

MASYARAKAT KEBUDAYAAN DAN POLITIK

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Revitalization of Folk Culture to Develop the Quality of Human Resources

Revitalisasi Seni Rakyat dalam Rangka Pengembangan Kualitas Sumber Daya Masyarakat

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Abstract

The globalization of culture tends to threatened the existence of folk culture in Indonesia if the latter does not do some strategic efforts. To survive from such threat and to compete with the increasing global culture, the folk culture should be revitalized by using techniques and means available in this globalization era. This paper suggests that those who are dealing with folk culture should be more aware and ably in using more contextual and sophisticated tools and ways of attracting people. By doing so, folk culture could become one of sources to increase income of Indonesian people.

Keyword : Folk, culture, /, budaya, rakyat, folk, arts, /, seni, rakyat, globalization, /, globalisasi, Indonesia, revitalisation, /,

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