

Abstract

Transformation of Jaipong Dance has become a female's sensual exploitation media which marked by nonverbal aspects change of dance such as moves, apparel and hairdos, makeup, musical instruments and songs, as well as the stage. The transformation also makes its impression, meaning and values are completely changed. Jaipong itself that is currently widely grown as different Jaipong Dance which isn't original Jaipong. Its moves currently known as licah which more erotic, its not even heed the original moves. Based on that fact, the researcher wanted to find out how the nonverbal artifacts show the transformation of Jaipong, then how Jaipong Dance meaning friction in Sundanese society today, as well as how could Jaipong evolution indicate culture commodification. This study used a qualitative approach with ethnography methods and interviews, observation, and literature approach to collect the data. The evolution Jaipong dance nonverbal terms affect its meaning from sundanese view from time to time until finally Jaipong commodification formed which shown by more female sensualities inside Jaipong. It makes Jaipong dance considered as female exploitation by now as the result.

Keywords: Cultural Commodification, Jaipong Dance, Nonverbal Communication