

## Potensi seni pertunjukan Bali sebagai penunjang industri pariwisata di kota Mataram, Nusa Tenggara Barat

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### Abstrak

Viewed from the perspective of art and culture, in general the province of Nusa Tenggara Barat (NTB) has a very pluralistic cultural diversity, in addition to art and culture that are rooted in tradition and culture of Sasak, there are also art traditions rooted in the cultural traditions of other ethnic which have occupied especially the territory of Lombok and Mataram in the periods of long enough time. The plurality of cultural traditions when explored and developed more broadly becomes an additional point for NTB in the development of the tourism industry. Of the various forms of artistic cultural traditions, the Balinese performing arts is one of art forms that develops in the city of Mataram and has quite high potency if it is involved in the tourism industry. Appeals for more highlighting the indigenous cultural traditions of Sasak people causes the marginalization of Balinese arts and gives very small chance to participate actively in the world of tourism development efforts in Mataram. This phenomenon is examined in this study, particularly related to the issues presented, namely, the role of government, community and tourism components in exploiting the potency of traditional performing arts in the tourism industry as well as the conception of the shape and structure of the traditional performing arts in the tourism industry in the city of Mataram.