

Conference Paper

Patterns of Traditional Art Studio Management to Increase Artistic Passion

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There are many traditional art studios that grow and develop in Indonesia. However, not all succeed in maintaining artistic activities, so that over time many became extinct. This causes the studio members to lose the means to develop their creative potential. This also creates problems for artists who depend on activities in the studio. However, there are several studios that still exist and are even growing in the midst of the expanding arts of this global era. This cannot be separated from the traditional studio management that is implemented. This research used a multi case study approach with data collection techniques of interviews, observations and document study. To ensure data validity, this study applied source and method triangulation. The results showed that the existence of the studio depends on its managerial activity.

Keywords: management patterns, traditional art, artistic passion

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1. Introduction

Management can be viewed in terms of function, stage (process), form, and type. In this article, the scope of management focuses on processes that include: 1) planning dimensions, 2) organizing, 3) directing 4) control [1].

Furthermore, a studio is a place that is used to carry out various activities including artistic activities as written in wikipedia as follows:

... Is a place or facility used by a community or a group of people for artistic activities such as dance, painting, crafts, acting etc. Activities in an art studio include learning about art, which includes the process from learning, creation to production and almost all processes are carried out in the studio (depending on whether there are facilities in the studio), for example if you produce works in the form of objects (sculptures, painting, handicrafts etc.) then the final process is marketing or exhibition, if the artwork produced

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is performing arts (theater, dance, pantomime etc.) then the final process is staging (https://id.wikipedia.org/wiki/Sanggar_seni)

A group of artists as well as traditional communities usually gather in a place that can be called a sanggar (studio), so that the role of the sanggar can be described as follows:

... Traditional art studios are used as a place for a number of cultural arts to be held, as a medium for both education and training, as a medium of entertainment for the surrounding community and art enthusiasts, as a place to organize strategies around the art they pursue as a place to stay in touch (gather and discuss) in the context of strengthen brotherhood [2].

A dance studio is a place for anyone to express their expression, and is usually regulated by a management system of the dance studio that is being followed, so that the existence of the studio is strongly supported by the management system of a dance studio. [3]. How a studio performs managerials greatly affects its sustainability, as the following statement:

One way that the studio can continue to survive and thrive is by developing the management aspect in it, meaning that the dance studio can not only focus on dance in it but must be able to add to other branches of art such as music, vocals, acting, makeup or bridal make-up. dancer makeup; and leasing or selling dance accessories and costumes. A studio that has adequate facilities will be able to influence the progress and increase of student creativity and the necessity for the development of the studio. The connection channel link or collaboration with Stakeholder is also very important for each studio to build. With a good cooperative relationship, the studio will be able to easily market its products to the community and get the income needed for the sustainability of the studio.

All the supporting aspects above will not be able to be developed if the studio does not manage the bed properly. The development or failure of a dance studio can be seen from the presence or absence of it, whether or not it is true and whether its management works or not. With the existence of studio management, the studios will walk directed towards development and novelty. So it will be different from the studios that do not implement good management in them, gradually the studios will stagnate or even lose to new studios that apply good studio management in them [4].

2. Research Method

This research is a qualitative research with a multi-case study type [5]. In a multi case study research, [5] suggests using replication logic as an approach in the analysis process. In this study, data were obtained in various ways on various managerial traditional art studios, through multi-source data collection techniques (interviews, observation and document study) as argued by [5]. In accordance with the qualitative characteristics, the research data verification was carried out through triangulation of sources and methods.

3. Result and Discussion

3.1. The existence of the Studio Depends on the Managerial Conducted

There is a statement that traditional art seems to be a marginalized group, with unsatisfactory growth and no significant impact on improving the welfare of the performing artists. In fact, it can be seen that many traditional arts are almost extinct. Meanwhile, the attitude of the younger generation seems to be indifferent and tends to prefer modern art [6].

On the other hand, traditional art is a cultural wealth that must be maintained in various ways, such as through art studios, included in school curricula, or as routine events. The incorporation of traditional arts in the school curriculum means that it is related to the teaching and learning process both intracurricular and extracurricular. Meanwhile, if traditional art is used as event material, the traditional art can be used as a regional icon such as the annual Reog event in Ponorogo [7]. Finally, if traditional art is developed through the studio, the most important aspect that must be done by the manager of the studio is how to manage the studio so that it continues to exist in the midst of the rise of modern studios and how the traditional arts developed by the studio can survive in modern society [2].

Furthermore, the results of literature study on research on traditional studio management show that the studio has its own characteristics in maintaining its existence, as follows:

1. The scheduled routine performance at Prambanan implements production management by always presenting a different story every night and marketing management by applying the right marketing strategy and market analysis as recommended by [8].

2. Saung Angklung Ujo, Bandung, implements marketing management as recommended by [9] namely advertising, sales promotion, direct marketing and public relations and implements production management by providing serving packages [10], ticketing, the division of labor tasks in which human resources are divided into several sectors, namely the performance sector, the angklung production sector, the service business sector with the existence of a souvenir shop.
3. Tayub Adi Laras Group in Talok Village, Turen District, Malang Regency. Implementing a production management system by presenting different presentation models in relation to business aspects as recommended by [1].
4. Asmoro Bangun Wayang Topeng Studio, Pakisaji Malang. To maintain their existence, the studio implements production management and promotion management. Through the strategy of packaging short-duration dances, packing the drama into only 2 hours, producing masks is not only a dance property but also as an accessory/decoration. Increase marketing using social media and cooperation with agencies and communities within the country and abroad [11]. Thus, it can be concluded that the management carried out in the studio is production management related to the development of works and also marketing management related to the commercial as stated by [1].
5. Bayu Kencana Dance Studio, Probolinggo A traditional art studio, which annually has a routine agenda in the form of dance performance events, implements production management with an orientation to the development of works of art as stated by [1].

4. Conclusion

Traditional art studio management has various patterns and models depending on the development goals. Based on the results of field research and document studies in previous research, it can be concluded that the traditional studio implements production management with a focus on work development. On the other hand, the studio also implements marketing management by increasing the use of technology, networking, 4P marketing strategies, ticketing, and providing other supporting facilities for customer/audience service.

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