread traditional dance shows success, because this platform supports short video formats that are interactive and easily accessible. TikTok also allows users to like, comment and share videos which creates direct interaction between the creator and the audience. The positive response and appreciation from the audience shows that the content is successful in capturing the attention and interest of the audience.

3. Time Frame

The timeframe in innovation diffusion is the decision-making process that starts from the moment a person learns about the innovation to deciding to accept or reject it. Judging from the results of Dian Bokir's content, the timeframe in the diffusion of innovations reflects a diverse decision-making process among TikTok audiences. The innovative level of Dian Bokir's content may influence how quickly audiences accept or reject the innovation. For example, audiences with a high degree of innovativeness may be quicker to accept the concept of adapting traditional dance into the TikTok format presented by Dian Bokir. They may be immediately attracted and inspired by the innovation, and decide to share or like the content quickly. On the other hand, viewers with lower levels of innovativeness may need more time to understand and accept the innovation. They may need to view Dian Bokir's content several times or see positive responses from other viewers before they decide to accept the content. Therefore, the timeframe for innovation diffusion in the context of Dian Bokir's content may vary depending on the level of innovativeness and individual responses to the content.

4. Social System

This element refers to the codes of conduct, norms and structures within Society that define the rights and obligations of individuals in various positions. Social systems influence how individuals and groups interact, communicate and make decisions together. It also includes how society responds and reacts to innovations. .

The use of creativity theory is also relevant to understanding the approach used in creating traditional dance content by Dian Bokir. According to Rhodes' theory of creativity (in Kim, 2020), it is called the "Four P's of Creativity: person, press, process, product". The following is how these four elements can be applied to the context of the innovation carried out by Dian Bokir

1. Person

A person's creativity is greatly influenced by their personality. Dian Bokir shows an innovative, courageous and open personality to experimentation in her work. Her courage to combine traditional dance movements with modern music, as well as performing without conventional dance costumes, shows that she has the characteristics of a creative creator. She is not afraid to take risks and try new things, which are the main characteristics of creative individuals..

2. Process

The creative process includes the steps used to generate new ideas. In his statement, Dian Bokir does not have a structured production plan, he relies more on spontaneous/random planning. In this stage, she lets ideas flow naturally and adjusts to the situation and inspiration that arises at the time. This approach allows her to explore various concepts and ideas without being bound to a predetermined plan.

The creative process still involves incorporating new elements such as modern music and dynamic recording techniques. The creative process involves a lot of experimentation, collaboration with other dancers, and the application of audience feedback. With an interactive and responsive approach, Dian Bokir constantly strives to update her content.

3. Product

A creative product is the result of a creative process. In this context, Dian Bokir's creative products are dance videos on TikTok that blend traditional and modern elements. The content produced by Dian Bokir not only features traditional dance, but also modifies it to make it more relevant and appealing to a younger audience. This creative product has garnered attention and appreciation from a wide range of people, showing that her innovative approach is effective.

4. Press

The environment is the place where creativity happens, including external factors that influence the creative process. The environment on TikTok provides a platform that allows creativity to flourish with short and interactive video formats. TikTok's digital environment has provided the support needed by Dian Bokir to present traditional dance in a modern and engaging way. The platform also allows for quick and wide dissemination.

CONCLUSION

From the research results previously described, it can be concluded that Dian Bokir has successfully combined traditional and modern elements in her TikTok dance content in a creative and innovative way. Through movement development, the use of trending music, simple yet effective visual effects, and collaboration with other creators and dancers, she is able to present traditional dance with a new twist that appeals to the younger generation. The decision to go shirtless as a trademark also adds to the uniqueness of his content. One very popular video with the caption "santri pekok" written in the video, shows how Dian Bokir combines various traditional dance movements such as Malangan

dance, Remo dance, Cakilan dance, and Bujang Ganongan dance with an innovative “dompo” movement concept. The video not only gained a lot of attention and interaction on the TikTok platform, but also managed to introduce and popularize traditional dance to a wider audience. Thus, through her creative approach, Dian Bokir not only preserves traditional culture, but also revives it in a digital context that is relevant and appealing to today's generation.

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