

## **BAB V**

### **ANALISIS DATA DAN PERANCANGAN**

#### **5.1 Analisis Data**

Setelah penulis melakukan observasi, penulis menemukan sebuah permasalahan bahwa Sanggar Sri Indera Bupati melakukan kegiatan promosi dengan cara tradisional yaitu dengan menggunakan surat penawaran jasa, *mouth-to-mouth* sehingga kurangnya pelanggan-pelanggan baru. Sehingga dapat disimpulkan sebagian besar Sanggar Sri Indera Bupati hanya mengharapkan konsumen yang sudah pernah menyewa jasa sanggar serta beberapa hotel yang sudah menjadi pelanggan dari Sanggar Sri Indera Bupati. Oleh karena itu, penulis merancang sistem promosi agar Sanggar Sri Indera Bupati dapat semakin dikenal oleh masyarakat terutama di Kota Batam.

#### **5.2 Perancangan Sistem**

Rancangan luaran pada kerja praktek ini adalah berupa melakukan perancangan surat penawaran jasa dengan menggunakan 3 bahasa yaitu bahasa Indonesia, bahasa Inggris, dan bahasa Mandarin dan serta *e-catalogue*

## 1. Surat penawaran jasa



Gambar 2. Tampilan Surat Penawaran Jasa dalam 3 bahasa, Sumber: Data diolah (2018)

2. E-Catalogue

CATALOGUE OF  
OFFERING

Sanggar  
SRI INDERA BUPALA

*Dance is a feeling of the soul that is appreciated through gestures*

**Sekapur Sirih Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event and the inauguration of the event.

- Number of dancers 5 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.

**Carnaval Dance**

Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event and the inauguration of the event.

- Number of dancers 4-5 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.



**Tanggap Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event, the inauguration of the event and wedding event.

- Number of dancers 4 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration. Include costumes.
- Include dance accessories.
- Include transport and accommodation.

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**Zapin Kipas Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event, the inauguration of the event and wedding event.

- Number of dancers 4 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.

**India Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event, and the inauguration of the event.

- Number of dancers 7 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.

**Tari Tradisional Jawa**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event, the inauguration of the event and wedding event.

- Number of dancers 2-3 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.

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**Belly Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event, the inauguration of the event and wedding event.

- Number of dancers 3-5 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.

**Moderan Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event, and the inauguration of the event.

- Number of dancers 4-5 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.

**Tradisional Kipas Dance**



Dancers accompanied with traditional CD music to welcome special guests or dance as a opening event or dance as a closing event and the inauguration of the event.

- Number of dancers 4 people.
- Use non live music cassette / CD accompaniment.
- 3-5 minutes dance duration.
- Include costumes.
- Include dance accessories.
- Include transport and accommodation.

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Gambar 3. Tampilan dari E-Catalogue, Sumber: Data diolah (2018)