

## Conference Paper

# Factors Influencing the Success of Wayang Kulit Performances

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**Abstract**

This research developed a model for the creative industry of wayang kulit (shadow puppet) performances. It established factors influencing the success of wayang kulit shows. The study questioned whether (1) nature increases innovative behavior; (2) personality improves innovative behavior; (3) the ability to adopt innovative behavior increases business success; (4) age increases entrepreneurial success. A sample of 75 respondents from wayang kulit shows in three locations in Indonesia was used. The Partial Least Square (PLS) technique with WarpPLS 5.0 software was employed for data analysis. The results show that (a) individual traits influence innovative behavior; (b) an individual's personality has no impact on innovative behavior; (c) innovative behavior influences the success of the show; and (d) old age lowers the success rate. This study provides empirical evidence that characteristics and behavior are factors that drive the success of wayang kulit shows. Additional testing was conducted to determine the level of audience satisfaction with the shows. Questionnaire results were obtained from 63 respondents. Testing focused on information, identity, interaction and entertainment.

**Keywords:** creative industry, wayang kulit performance, Indonesia.

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## 1. Introduction

This study develops a model for creative industries of wayang kulit performances to support the nation's economy. There has been a lot of discussion about wayang kulit, but there have not been many discussions about that can drive success of wayang kulit performances. Wayang kulit show is an art used as an entertainment. To society, art is a secondary need since it cannot add to welfare. Art can be used in various activities including entertainment (wayang, dance, orchestra or a single organ as an entertainer in a wedding), rituals such as religious ceremonies, and education (moral messages in

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speech, picture and lyrics). Developments in arts have experienced ups and downs, in line with human lives.

Wayang kulit arts development also experienced ups and downs. The challenges faced are due to economic, social and cultural changes, variation in the tastes of connoisseurs, and the inability to compete with other types of shows [1]. Therefore, the actors' adaptive and innovative abilities are necessary for the maintenance of art. That successful artwork needs flexibility in investing in new ideas and creativity in art producers [2].

Creativity and idea development in arts must uphold its value, apart from developing community life. This is seen in wayang kulit show through storyline development, which encourages the use of arts to campaign in a democratic party and deliver messages to the public and in other similar activities. This shows that it is an entertainment avenue and a means of delivering information, changing the view that wayang kulit is only entertainment. There is a change in the perspective that art cannot improve welfare. The economic impact of the performance is in the welfare of the parties involved. A large number of performance contracts enhances the welfare of art workers, organizers, traders and service providers during the shows. The improvement in the actors' welfare is a new phenomenon in the eyes of society, indicating that art is part of the creative economy that can be developed to sustain life.

According to [2] wayang kulit is part of the creative industry that can be converted into resources for economic development. Creative industries utilize the creativity, skills and talents of individuals for production. They are essential in the improvement of a nation's economy. Wayang kulit performances are not only art but also culture. They reported that culture is an intangible asset that can be used as basic capital for economic development [3, 4].

Wayang kulit shows have economic, social and cultural foundations. They have an economic impact on actors, organizers, traders and service providers during performances. Socially and culturally, they provide lessons and serve as a picture of community interaction. This research will focus on the economic aspect of wayang kulit shows.

The economic impact can be distinguished into traditional and modern environments. The traditional environment consists of a rural community not familiar with other arts, apart from the local performances. In the modern environment, the urban communities are familiar with performances, including the local ones. The difference between these two environments can be overcome by innovation to maintain the existence of each party.

Cultural values are customs passed on from one generation to another by tribes, religions, and social groups [5]. Limiting its influence on beliefs and preferences provides an approach that recognizes the effect of culture on the economy. This is in line with [6], which examined the impact of cultural values on the Iranian economy. Low cultural value causes a slow regional economic growth [7]. For accelerated economic growth, a community should align cultural value orientation towards its economic development goals.

The observation at the Dieng Culture Festival, established that culture could boost regional tourism [8]. This can be seen from the increasing number of visitors each year, the amount of money on an eventful day, as well as the turnover of home industry, centre for souvenirs, homestays, and restaurants managed by the surrounding community. This research adopts a variety of previous studies with a focus on wayang kulit. It is the first study on the relationship between wayang kulit and the economy, social and cultural aspects. Previous research on wayang kulit is associated with cultural preservation, regardless of the economy. It is essential to know the cultural values and system norms existing between individuals and their economic activities, given the connection between culture and economy [6].

Innovation in artistic creativity is needed in wayang kulit shows because it determines their success. This study examines the factors influencing the success of these performances. Success depends on the entrepreneurial spirit of the parties involved in the shows, including organizers, artists, and merchants and seasonal providers. These factors include the nature, personality, innovative behavior, and age of participants. Wayang kulit has two sides which must be in harmony, specifically, the arts/culture, and business sides.

Observations on the model of development of wayang kulit creative industry have been made before by researchers, focusing on art and culture. This study focuses on the business side, which makes it different from the previous works. The results are empirical evidence of the factors tested to determine the success of the business in wayang kulit performances. and this is also a research gap in this study.

The general objectives of the study will be used to develop a model for the creative industry of wayang kulit performances. Specifically, the study aims to establish the factors influencing the success of the performances. Its specific objectives include whether (1) nature increase innovative behavior, (2) personality improves innovative behavior, (3) the ability to adopt innovative behavior increases business success, and (4) increases entrepreneurial success.

This research is divided into 5 sections of discussion. The first part of this research will discuss the background of the research, then the second part, this study pointed out the research method. The third and the fourth, this study discuss the measurement of the variables used, the results of the research and their discussion. The third part is the final part of the research, discuss about the result and discussion. And the last, the fifth part, closed with conclusions.

## 2. Research Methods

A sample of 75 respondents was used in wayang kulit shows at three locations in Indonesia. They consisted of three groups, including the show organizers, art performers, and service providers at the location of the show. Sampling technique using filling out questionnaires and in-depth interviews. The study uses purposive sampling, with an inclusion criterion of a minimum age of 18 years. This is because individuals at this age are considered mature and capable of interpreting wayang kulit shows.

Testing tools using Partial Least Square (PLS) technique with WarpPLS 5.0 software is used in the data analysis. The data, retrieved only once, is used to test validity and reliability, as well as the research hypothesis. An additional test was conducted to determine the level of audience satisfaction with the wayang kulit shows. Questionnaire results were obtained from 63 respondents. The testing focused on information, identity, interaction and entertainment.

## 3. Results

Structural relationship model to test whether the variables of entrepreneurial nature (CHARACTERISTICS), innovative personality (PERSONALITY), innovative behavior (BEHAVIOR), age of entrepreneurship (AGE), can explain business success (BUSINESS NEEDS). Outer model testing is used to validate the research model built. The two main parameters are construct validity testing (convergent and determinant validity) and internal consistency testing (validity). The results are used to answer the study questions.

### 3.1. Validity test

The validity test was carried out using three safety factors, including the average variance extract (AVE) value in Table 1, the loading factor in Table 2, and the determinant

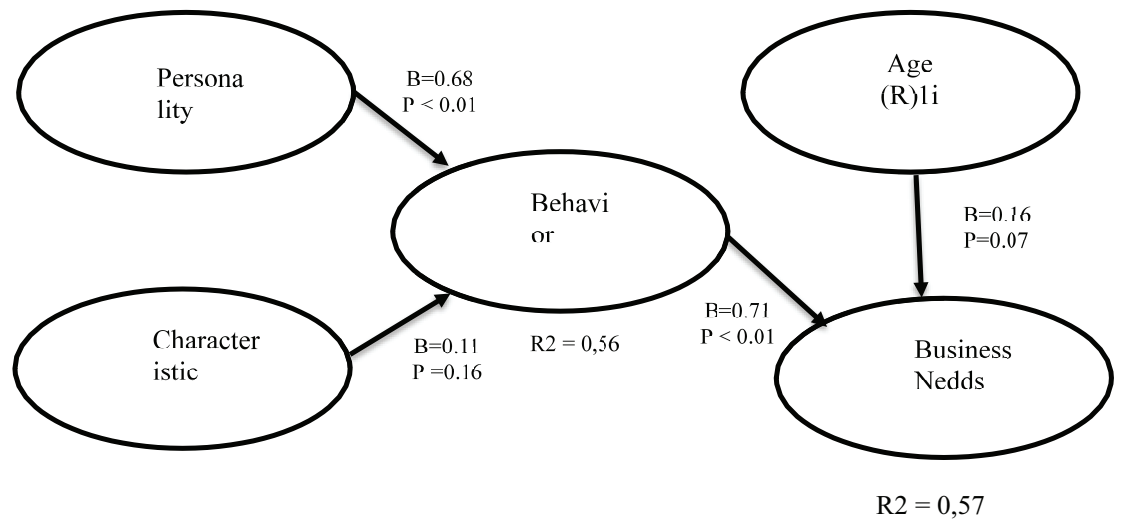


Figure 1: Research Model

validity in Table 2. The test results in Table 1 show of AVE, that is the characteristics have the lowest calculated value among other factors.

TABLE 1: Average Variance Extract (Ave)

Description	Personality	Characteristics	Behavior	Business Needs	Age
AVE	0,582	0,533	0,654	0,789	1,000
P1	0.736	-0.094	0.071	0.041	0.228
P2	0.842	0.119	-0.342	0.056	-0.101
P3	0.710	-0.555	0.747	-0.339	-0.051
P4	0.757	0.479	-0.389	0.215	-0.061
S1	0.213	0.732	0.177	0.038	0.121
S2	-0.006	0.765	-0.193	0.057	-0.051
S3	-0.089	0.779	0.052	-0.133	-0.015
S4	0.035	0.626	-0.784	0.585	0.067
S5	-0.061	0.735	0.230	-0.128	-0.106
S6	0.294	0.758	-0.150	0.040	0.002
S7	-0.001	0.797	-0.006	-0.165	0.107
S8	-0.447	0.631	0.662	-0.218	-0.141
P1	-0.167	0.630	0.808	-0.036	-0.206
P2	-0.011	-0.214	0.866	0.182	-0.049
P3	0.193	-0.433	0.748	-0.172	0.279
K1	-0.076	0.270	-0.492	0.888	-0.098
K2	0.076	-0.270	0.492	0.888	0.098
U1	0.000	-0.000	0.000	-0.000	1.000

TABLE 2: Determinant Validity

Descriptions	Personality	Characteristics	Behavior	Business Need's	Age
PERSONALITY	0.763	0.667	0.505	0.504	0.046
CHARACTERISTICS	0.667	0.730	0.744	0.588	-0.021
BEHAVIOR	0.505	0.744	0.809	0.739	-0.027
BUSINESS NEED'S	0.504	0.588	0.739	0.888	-0.031
AGE	0.046	-0.021	-0.027	-0.031	1.000

The average variance extract (AVE) value, factor loading and determinant validity are > 0.50. The determinant validity test matrix shows a very strong and significant positive relationship between the variables.

### 3.2. Reliability Test

The reliability test was carried out using the composite reliability and Cronbach's alpha level, as shown in Table 3.

TABLE 3: Reliability Test

Descriptions	Personality	Characteristics	Behavior	Business Needs	Age
Composite reliability	0.847	0.901	0.849	0.882	1.000
Cronbach's alpha	0.758	0.873	0.733	0.733	1.000

### 3.3. Hypothesis Testing

The hypothesis testing is carried out through structural model assessment (Inner Model) as shown in Table 4.

TABLE 4: Path Coefficients

Variables		Path Coefficients		P-Values	Descriptions
Characteristics	<input type="checkbox"/>	Behavior	0,675	<0,001	Significant Positive
Personality	<input type="checkbox"/>	Behavior	0,112	0,159	Positive, Insignificant
Behavior	<input type="checkbox"/>	Business Needs	0,713	<0,001	Significant Positive
Age	<input type="checkbox"/>	Business Needs	-0,161	0,074	Negatif, insignificant

Based on Table 4, the characteristics of entrepreneurship towards the adaptation of innovative behavior have a path coefficient of 0.675 and a p-value of <0.001 (significance

<0.05). This means the nature of entrepreneurship has a significant positive effect on innovative behavior. Personality towards innovative behavior has a path coefficient of 0.112 and a p-value of 0.159 (no significance because > 0.05). This means that personality has no impact on innovative behavior.

The innovative behavior towards the success of performance has a path coefficient of 0.713 and a p-value of <0.001 (significance <0.05). This means that innovative behavior has a significant positive effect on the success of the performance. The success of the show on age has a path coefficient of - 0.161 and p-value of 0.074 (no significance because > 0.05), meaning that the success of performance activities is not influenced by age.

### 3.4. Additional Testing

An additional test on the audience’s level of satisfaction was conducted with 63 respondents. Table 5 shows the results. Based on the results, four motive variables significantly influence audience satisfaction. Motive variable (X), which most influences satisfaction variable (Y), is integration and social interaction (X3), with an increase of 1,154. The variable entertainment motive (X4) has the lowest increase of 0.844. From this explanation, integration motive and social interaction is the most influential variable for the audience to watch wayang kulit shows. The results are in line with the function of mass communication in conveying or disseminating information useful to the audience in everyday life. This enables communication within the audience.

TABLE 5: Additional Testing Results

Variables	Exp Sign	Coefficient Regression	Tcalculated	Significant
(Constant)		-2,788	-0,793	0,431
Motive_Information	+	1,032	4,483	0,000
Motive_Identity	+	1,092	4,411	0,000
Motive_Interaction	+	1,154	5,621	0,000
Motive_ Entertainment	+	0,844	4,880	0,000
F counted		57,416		
Signification		0,000		
Adjusted R <sup>2</sup>		0,784		
Motive_Information		=	Information Motive	
Motif_Identitas		=	Self Identity Motive	
Motif_Interaction		=	Integration and social Interaction Motives	
Motif_Entertainment		=	Entertainment Motives	
Dependent Variable: Satisfaction				

## 4. Discussion

The test results show that innovation behavior may develop when supported with appropriate properties. It determines the business success of the parties involved. Various aspects of the respondents were discussed. The show organizes activities based on consumer demand. Consumer behavior was considered to innovate and realize their desires in organizing wayang kulit performances. The same innovation applied to the actors in the show in terms of story and technique.

Personality does not affect innovative behavior. The invasive behavior of individuals has nothing to do with their personality and does not determine the creativity of the parties involved. Personality and nature are inherent in each individual, though the results indicate that the two are different. Traits are specific characteristics inherent in individuals. Personality is a combination of nature with other things, directing it to think, feel, and behave in a certain way in dealing with its environment.

The results show that an increase in age lowers the success rate in wayang kulit shows. This confirms the discussion on innovative behavior. It is known that innovative behavior is averagely owned by a younger group, which respond faster to development. This is a condition closely related to innovative behavior, which determines the success of wayang kulit performances.

## 5. Conclusion

This research answered the study questions raised. The test results show that: (a) individual traits influence innovative behavior, (b) an individual's personality has no impact on innovative behavior, (c) innovative behavior affects the success of the show, and (d) the higher the age, the lower the success rate. Thus, this study provides empirical evidence that characteristics and behavior are factors that drive the success of wayang kulit shows

The results further indicate that traits affect the innovative behavior of each individual. This determines the success of the wayang kulit shows. An increase in the age of individuals results to lower success rates in the shows due to inadequate innovation.

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