

Performance of Sanggar Melayu FORKAMKAT Performers through Anthropolinguistic Approach

¹Tasnim Lubis*, ²Alemina Br.Perangin-angin, ³Moulita, ⁴Nurul Adilla Alatas Abus & ⁵Abiyulail Alatas Abus

^{1,2,5}Faculty of Cultural Sciences, Universitas Sumatera Utara

^{3,4}Faculty of Social and Political Science, Universitas Sumatera Utara

*Corresponding email: tasnimlubis@usu.ac.id

Abstract. Performance on Sanggar Melayu FORKAMKAT was to facilitate their organization to be formal. The community development service team from Universitas Sumatera Utara facilitate the making notarial deeds and providing website as well as skills in managing it. The method used in implementing this work were ethnography and Forum Group Discussion (FGD). Based on the problem of Sanggar Melayu FORKAMKAT, they do not yet have an official site and technology-based and official management, therefore the community empowerment service team facilitates the creation of notarial deeds for partners and provides a website so that partners can manage it independently. In this way, the performance pattern of behavior of studio members changes to a behavior pattern of being official and more responsible in managing the studio which is a center of activity that is not only a medium for learning and channeling talent, but can also generate income for its members.

Keywords: Performance, Sanggar Melayu FORKAMKAT, Anthropolinguistic approach.

Article history: Received: Jan 2025; Revised: Jan 2025; Accepted: Jan 2025; Available online: Jan 2025

How to cite this article: Lubis, T., Perangin-angin, A., Moulita, Abus, AA (2025). T Performance of Sanggar Melayu FORKAMKAT Performers through Anthropolinguistic Approach. *Journal of Community Research and Service*, (-).

I. INTRODUCTION

"*Tuah sakti hamba negeri, esa hilang dua terbilang, patah tumbuh hilang berganti, tak Melayu hilang di bumi* (Tuah is a powerful servant of the land, one is lost in two words, broken, growing and changing, no Malay is lost on earth)". This expression is very familiar to the Malaynese and often becomes a motto to show Malay existence. Malay ethnic, who are famous for their rhymes, believe that by expressing feelings and ideas through writers, Malay existence will continue to exist. However, like humans, language and culture can also experience threat or even extinction. To overcome this, it is necessary to document language and culture based on technology so that they can be stored for longer. Language documentation is a recording of a language that is eternal and versatile in documentation activities. Through an anthropolinguistic

approach, as a whole (text, co-text, and context), the oral traditions of a community can be maintained by documenting oral traditions audio-video, written, and also through providing local content subjects (*muatan lokal*) in schools [1]. Schools by involving collaboration between teachers and writers/oral tradition practitioners [2]. By knowing the patterns and meaning of the use of oral traditions, it can be informed to future generations that existing traditions are not just an identity, but also have values and characters that have been proven to be able to solve life's problems [3].

Current technological developments are accelerating rapidly and cannot be avoided. The existence of various social media as conveyors of information has become centrally important in communication. With a combination of high technological capabilities and global networks, information production can increase very quickly [4]. Readiness in accepting, studying and applying technology must be driven by competitiveness in facing the flow of globalization. Programs to improve these skills are very important to understand so that human resources are able to adapt to industry demands [5][6]. To create a competitive advantage in the marketplace, companies want to leverage these technological advances to overcome today's challenges and serve customers in new and previously unimaginable ways [7]. Indonesian human resources are expected to be able to adapt industrial revolution paradigm.

The problems that occur in society life of community resources are not yet ready to face every information technology-based and systemized activity. Sanggar Melayu FORKAMKAT is an individual community effort started by Ustad Abdullah Helmi Simuda, M.A., by gathering several young Malay people in Sialang Muda Village, Hamparan Perak District, Deli Serdang Regency, North Sumatra Province. Sanggar Melayu FORKAMKAT provides *telangkai* (pantun performers) and/or *nasi hadap-hadapan* (a Malay culinary) to consumers who need their services. The problems in their organization identified are; (1) service businesses are still traditional and individual, (2) service orders from consumers to business owners are not yet organized, (3) technological media are not yet used to disseminate service businesses.

Based on the problems, the focus of community empowerment service team was implemented activities is directed towards management for the FORKAMKAT Melayu Studio through improving behavioral patterns in improving marketing and management of the service products being developed. The implementation team is collaboration from two scientific disciplines, namely linguistics and communication.

II. METHOD

The implementation of this program was carried out in Dusun II, Sialang Muda Village, Hamparan Perak District, Deli Serdang Regency, North Sumatra Province. The location distance between Sanggar Melayu FORKAMKAT and Universitas Sumatera Utara (USU) is 28.1 km. The location can be seen as shown in figure 1.



Figure 1. The location from USU to Sanggar Melayu FORKAMKAT

The methods used in community service programs are ethnographic methods and Focused Discussion Forums (FGD). Ethnography method [8][9] was used to describe performance the performers of Sanggar Melayu FORKAMKAT and FGD was conducted to gain information and discuss the effectiveness of the activities carried out.

III. RESULTS AND DISCUSSION

The results of the implementation include the results of documentation of the implementation of service activities for the FORKAMKAT Studio and the results of interviews. For documentation results, activities to implement this community service program began with a Focused Discussion Forum. In this activity, the community service team provided information on technology transfer from conventional management to technology-based management. Management in managing the Sanggar Melayu FORKAMKAT starts from arranging the membership structure and creating a website. After members are given an understanding, they are also given the opportunity to convey ideas and concepts related to creating a website concept structure as an official forum for the studio to carry out future activities. Based on the problems faced by Sanggar Melayu FORKAMKAT, the solutions carried out by the service implementation team are as follows:

1. Facilitate the creation of notarial deeds for Sanggar Melayu FORKAMKAT
2. Prepare a website as a storage place for activities that have been and will be carried out by the studio and as an official medium for communicating with consumers. Next, each member distributes the website to their personal media such as WhatsApp, Facebook, Instagram and Tik-Tok.
3. Provide training and assistance in website management.

Through focused discussion forum activities, the agreed schedule of activities includes assistance in making official notarial certificates for the Sanggar Melayu FORKAMKAT members as well as training and assistance to partners in managing the website. The FGD situation can be seen as shown in figure 2:

utilized to increase income. Another ability gained is being able to have better, technology-based management.

Follow-up discussions were held separately with members appointed to be responsible for public relations. Discussions were held to find out the follow-up in determining the membership structure, training schedule, and obstacles faced. In an interview with the head of public relations, it was stated that there were no obstacles, and he would provide a training schedule both offline and online considering that almost all members were working so that training time could be carried out in the evening online using the ZOOM meeting platform. Offline meetings will be held by the Human Head and the implementation team if there are urgent matters that need to be discussed. The following is a picture of an offline meeting with the head of Public Relations of the Sanggar Melayu FORKAMKAT. The information about Sanggar Melayu Forkamkat website also informed through the members' media social such as instagaram, facebook, and tik-tok. Nowadays, people tend to get information and doing a lot of work using the internet [12].

IV. CONCLUSION

The performance of increasing the resources of Sanggar Melayu FORKAMKAT members is demonstrated by the performance of the agreement. The leader and all members of Sanggar Melayu FORKAMKAT showed their agreement in speeches which contain the meaning of agreeing to increase the resources of the studio members by implementing a technology-based management system. The condition of the Sanggar Melayu FORKAMKAT existence is also an important point in fulfilling the requirements for obtaining official documents (notarial certificates). Procurement of official documents and ownership of official media (Sanggar Melayu FORKAMKAT) is also equipped with training and assistance in managing the website, making the performance of studio members more confident because they have good management.

REFERENCES

- [1] Lubis T, Amalia A, Fahmi F, Abus N A A, Lubis R A, Dafitra M and Abus A A 2022 Pembentukan Komite Sekolah di KB Tanah Merah Kecamatan Galang melalui Pendekatan Antropolinguistik *Community Dev. J. J. Pengabdi. Masy.* **3** 1617–22
- [2] Lubis T 2019 Learning Nandong in schools as a medium to inform the Simeulunese local wisdom: An anthropolinguistics approach *Stud. English Lang. Educ.* **6** 262–72
- [3] Lubis T and Abus A F 2017 Tutar Nandong dalam Masyarakat Simeulue *KOLITA 15 : Konferensi Linguistik Tahunan Atma Jaya Kelima Belas* (Jakarta: Pusat Kajian Bahasa dan Budaya, Universitas Katolik Indonesia Atma Jaya) pp 631–5
- [4] Ahmad A 2012 Perkembangan Teknologi Komunikasi dan Informasi: Akar Revolusi dan Berbagai Standarnya *J. Dakwah Tabligh* **13** 137 – 149
- [5] Rohida L 2018 Pengaruh Era Revolusi Industri 4.0 terhadap Kompetensi Sumber Daya Manusia *J. Manaj. dan Bisnis Indones.* **6** 114–36
- [6] Lubis T, Zein T T, Amalia, Abus N A A, Lubis N F and Abus A A 2023 Peningkatan Sumber Daya Suku Siladang dalam Mendokumentasikan Bahasa Siladang melalui TELAN *ESTUNGKARA J. Pengabdi. Masy.* **2** 15–26
- [7] Rahatmawati I, Istanto Y, Wijaya D P A and Hayati E N 2020 Skill Empowerment for Crafts SMEs Managers in Facing Digital Marketing Demands (Case Study in Keparakan, Yogyakarta, Indonesia) *Proceeding Econ. Bus. Ser.* **1** 147–51
- [8] Spradley J 1979 *The Ethnographic Interview* (USA: Rinehart and Winston)
- [9] Spradley J 1980 *Participant Observation* (Orlando: Harcourt Brace Jovanovich College

Publishers)

- [10] Lubis T, Setia E, Amalia, Halimatusakdiah and Abus N A A 2021 Marketing Strategy through E-Commerce at UMKM Queen Burger and Snack *ABDIFORMATIKA* **1** 68–74
- [11] Siregar V M M 2018 Perancangan Website sebagai Media Promosi dan Penjualan *J. TAM (Technology Accept. Model.* **9** 15–21
- [12] Kurniawan P 2017 Pemanfaatan Media Sosial Instagram sebagai Komunikasi Pemasaran Modern pada Batik Burneh *Kompetensi* **11** 217–25