

## **CHAPTER V**

### **CONCLUSION AND SUGGESTIONS**

#### **5.1 Conclusions**

With the current situation of pencak silat in Indonesia and the world, this project has the potential to increase its status in both. If awareness of pencak silat can increase there is more of a chance that it will become popular in the global media. As this awareness and popularity increases, Indonesians may also find their own culture more interesting.

This project represents a small first step in developing the prestige of pencak silat around the world and in Indonesia. Since pencak silat is virtually unknown outside of the countries where different versions are practiced, there is little appeal for young people to study it. The first step in developing pencak silat's prestige in the world is to bring it to the world's attention. One way to spread the awareness of something is to bring it to the attentions of American youth. While the influence of The United States of America appears to be declining it still has a great deal of influence on popular culture. Since many of the cultures that are increasing in influence have their own martial arts forms they can promote, it makes sense to focus on one of the cultures that doesn't have its own martial art. The USA is the perfect place to promote pencak silat with a view to increasing pencak silat's popularity in the world.

Electronic media has been taking over other forms of media in the USA. That as well as relatively low cost, the internet makes the perfect medium for delivering the message about pencak silat. A website makes an excellent choice for spreading information about pencak silat. With the interconnectedness of the internet, the Pencak Silat Indonesia website can be linked through many avenues including social media, photographic sharing and video sharing websites. Since social media also connects to the interests of the target audience, creative posting can link the Pencak Silat Indonesia website to various other types of sites. Examples of this might be demonstrations of other styles of martial arts or cultural events being held in various cities in the USA. Advertising on game and martial arts sites, provide a fairly low

cost avenue to connect directly with the target audience. The use of banner, skyscraper and other sized advertisements on websites is prolific, and often represents the way these sites make money. By selectively placing advertisements on the sites that share target audiences with Pencak Silat Indonesia the cost benefit ratio can be kept very favorable.

The Pencak Silat Indonesia website is an excellent medium for delivering a coordinated message to the youth of The United States of America. With ongoing support and updates, the site could become an entertainment outlet for the youth of the USA. While it is only the first step of a long journey, it is a good first step; one that moves in the right direction.

## **5.2 Suggestions**

It must be remembered that this is only an introduction to pencak silat, it is not the end goal. As such it is highly recommended that ongoing study accompanies and follows the implementation of this project. This ongoing study will be needed to understand what the next step is and when to begin to take it. Careful consideration will need to be given to how to move from introducing the youth of the USA to pencak silat into action.

In conjunction with researching and considering the next step, this website must be maintained and updated in line with the schedule laid out in this study. In addition to the research into the future, careful study must accompany the implementation of this site to insure that updates are effective and timely. This will insure that the viewer is not overwhelmed by new information but at the same time does not become bored with too little new information.

Finally, in order for the popularity of pencak silat to be increased, local partners in the USA will need to be enlisted. These partners will be best placed to research the impact and future steps as well as lobby for pencak silat in the various circles needed to increase awareness and the popularity of pencak silat.