

## **ABSTRACT**

*Indonesia is an archipelago that spread from Sabang to Merauke, famous for its diversity of race, culture and art. One tribe Indonesia are ethnic Malay. The Malays in Indonesia inhabit the eastern part of Sumatra, Borneo or Kalimantan coast, West Kalimantan and small islands that lie between these locations. However, many Minangkabau society, Mandailings, and Dayak who moved to the east coast of Sumatra and the west coast of Borneo, later admitted as Malays.*

*From the diversity of race, culture and art of one that has a lot of diversity is art. in Indonesia is a traditional dance. Traditional dance is a dance that has been around a long time and handed down from generation to generation. Traditional dance usually has a value philosophy, symbolic and magical. Prior to the entry of foreign cultural influences, the art of dance in Indonesia have evolved by itself. The art of dance is a form of art that has the media says or the substance of the motion, and the motion is revealed is human movement. Movements of the dance is not a realistic motion or the motion of everyday life, but expressive motion.*

*Malay traditional dance is one of the arts that is still in great demand by the performers, it is evidenced by the many dance studios in the province of Riau, especially in the city of Pekanbaru. Nevertheless most of the audience were also among the performers whose numbers are still very small compared with the overall population of Pekanbaru. If organized a traditional Malay performing arts in Pekanbaru spectators who attended mostly come from the performers and relatives, so that the show will be seen silent spectators when compared to modern art performances such as street dance performances that the audience will be much more. It shows that the general public is more interested / interested in something more modern.*