

# Public Interest to Watch Cirebon Mask Dance: An Overview of Experiential Marketing Performance and Public Internal Factor

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**Abstract.** Cirebon Mask Dance is one of West Java cultural heritage. In the current situation, Cirebon Mask Dance has interest degradation and the society start to lose the philosophy. Many efforts that already done to increase the society interest whether in experiential marketing and socialization of Cirebon Mask Dance seems to be not optimum. The aim of this research is to get the analysis of the influence of Mask Dance experiential marketing performance and society internal factor toward society interest to watch Mask Dance. The descriptive-verification analysis method is used in this research. Descriptive methods are used to discover the experiential marketing performance, society internal factor and society interest. Meanwhile, verification method using explanatory survey are used to find out the influence of experiential marketing performance of Mask Dance and society internal factor toward society interest to watch Mask Dance. Experiential marketing performance and society internal factor has significant impact toward society interest. But, society internal factor has greater impact than experiential marketing performance. Both of them, simultaneously and partially, has quite good toward society interest to watch Mask Dance. Improvement in the Mask Dance event packaging so it can be more interesting and contemporary could increase the society interest to watch Mask Dance, whether in venue, stage layout and setting and also in stage decoration, costumes, various dance choreography, and story board. Beside that, more promotion and socialization from the government and the communities so it can increase the Mask Dance knowledge of the West Java Society. Packaging improvement in Mask Dance whether in the event, promotion mix, innovation, and brand image can be used in further study or research.

**Keywords:** Experiential Marketing Performance, Public Internal Factor, Society Interest.

## 1. Introduction

Cirebon mask dance is an artistic culture of West Java. Unlike some other traditional dances of West Java, Cirebon mask dance has a philosophy that has high relevance to the issues in the community both past and present.

The philosophy of Cirebon mask dance describes human nature from birth to adulthood are displayed in five innings dance consists of Panji Mask as reflection of infancy stage, Pamindo Mask as childhood reflection, Rummyang Mask reflect the adolescence, Tumenggung Mask reflect the adulthood, and Klana Mask reflect the peak age. Here pictured that man is born in a state of purity, and while at the peak of age and has the power, people often forget ourselves and become arrogant.

The current situation of Cirebon mask dance tend to not in demand by the public and is not known to philosophy. It is very important to revive dance mask to preserve the art and culture of West Java itself and the philosophy could be a reflection of the community as well.

Public interest to study the Mask Dance tends to decrease. Although most of the people of West Java, especially Bandung citizen, knowing that the mask dance is one of the culture of West Java which has a high philosophical value. In addition, the people themselves have seen the performances of the Mask Dance. The efforts that have been made during this allegedly that the public interest to watch the Mask Dance nurtured not optimal despite efforts by the parties concerned through experiential marketing and Mask Dance socialisation to the community. Therefore, this issue is very interesting to study.

The purpose of this study was to determine the response to the society for the performance of mask dance experiential marketing, public internal factors, and the interest of the public to witness the masked dance performances, as well as to determine how much influence the performance of experiential marketing and internal factors on the interest of the community to witness the masked dance.

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## 2. Literature Review

In witnessing or to preserve mask dance, it is necessary to have an unforgettable experience for those who witnessed it. Mask dance performances should also be packaged in forms that draw the attention of the public in order to create a good experiential marketing. According to Schmitt, experiential marketing is a marketing concept that emphasizes the performance of the products or services in providing emotional experience to touch the hearts and minds of customers [5]. Experiential marketing approach was set up to complement traditional approaches to deliver unique experiences, positive and memorable experience impressive form for consumers. Schmitt describes a conceptual framework for managing the accumulation of experiential marketing for a company, divided into two concepts, namely Strategic Experiential Modules (Sems) which is the basic form of experiential marketing and Experiences Providers (ExPROs) as a tactical tool to implement experiential marketing. Experiential modules describes five types of customer experiences are the basis of experiential marketing, is the fifth type of sense, feel, think, act and relate [5].

An individual's decision to buy is also influenced by the unique personal characteristics of each individual, such as gender, age, and stage in the life cycle, personality, self-concept, and lifestyle. Covers the psychological aspects of perception, motivation, learning, beliefs, and attitudes. Perception is the process by which a person chooses, organize and interpret stimuli into the picture that gives meaning and inherent dibenaknya.

Strong interest from the community to be able to watch the mask dance of course not just show up. Occurrences place over several stages, for example, how the consumer goes through stages of attention and interest to the stage. Furthermore, that society will be heading to the stage. When it reaches this stage, at least the community has had a strong desire to want to watch the mask dance performances.

## 3. Hypothesis

The hypothesis research is proposed as follows:

- 1) Experiential marketing Mask Dance has not performed well, public internal factors do not support the Mask Dance performance, public not interested to watch Mask Dance performance.
- 2) Experiential marketing and public internal factors affect the interest of the public to witness the Mask Dance either simultaneously or partially.

To test the overall significance models, F-test statistics were used [4]:

$$F_{hitung} = \frac{(n - k - 1) R^2_{y(x_1, x_2)}}{k (1 - R^2_{y(x_1, x_2)})}$$

T-test statistics were used [4]:

$$t_i = \frac{P_{y|x_1x_2}}{\sqrt{\frac{(1 - R^2_{y|x_1x_2}) CR_{ij}}{(n - k - 1)}}}$$

Test criterias:

If  $F_{count} > F_{table}$  or  $t_{count} > t_{table}$ , then reject  $H_0$ .

If  $F_{count} < F_{table}$  or  $t_{count} < t_{table}$ , then reject  $H_0$ .

## 4. Method

Data collection in this study conducted by the two techniques which are Field Research through the distribution of questionnaires, interviews and observations as well as the Library Research. Meanwhile, the sampling method used to draw the sample in this study was judgment sampling. In this sampling method the researchers sought prior belief that individuals are selected as the sample is the most appropriate individual [1]. So, when distribute questionnaires if found people of Sundanese ethnicity or other ethnic and age over 15 years then the individual will be selected to be the respondents in this study.

In practice, the distribution of questionnaires will be conducted on a Mask Dance performances organized by the Magister Management Alumni Association of Padjadjaran State University on January 29, 2012 at West Java Cultural Park Theatre. This shows invite all the people who really want to watch. Advertising on KLCBS Radio, OZ Radio and Rama Radio as well as posters and banners is an effort of the organizers so that all the people of Bandung know about the show. Deployment questionnaires to 121 respondents who qualified after finished mask dance performances. On average they answered the questionnaire within 10 minutes.

## 5. Result and Discussion

To test the validity of the items in questionnaire, used Pearson product-moment. Validity coefficient calculated with the help of software SPSS 16 for Windows. Item is declared valid if the values of Pearson Product-Moment Correlation is greater than the critical value. Critical value of  $r$  is set at 0.3 [6]. The results of test are the validity coefficient greater than  $r$  critical, so it can be concluded that the items are valid.

Cronbach Alpha Coefficient are used in the measurement of reliability. After testing by using SPSS 16, Cronbach alpha values obtained for the whole variables worth more than 0.5. It means that instrument for the variable of experiential marketing, internal factors and the public interest are reliable. In accordance with the Kaplan-Saccuzzo, said to be reliable if the items is worth more than 0.5 [2].

The statistical analysis used by the author is the path analysis. Data results are raised from ordinal scale to interval with the help of the Method of Successive Intervals. Once the data is converted in the form of interval, then path analysis could be conducted to analyze the effect of these two variables on the variable of interest.

### 5.1. Audience Perception on Experiential Marketing Performance of Cirebon Mask Dance

The average score is the average score obtained by averaging the total score of all statement items. Meanwhile, the average percentage obtained by averaging the percentage of the value of entire statement item. The average percentage will be used to measure the average percentage for each variable so they can know what category for each variable. The audience's perception on the experiential marketing performance of Mask Dance are shown in the following table:

Table 1: Audience Perception on Experiential Marketing Performance of Mask Dance

	Statement	$\Sigma$ Score	%	Category
1	How much do you enjoy the show Dance Mask?	531	88.50 %	Very much enjoyed
2	I am liking the mask dance performances?	515	85.83 %	Particularly liked
3	Pleasant feeling that comes after watching the Mask Dance show?	517	86.17 %	Very fun
4	Satisfaction after seeing the mask dance show?	516	86.00 %	Very satisfied
5	Admiration who came after seeing the Mask Dance show?	533	88.83 %	So amazed
6	The impression that emerged after watching the Mask Dance show?	514	85.67 %	Very impressive
7	How big is your motivation for studying other cultures in West Java?	509	84.83 %	Highly motivated
8	How big is your curiosity level against other West Javanese culture?	508	84.67 %	Very curious
9	Level of love for the culture of West Java?	533	88.83 %	Love it so much
10	The desire to learn more about the Mask Dance?	482	80.33 %	Want
11	The desire to learn to dance Mask Dance?	460	76.67 %	Want
12	The desire to perform a mask dance?	482	80.33 %	Want
13	After learning that West Java has a very nice traditional art for example Mask Dance, my pride as West Java?	545	90.83 %	Very proud
14	How much do you feel compelled to preserve the Mask Dance and other traditional arts of West Java?	511	85.17 %	So called
15	How much do you feel compelled to invite family / friends / relatives in preserving traditional mask dance and other arts?	513	85.50 %	So called
	<b>SCORE AVERAGE</b>	<b>511.27</b>		
	<b>PERCENTAGE AVERAGE</b>		<b>85.21 %</b>	<b>Very good</b>

Source : Results of the field data processing, February 2012

The experiential marketing performance included in the very good category. It mean that mask dance performances could leave a very good impression. They were very enjoy, satisfies and admire for these

performances. A good show not only hold the show alone that makes the audience feel satisfied, but the emergence of emotional value will conduct in audience at a later stage. Emotional value can be formed from the experience of the product or service [5]. This study prove it, because of its impact not only makes audience feel satisfied with the performance but also makes them feel proud to be a West Java citizen.

## 5.2. Audience Perceptions on Public Internal Factors

The score and the percentage in this variable obtained in the same manner as in experiential marketing variables. The audience's perception on public internal factors are shown in the following table:

Table 2: Audience Perceptions on Public Internal Factors

NO	Statement	$\Sigma$ Score	%	Category
<b>a. Individual Characteristics</b>				
1	Sense of love towards the art of dance, both traditional and modern dance	531	88.50%	Particularly like
2	For you, the activities of dancing ...	520	86.67%	Very fun
3	How important traditional culture for you?	564	94.00%	Very important
<b>Score Average</b>		<b>538.33</b>	<b>89.72%</b>	
<b>Percentage Average</b>				<b>Very support</b>
<b>b. Psychological Factors</b>				
1	How big is your agreement to the statement that the Mask Dance is a Sundanese cultural treasures that must be preserved	576	96.00%	Very agree
2	Your sense of belonging to the traditional culture of West Java, especially Mask Dance	530	88.33%	Belong to be
3	Your belief that if a family / friend / relatives watch the Mask Dance show, then they will also love Mask Dance like me	492	82.00%	Sure
<b>Score Average</b>		<b>532.67</b>		
<b>Percentage Average</b>			<b>88.78%</b>	<b>Very support</b>
<b>TOTAL SCORE AVERAGE</b>		<b>535.50</b>		
<b>TOTAL PERCENTAGE AVERAGE</b>			<b>89.25%</b>	<b>Very support</b>

Source : Results of the field data processing, February 2012

From the table, it is known that individual characteristics strongly support the interest to watch the Mask Dance. In addition, psychological factors also strongly support that interest. So overall internal factors strongly support the interest of the public to witness the Masked Dance.

## 5.3. Audience Perception on the Public Interest to Watch The Mask Dance

The score and the percentage in this variable obtained in the same manner as in experiential marketing and public internal factor variables. The perception of the audience to their interest to watch the Mask Dance is shown in the following table:

Table 3: Audience Perception on the Public Interest to Watch The Mask Dance

NO	Statement	$\Sigma$ Score	%	Category
1	Knowledge of Mask Dance	437	72,83%	Known
2	My memory of the Mask Dance	476	79,33%	Remember
3	Your interest to re-watch the show Dance Mask	505	84,17%	Interest
<b>Score Average</b>		<b>472,67</b>		
<b>Percentage Average</b>			<b>78,78%</b>	<b>Interest</b>

Source : Results of the field data processing, February 2012

Public interest variable category shows that people are interested to watch the mask dance. Consumers should be improved so that the resulting curiosity in more detail within the audience. For that they have to be stimulated to read more about the Mask Dance. In addition, the phase of interest that need to be emphasized is how the audience can know that Mask Dance can help them to gain spiritual pleasure. It is as proposed by Kotler where in the interest stage should be emphasized how the consumer can know that the product or service being sold can help them [3]. It is also, interest that arise from audience, they want to learn more about the culture of West Java. They also argue if we want to preserve the culture of our ancestors, we had to know about it by learning it further.

## 5.4. Effect of Experiential Marketing Performance, Public Internal Factors and Public Interests to Wath Mask Dance Performance

Based on the results of hypotheses testing both simultaneously and partially, then the two variables have a significant influence:

Table 4: Hypothesis Testing

Hypothesis		F <sub>count</sub>	F <sub>table</sub>	Result	Statistical Conclusion
There is no significant impact between experiential marketing performance and public interest factor towards public interest.		21.82	3.92	Significant	H <sub>0</sub> rejected. There is a significant impact between experiential marketing performance and public internal factor towards public interest
Hypothesis	Coefficient	t <sub>count</sub>	t <sub>table</sub>	Result	Statistical Conclusion
There is no significant impact between experiential marketing performance towards public interest.	0.25	2.43	1.98	Significant	H <sub>0</sub> rejected. There is a significant impact between experiential marketing performance towards public interest
There is no significant impact between public interest factor towards public interest.	0.33	3.22	1.98	Significant	H <sub>0</sub> rejected. There is a significant impact between public internal factor towards public interest

Based on the value of the determination coefficient, the influence of each variable can be seen in the following table:

Table 5: Effect of Each Variables

VARIABLES	Coefficient	EFFECT		TOTAL
		Direct	Indirect	
Experiential marketing	0.25	6.25%	4.3725%	10.6225%
Public Interest Factor	0.33	10.89%	4.3725%	15.2625%
<b>TOTAL</b>				<b>25.885%</b>
<b>Residual Factor</b>				<b>74.115%</b>

From the table above it is known that the internal factor variables have a greater influence when compared with experiential marketing variable. And the influence of these two variables, either directly or indirectly, toward public interest considerably great. Meanwhile, in proportion to the magnitude of the effect caused by other variables outside of these two variables can be said to be great. This suggests that there are other factors that are not addressed in this study are also affecting the public interest on watching Mask Dance such as Mask Dance packaging it self as well as the shows, innovation, image and other variables.

## 6. Conclusion

Experiential marketing performance of mask dance went very well so that they really enjoy, satisfied and amazed for that performance. This feeling also makes them feel proud to be West Java citizen, and they feel so compelled to preserve the culture of West Java. Individual characteristics factors and psychological factors of the public strongly supports the development of art and culture including the Mask Dance. The pride as West Java citizen that has a high philosophical cultural art and a pleasant experience when watching Mask Dance make them interested and would like to re-watch Mask Dance performances. However, the perception of monotonous, less interesting and attractive still appears in their minds if watch a cultural performance.

Public interest to watch the Mask Dance are affected by the experiential marketing performance and public internal factors itself. However, internal factors disproportionately affect the public interest when compared with the experiential marketing performance. Therefore, if we want to increase the public interest to watch the Mask Dance performance, the internal factors which must be extracted in order to increase interest.

More attractive and contemporary in packaging can increase people's interest to watch the Mask Dance. Some terms related to the packaging may be the setting and layout of the stage which is more interesting, more exciting costumes, dance moves and more varied modified with contemporary movements without shifting the philosophical values of the Mask Dance itself, more contemporary storyline, reduction of abusive language and poorly understood.

Shows with fancy packaging, such as open-air theater, to enhance the interaction with the audience so that the show becomes more familiar and memorable. Shows also strived not too late and in the holidays so that more people are watching. In addition, the dramatization of the mask at the time of performing arts can enhance the impression received by the audience. In addition, the mask dance performances held long it is ideal for one to one and a half hours.

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