

ABSTRACT

This research aims to study the knowledge transfer of Kretek Dance in Sanggar Puring Sari/Puring Sari Art Studio, Kudus Regency. The research methods used in this paper are qualitative research methods with case study approach, while the data collection was done through interviews, observations, and documentations. The collected data then were analyzed through thematic analysis. Based on the data analysis results, the implementation of knowledge transfer in Sanggar Puring Sari/Puring Sari Art Studio has gone through 4 (four) stages. First, the initiation stage between students as the knowledge receiver and dance instructors as the knowledge giver shows that both parties are equally in need of knowledge. The second is implementation stage where the dance instructors in Sanggar Puring Sari/Puring Sari Art Studio take steps for the transfer process or teaching. These steps include identifying students' competence, memorizing the dance moves, correcting the dance moves, and giving soul to the dance. The next stage is ramp-up, that is when the students have implemented or practiced the knowledge that has been taught, such as joining competitions or attending dance performances. The last stage is integration, that is the knowledge receiver may continue transferring the knowledge that they have got and getting results from it. In this research, it is shown that the students of the art studio are able to be the champion in the competitions and some of them have built their own art studio or community. The biggest obstacle for the art studio is funding. Funding is crucial in the realization or the execution of the art studio programs.

Keywords: *Knowledge transfer; indigenous knowledge; Kretek Dance; Sanggar Puring Sari*