

ANALYSIS OF CREATIVITY ARTISTS IN MAINTAINING EXISTENCE IN THE ENVIRONMENT GALUR SARI KARAWANG ARTS

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ABSTRACT

Submitted: 03-15-2024 **Purpose of the study** — This research aims to analyze how the creativity of Galur Sari artists helps in maintaining its existence.

Accepted: 08-21, 2024 **Research method**—The author used a descriptive qualitative method and triangulation technique. Data was obtained through direct observation and interviews with five individuals.

Published: 09-30, 2024 **Result**— The results show that the creativity of artists in Galur Sari is reflected through four aspects: fluency of thought, flexibility of thought, elaboration, and originality. Most performers utilize a collaborative approach, combining music with existing facilities, updating stage layouts with modern dance, and leveraging social media and the surrounding environment.

Conclusion— Increased creativity among traditional performers can help maintain the existence of their business in the modern era and provide motivation to continue developing creativity for business sustainability.

Keywords: *Analysis, Creativity, Existence*



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INTRODUCTION

Indonesia's creative industry has made a significant contribution to the country's economy. The growth of the creative economy can be seen from the increase in the number of creative industries in Indonesia. According to the Ministry of Economy, the creative economy plays an important role in helping the national economy. Currently there are more than 8.2 million creative businesses in Indonesia, dominated by culinary, fashion and craft businesses. Apart from that, there are four sub-sectors of the creative economy that are growing the fastest, namely. film, animation and video, performing arts and visual communication design.

The creative performing arts industry has bright potential in Indonesia. The development of the global economy and structural changes that have occurred from various points of view have provided both challenges and opportunities for the development of business life. As a company operating in the creative field. Galur Sari operates in the performing arts sector, offering traditional arts entertainment services such as calung, traditional ceremonies held at events, weddings and many more.

In the era of modernization which is developing very rapidly, the creative industry of traditional performing arts faces great challenges to maintain its existence, changes in people's preferences have led to a shift in interest from traditional performances to modern entertainment which tends to be organized by developments in information technology, cultural consumption and media games. The existence of a company can continue and survive if the company can maintain its strategy or business characteristics and products/services, (Khusnia, 2022). In the current of modernization they prefer modern art and innovative art, as a result the traditional art of Sari Sari has difficulty in reviving and sustaining interest in traditional art.

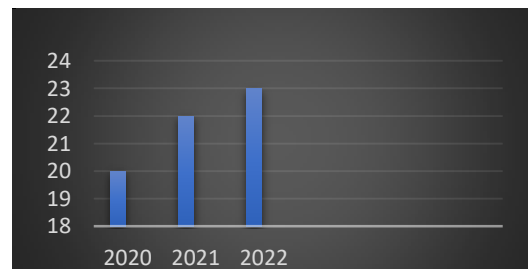


Figure 1. Chart of Sari performing arts services

Source: Galur Sari Karawang Art Environment

Based on the results of a pre-survey of 20 art workers Sari strains, it was recorded that 60% art workers were less creative and 40% art workers were creative. This shows that art workers who are less creative are greater than art workers who are creative. Based on previous research findings, there are differences in research results between (Achmad, 2022). (Stanley, Mercus, 2022) research conducted by Kirana Fahira Achmad shows that the work environment and work motivation have a significant influence on the creativity of arts workers. However, the results of research conducted by Stanley and Mercus Remiasa show that there is no significant relationship between the physical work environment and creativity arts workers. The purpose of this study is to understand and analyze how the traditional arts industry can use the creativity of artists to remain relevant and sustainable in the modern era.

LITERATURE REVIEW AND HIPOTESYS DEVELOPMENT

A. LITERATURE REVIEW

1. Human Resource Management

According to (Irmayani, 2021). Human Resource Management is a field of study that examines how the interaction and contribution of the workforce in the use, assessment, development and maintenance of human resources effectively and efficiently in an organization, with the aim of achieving optimal levels of HR utilization. According to (Pertiwi, Tuhagana, 2023), "Human Resource Management, often referred to as HRM, is a field that concerns how individuals as resources, or workforce, interact and function effectively and efficiently. The main focus is to optimize the use of human resources to achieve the goals desired by the company, arts workers, and society. According to (Malasari, Rismayadi, et.al., 2023). Human resource management is a field of study that focuses on development and planning, which studies how to optimize human abilities through training and career development in order to improve organizational performance.

From the above definition can be summarized Human resource management is a field of knowledge that regulates the roles and interactions of the workforce in all aspects of the use of human resources, including planning, recruitment, development, maintenance and utilization, with The goal is to achieve individual and organizational goals holistically, thereby providing benefits for the individuals and organizations concerned.

2. Entrepreneurship

Entrepreneurship is the ability to be creative and innovate in exploiting opportunities for success. The essence of entrepreneurship is looking for something different and new, which aims to help meet consumer needs. (Rismayadi, et.al., 2020). Entrepreneurship refers to the world of business or business. This is a field related to exploiting opportunities and managing resources to gain profits. Enterprise or business is an activity that aims to make a profit through selling goods/products or providing services (Muchson, 2017). Entrepreneurship as the ability to be creative based on creative thinking in order to realize innovation in order to take advantage of opportunities for success. The creative and innovative thinking process usually starts with ideas and thoughts to create something new and differen. (Sanawiri, Iqbal, 2018)

From the definition above, it can be synthesized that entrepreneurship is the process of creating something based on creative and innovative thinking by exploiting opportunities and managing resources, which produces profits, value and new products or services that are unique and creative.

3. Creativity

Creativity is the ability to think about something in a new, unusual way by displaying unique ways of solving problems (Pratiwi, Rismayadi, et.al., 2023). According to Natalia & Rodhiah, in (Pertiwi, et.al., 2023) Defining Creativity as a person's ability to produce any composition, product or idea that is fundamentally new and previously unknown to

its creator. According to (Pertiwi, et al., 2023). With the creativity and innovation shown by business people and arts workers, the impact is not only limited to improving product quality, but can also be seen in increasing sales, the ability of products to be difficult to imitate, and the resulting increase in employment opportunities. From this understanding, it can be synthesized that creativity is initiative and the ability to produce new ideas and provide solutions in solving problems with a process that is appropriate, useful, and has significant value to a task. The dimensions of creativity are explained by Munandar in (Fauzan et al., 2023) as follows:

1. Fluency of thinking; Creative people think fluently, so they are able to explain their ideas.
2. Flexibility of thinking; Creative people are people who are flexible or flexible in thinking. They don't think rigidly, they think in "white and black". to resolve problems that arise.
3. Elaborative; Developed and creative people know how to explain their thoughts, ideas, programs or actions and steps, so that they can be understood by others.
4. Original; Products or ideas created by creative people are not the same as those created by other people because creative individuals have unique ideas.

4. Existension

Existence, in certain contexts, can be equated with the word "existence", which refers to the influence or impact of our presence or absence, (Julia , 2020) According to Zainal Abidin in (Zuhro, 2019). "Existence is defined as "a dynamic process, a becoming or existing". This term comes from the Latin word *exsistere*, which means coming out of, going beyond or overcoming. According to Graham (In the Hanifah 2020). Existence has its roots in Latin, namely "*existere*", which means to appear or become real. In this context, existence refers to the process of becoming or emerging from a state of absence or non-being. From the above definition, it can be concluded that existence is existence or a dynamic process that has the influence of the presence or absence of on existing conditions.

B. HIPOTESYS DEVELOPMENT

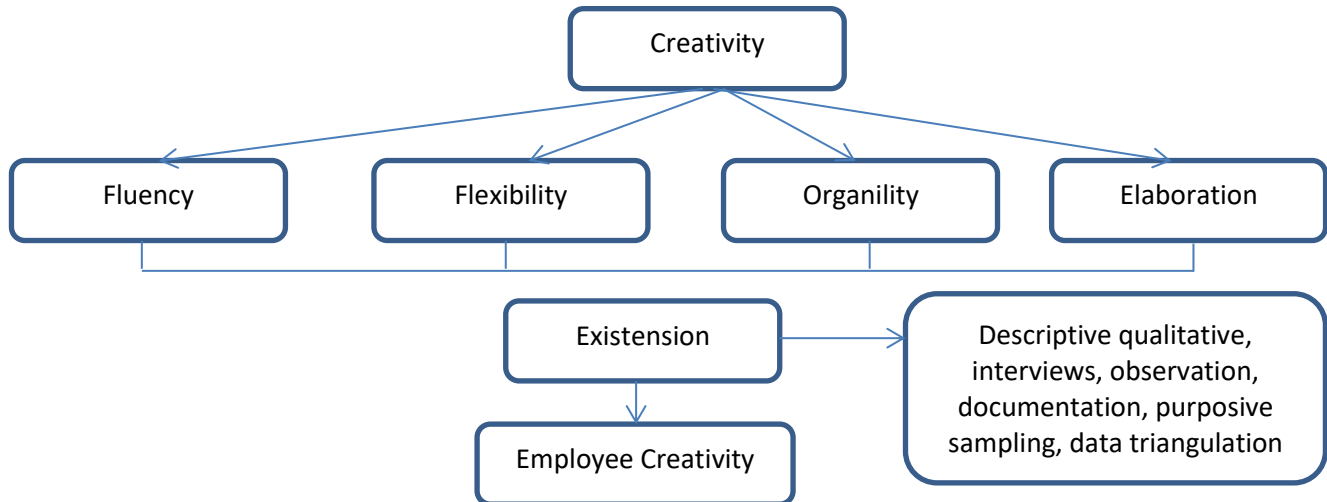


Figure 2. Framework of Thought

Proposition: With the creativity of art workers with the dimension of creativity, it can maintain the existence of business in the traditional art environment.

METHOD

a. Research Design

This research uses qualitative research. According to (Ramdhan, 2021). This type of qualitative research more often uses analysis and is descriptive in nature. Descriptive research is based on a theoretical basis as a guide to direct research according to conditions in the field. The aim of descriptive research is to provide an overview, explanation and validation of the phenomenon being studied using methods that describe the research results.

b. Population

This research took the entire population of art workers sari lines, totaling 35 people, including art workers and office staff to obtain a wider population coverage level.

a. Sample

The researcher chose five art workers from various fields as samples for this qualitative research. The sample includes those in the field of Education and Training, art workers in the Marketing department responsible for developing creative marketing strategies, Research and Development departments involved in product innovation, as well as organizational leaders. The selection of this sample was based on differences in work and experience to gain a comprehensive understanding of the experience of art workers in

Galur Sari, including all aspects therein, such as conditions, daily activities, and challenges faced.

b. Sampling Techniques

This research used a purposive sampling technique which is a sampling technique commonly used in qualitative research. With this technique, researchers deliberately select participants who have certain attributes or experiences that are considered relevant to the research subject. The purposive sampling method was used to gain a better understanding of the phenomenon under study.

c. Data collection technique

The researcher functions as a human instrument in qualitative research. They are responsible for determining the research topic, selecting subjects to collect data, assessing data quality, analyzing data, interpreting results, and drawing conclusions. Interviews, observations and documentation are sources of information used in this research.

d. Data source

Primary information is information obtained directly from observations and interviews, which is the result of the process of observing, listening, and asking questions about a particular topic. Secondary information, on the other hand, is obtained from written sources, such as official documents and archives. Documentary data is used to complement observation information and interview results to ensure that the data collected is valid and complete.

e. Analysis Techniques

Data analysis begins by reviewing all the information collected from observations, interviews and documentation. The analysis process involves systematically describing, interpreting, and explaining data. In analyzing research data, researchers use a series of steps to analyze the data that has been collected. According to (Sahir, et.al., 2021). In the data analysis process, there are several components which include data reduction, conveying data, and drawing conclusions or verification.

During the data analysis process, researchers used data source triangulation techniques to ensure that the information obtained came from various data sources and methods. Apart from interviews and observations, researchers also use written documents, historical documents, archives, personal notes, official records, and drawings or photos. Each method produces different information, which provides a different understanding of the actual data source.

RESULTS AND DISCUSSION

A. RESULTS

Based on data collected through observations and interviews by researchers, it was revealed that the problems faced in Galur Sari were related to lack of creativity art workers in maintaining business continuity as follows:

1. Observation Data:

Based on the results of observations encountered by researchers, results were obtained based on the dimensions of creativity taken from (Noperman, 2022) which include 4 dimensions that can influence creativity, namely as follows:

Table 1. Observation Results

No	Dimensions of Creativity	Indicator	YES	NO
1.	Fluent Thinking Skills	Generates Lots of Ideas responding to suggestions to solve problems	✓	
2.	Flexible thinking skills	Generate varied ideas	✓	
		Can see problems from a different perspective	✓	
3.	Original thinking skills	Spark ideas or things that other people have not thought of	✓	
4	Detailed Thinking Skills (Elaboration)	Create ideas or work that are different and truly new	✓	
		Develop or enrich other ideas	✓	
		Create reports with different details		✓

Source: Researcher

Based on the data listed in Table 1 regarding the results of observations regarding the creativity of art workers in Galur Sari in 2023, it can be concluded that the majority of art workers do not produce different reports in detail. Based on the results of observations above are also in accordance with the latest achievements of sari strains in 2023.

Table 2 Achievements of Sari Strains in 2023

	Field	Renewability
1	Music	Combining modern traditional and ethnic music
2	Performance	adding elements of modern dance and providing new jokes
3	Stage Set	Providing smoke, moving heads, disco lights.
4	Marketing	Instagram, TikTok, word of mouth and every time performance creates activity pamphlets to inform about activities and promotions.

Source: Art Environment Sari Karawang strain

Based on table 2 above, it can be seen that the renewal in terms of performance is quite good in maintaining an business existence.

Interview Data

After conducting interviews with 5 sources, the researcher carried out data analysis in stages starting from data reduction, data presentation, drawing conclusions, and finally verification. The results of the data analysis are as follows:

- 1) Based on the opinion of the interviewee, fluent thinking skills art workers are an important component in developing new services or services that are more innovative and in line with market and consumer needs.
- 2) Based on the interviewee's opinion, arts workers 's flexible thinking skills enable them to view problems from various points of view and produce innovative ideas. However, there are obstacles and obstacles in realizing new ideas, such as limited time and infrastructure.
- 3) According to the opinion of the interviewee regarding Original thinking skills art workers Sari strains have good creativity where they incorporate modern concepts such as modern dance, good stage management and collaboration of traditional and ethnic modern music (Communic)
- 4) Based on the opinion of the interviewees, the majority arts workers use various sources of information or references, such as social media and the surrounding environment, to increase creativity and generate new ideas.

B. DISCUSSION

According to research conducted on how creativity arts workers Sari Sari helps companies stay running, creativity is characterized by four things: fluency, flexibility, originality, and elaboration. The following is a discussion of this type of creativity:

1. Fluent Thinking (fluency of thinking)

The results of the analysis show that arts workers Galur Sari art workers have good fluency in thinking, as evidenced by their ability to generate ideas and concepts. The majority of arts workers use a collaborative approach by combining traditional and modern music. The aim of this collaboration is to attract interest not only from the upper age group. Collaboration that is adapted to conditions and needs in the field, as well as providing innovation in performances, is an example of the response of arts workers Galur Sari in maintaining the existence of their business. Creativity is influenced by the environment and innate individual factors, therefore it is important to develop creativity by creating supportive environmental conditions. This emphasizes the importance of creating a work environment that facilitates and encourages creative expression and innovation, according to individual needs and the existing context. This is supported by (Nurhanifah, 2020). The ability to generate ideas - ideas or solve problems, the ability to generate many ideas to find answers, and the ability to think of different ways to do things.

2. Flexibility of Thinking (Flexibility)

The results of the analysis show that the development of creativity in the face of constraints and obstacles is often faced by arts workers . These obstacles can be in the form of limited facilities and infrastructure. To overcome this obstacle, arts workers need to use their creativity to find the right solution. They also demonstrate the ability to look at problems from multiple points of view and find good solutions. To meet performance needs, most staff use available facilities and infrastructure. To ensure the performance process runs smoothly, they also work together on music and production projects. However, limited facilities and infrastructure also cause arts workers to produce many ideas to overcome problems in performance activities . This is supported by (Sari, et.al., 2023). Skills in generating various kinds of ideas, solutions or questions , as well as looking at a problem from various perspectives.

3. Originality

Based on the results of the analysis, it can be concluded that art workers Galur Sari have a high level of originality. They are able to create unique and original ideas. For example, in terms of stage design, art workers have succeeded in creating innovative

concepts to beautify the appearance of the performance. This proves that art workers Galur Sari have high creativity in designing performance performances with the aim of beautifying the performance. Apart from that, they also produce new ideas in an effort to maintain business existence, such as collaborating traditional and modern musical instruments. Not only in terms of musical instruments, but also in terms of stage settings such as the use of smoke, spotlights (Moving Heads), Par Lights and Disco Lights. This is supported by (Hakim, 2021). Creativity is characterized by the ability to think of unusual ways to express oneself and the ability to combine parts or elements in unusual ways.

4. Elaboration

Arts workers Galur Sari have a fairly high level of creativity, as evidenced by their ability to use various thinking approaches and utilize information and technology. The majority of arts workers enrich their innovative abilities by using various sources of information, including social media and the surrounding environment. This provides added value in marketing innovations to consumers, which ultimately increases the attractiveness of the products or services offered. This is supported by (Nurhanifah, 2020). The ability to develop concepts and make an object, concept, or situation more interesting by revealing or explaining its details.

CONCLUSION

Researchers can conclude that based on the findings and discussion above: The majority of arts workers demonstrate fluency in thinking by taking steps in the form of musical collaboration. The majority arts workers use available facilities and infrastructure to demonstrate flexibility in thinking. In the field of stage design, the majority of arts workers provide novelty by including modern dance, showing aspects of originality. The majority of arts workers approach social media and the surrounding environment to develop ideas, showing elaboration efforts in their creative process.

Based on the conclusions above, this research has several practical implications, including; Increased Creativity: This research can encourage increased creativity among art workers involved in traditional arts, so that they can be more effective in maintaining the existence of traditional arts businesses in the modern era. This research can motivate arts workers to develop creativity in maintaining business existence.

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