

Reviewer Invitation for The Origin of the Name Kecak Dance, Sociocultural Context, Symbolic Power, and Management Challenges of the Indonesian Tourism Industry in Global Competition

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Cogent Humanities <em@editorialmanager.com> Fri, Jun 2, 8:00 PM (2 days ago)

to me

Dear Dr Bagus Rai Utama,

You have been invited to review a manuscript for Cogent Arts & Humanities.

I would be grateful if you would review a paper entitled "The Origin of the Name Kecak Dance, Sociocultural Context, Symbolic Power, and Management Challenges of the Indonesian Tourism Industry in Global Competition" for this journal.

This is the abstract:

This study aims to describe the origin of the name of the dance, the sociocultural context, symbolic meaning, symbolic power, and the development of thematic tourism services based on the Kecak dance. This research was conducted using critical ethnographic methods. The data is in the form of dance names, mythology, symbols, and toponymy of areas related to the Kecak dance in Bali. Data analysis was carried out by critical discourse analysis. The results show that linguistically, the name of the Kecak dance is created in the form of a symbolic acronym. Based on the toponym, the Kecak dance is a dance that marks the reign of the King of Light in Bali. The Kecak dance contains a mythology about the King of Light who is purified as the pioneer of Bali, the Archipelago. The power of Raja Cahaya is marked by the names of areas, mountains, rivers, dwellings, and islands in the Bali region. The Kecak dance contains the collective memory of the Balinese community about the pioneering king of the archipelago. The performance of the Kecak dance is intended as a homage to Raja Cahaya. The Kecak Dance version of the Ramayana story carries a message about the life journey of the Sun dynasty kings which is in harmony with the Sang Hyang Wulan Ritual. The stories, dances, and rituals marked Raja Cahaya as the king to lead the Nusantara dynasty since the beginning of the year of Light.

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Dear Dr Bagus Rai Utama,

Thank you for agreeing to review manuscript COGENTHUMANITIES-2023-0258, "The Origin of the Name Kecak Dance, Sociocultural Context, Symbolic Power, and Management Challenges of the Indonesian Tourism Industry in Global Competition", for Cogent Arts & Humanities.

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Gustavo Cunha de Araújo, Ph.D
Editor
Cogent Arts & Humanities

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