

## **ABSTRACT**

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***The Communication Strategy of Sanggar Puspa Kencana in Fostering Members' Motivation to Learn Traditional Dance in Tangerang City***

*Keywords: Communication Strategy, Sanggar Puspa Kencana Studio, Transactional Theory*

*(xii + 93 + Appendices)*

*Indonesia is a unitary state that has a variety of cultures. Indonesia has more than three hundred different ethnic groups. One of the Indonesian cultures that characterizes each region is regional dance or often known as traditional dance. One of the traditional dance studios that still survives in Tangerang City is Sanggar Puspa Kencana, which was established in 2000. This research aims to find out the communication strategy of Sanggar Puspa Kencana in fostering members' motivation to learn traditional dance in Tangerang City. The theory used is Transactional Theory. The research method used is qualitative, namely conducting observations, documentation, and interviews with several sources involved in this research. The results of the research found are the communication strategy of Sanggar Puspa Kencana in fostering members' motivation to learn traditional dance in Tangerang City with a focus on how trainers build motivation to their members, and the transactional theory that occurs. Based on transactional theory, constructive feedback from trainers is very important to increase members' motivation and improve the quality of learning. Sanggar Puspa Kencana strives to inform its members and newly joined youngsters about Indonesian culture, encouraging them to continue practicing and creating quality dance works. This effective communication strategy, which involves the introduction of culture, will increase curiosity about Indonesian culture and encourage members to learn more. With moral principles and a commitment to work and develop, Sanggar Puspa Kencana strives to form profesional dancers and continue to preserve Indonesian culture through dance.*

*Bibliography (2006 – 2023)*