

# *Youth Involvement in The Diffusion of Innovative Art Drumblek in Salatiga City, Central Java*

Nugrahaning Esa Pratiwi  
Master of Communication  
Faculty of Social and Political Sciences  
Universitas Diponegoro  
Semarang, Indonesia  
esapratii@gmail.com

Sri Hastjarjo  
Department of Communication  
Faculty of Social and Political Sciences  
Universitas Diponegoro  
Semarang, Indonesia

Ign. Agung Satyawan  
Department of Communication  
Faculty of Social and Political Sciences  
Universitas Diponegoro  
Semarang, Indonesia

**Abstract** Every region needs sustainable development for the future such as maximizing the use of natural resources and utilizing information technology in its dissemination where Salatiga city has done it. Youth as agent of the biggest change that closely related with technology need to be involved to play a role in utilizing information technology for sustainable development. This research focuses on the development of Drumblek, a marching band-like music performance that uses simple items and turn them into creative and innovative musical instruments such as using zinc barrels (Indonesian = blek) as a drum and it is the origin name for Drumblek. Drumblek is played in group that also wear costumes that were made from recycled materials with cultural theme. Based on diffusion of innovation theory, the goal of this research is to determine the involvement of youth on Drumblek as an effort to achieve sustainable development in Salatiga through innovative arts. This research is a qualitative research with case study approach and the result is that youth have been involved since the inception of Drumblek until it can be accepted by public by using information technology.

**Keywords** *Youth, Diffusion Innovation, Innovative Art, Information Technology*

## I. INTRODUCTION

Every region needs sustainable development for the future of the region, one of which is by improving the welfare of the community to seek development equality between generations now and in the future [1]. Sustainable regional development is an effort to utilize and manage natural resources to pursue economic growth in order to equalize sustainable use of natural resources between generations [2]. One application of sustainable development is to maximize the use of natural resources and utilize information technology to spread the results of these resources.

According to statements made by the President of the Republic of Indonesia, Ir. Joko Widodo on the website, he said that [3]:

"Guarding sustainable development cannot be separated from the social and cultural context of a society. Culture must be embedded as an integral part of the development process because natural resources, both at sea and on land, are always related to the life cycle of the people expressed in their culture"

From this statement, it can be interpreted that culture as an example of regional art is to become an aspect of regional wealth that can be developed as an effort for sustainable development. In carrying out this, it can be done by collaborating between the main elements of sustainable development, which are the environment, the community with its resources, and the economy [4].

According to previous research conducted by Francesco, et al, which show that according to UNESCO's experience, the results support the notion that culture, creative industry and cultural heritage contribute much to development, not only in quantitative economic growth (income, employment), but also qualitative standards of justice and welfare [5].

As what has been done by the city of Salatiga, one of the small cities in Central Java that develops art as a regional culture, developing an art called Drumblek, showing that the people who create art embrace the community, predominantly consisted of young people to develop it. Youth are not only vulnerable to major changes brought by community consumers, but can also be the main agents of change in society.

As the biggest change agent that is closely related to technology in order to be actively involved in developing the Drumblek art which is now known as the typical art of the city of Salatiga and become a culture from Salatiga.

Drumlek is a musical art like a marching band, but the creativity of Salatiga youth can turn it into an innovative art using simple items which are then used as creative and innovative art to be collaborated as musical instruments, one of which is a barrel of zinc (Indonesian = *blek*) which is utilized become a drum where from that name comes the name for Drumlek. *nama untuk Drumlek*.

Therefore, it is felt necessary to reveal, know and describe the role of youth in Drumlek art development in Salatiga as an effort in sustainable development by developing and making good use of community resources in Salatiga, which is now well known to the people around Salatiga to the district area around Salatiga and also formed the Drumlek group in their respective regions [6]. In this case the focus of the research centered on the role and involvement of youth in the Drumlek from its inception to its current development as an effort to achieve sustainable development in Salatiga through the domain of innovative art.

Looking at the popularity of Drumlek which is an innovative art that transforms musical instruments in a marching band into musical instruments from simple materials created into musical instruments and sees the enthusiasm of Salatiga residents and their surroundings in adopting this creative art, this research is based on the theory of innovation diffusion. Diffusion is the process through which an innovation is communicated through certain channels from time to time among members of the social system.

Diffusion of innovation theory is a theory about how ideas and new technologies are spread in a culture. Innovation is an idea, practice, or object that is considered new by humans or other adoption units. This theory believes that an innovation diffuses throughout society in predictable patterns. When an innovation is adopted by a number of people, it can be said to be exploded [7].

According to the level of innovation, the level of innovation and the point in time they adopted were innovators as the first adopters, followed by early adopters, early maturity, late majority and last laggards. Parallel is among the characteristics and attributes of innovators and early adopters as well as other roles identified in organizations such as gatekeepers and boundary wrenches.

Grosser, McClure, Monge Eisen, et al identified attributes of innovation, namely (1) the ability to transfer information between internal and external environments, (2) exist at the margins of many groups, able to interact with each but without being a substantial member of any, (3) be likely to have good education, extensive external contacts and be able communicators, (4) be likely to have a high status within their organisation or among colleagues, (5) be at the centre of extensive personal and informal networks [9].

Whereas in the process of adopting innovation diffusion products, there are determinant factors that influence the strength of the communication channels used, namely (1) Opinion Leader, (2) Change Agents, and (3) Change Aides.

This research uses a qualitative approach with case study research methods. In an effort to collect research data,

the method used was an in-depth interview with 2 PDS member (Paguyuban Drumbelk Salatiga) in English is Salatiga Drumlek Association, a community that shades the Drumlek group formed in Salatiga and its surroundings with initials A1 and A2 as well as 2 PDS members with initials B1 and B2. In addition, observations were also made to observe the activities of the Drumlek group related to the existence and role of youth in the development of Drumlek.

## II. DRUMBLEK AS A PRODUCT DIFFUSION OF INNOVATION

Diffusion of innovation discusses how new ideas and technologies are spread in a culture. Innovation is an idea, practice, or object that is considered new by humans or other adoption units. This theory believes that an innovation diffuses throughout society in predictable patterns. When an innovation is adopted by a number of people, it can be said to be exploded [8]. Drumlek is an innovation from the form of marching band music whose musical instruments are changed with simple items such as zinc vats (Indonesian = *blek*), strings from bamboo and plastic barrels.

From the observations of researchers at the event in the city of Salatiga, it was found that when Drumlek was staged at an event both at the regional and city level and out of town, the Drumlek group also used costumes made from recycled materials with cultural themes such as plastic made into skirts / vests, used bottles as hats, etc. according to the creativity of each Drumlek group that has been formed in every part of the city of Salatiga and its surroundings where the district area around Salatiga is now forming the Drumlek group as well.

Now, Drumlek has a lot of enthusiasts which is a sign that innovation is being accepted by the public. According to an interview with B1 resource person who is a member of Drumlek and actively involved in government event committees in Salatiga, Drumlek has grown rapidly since the last 10 years marked by the emergence of new Drumlek groups in the city of Salatiga that enliven events in the city of Salatiga.

"The history of the appearance of Drumlek since 1986 but began to be accepted by citizens and known to many who made the Drumlek group since around 2000".

Other information from the interview with A1 resource who are PDS member, said that Drumlek consists of around 50-70 personnel in each group, which since 2016 has formed PDS which is a gathering place for Drumlek groups in Salatiga. Even Drumlek can be said to be exploded.

"The purpose of the establishment of the PDS was to patent Drumlek as a typical Salatiga before being recognized by other regions because now there are many places outside Salatiga such as the districts that make up the Drumlek group as well. Then, PDS also had a goal to develop the musicality of each Drumlek group and unite the whole group because now the Drumlek group in Salatiga and its surroundings had reached hundreds and maybe a new Drumlek group would emerge later."

Equipped with information from A2 resource person who is a choreography trainer on youth involvement, namely:

"Youth are involved a lot in Drumblek in Salatiga. Of the total number involved, it can be said that 70% is due to youth and the other 30% are from children and old people whose children usually participate in the Drumblek group."

B2 resource who is a member of Drumblek in one of the areas in Salatiga which is close to the government also provided information about how Drumblek brought people together in their neighborhood to have the same goal than before.

"Because of Drumblek, villagers are compact and can have time to gather together because they are found during training hours almost every day especially if you want to have a performance. Rather than before we have a Drumblek group, we already have our own activities".

### III. THE ROLE OF YOUTH IN DRUMBLEK AS A PRODUCT OF DIFFUSION OF INNOVATION

Other results in the interview process with A1 resource persons who are PDS administrators, he said : "The youth at Drumblek is a kind of generator because like the way the generator works, young people become the movers and developers of Drumblek. If young people in a Drumblek group begin to feel sluggish, for example due to crowded schools, work or family affairs, the Drumblek group will start vacating".

It appears that youth play a vital role in the continuity of the Drumblek as an art from Salatiga City and even its role is very much needed today. The A2 resource person who is the choreography coach explained that : "Youth involvement which is 70% since the beginning of the formation of Drumblek until now can be known to the public because of the role of youth."

Youth in carrying out their role in the diffusion of innovations wearing innovation attributes are [9]:

1. The ability to transfer information between internal and external environments, where in Drumblek young people both verbally and using social media. In the last few years where the development of Drumblek was felt very fast and even now it has formed around 200 Drumblek groups, it turns out that youth play a role in publishing this innovative art through information technology, namely social media such as YouTube, Facebook and Instagram
2. Exist at the margins of many groups, able to interact with each but without being a substantial member of any where in the Drumblek the youths become official teams and committees in events organized by PDS such as competitions or events at the city level Salatiga is like a carnival / cultural parade as well as other important and important days which are celebrated at the city level and are not involved in playing instruments in the Drumblek group.
3. Be likely to have good education, extensive external contacts and be able communicators where in the Drumblek youth are group leaders such as being administrators in the PDS (Salatiga Drumblek

Association) with persuasive ability to coordinate and invite Drumblek groups to participate usually in level events the city of Salatiga.

4. Be likely to have a high status within their organisation or among colleagues where in the Drumblek the youths become fund donors, pay attention to the development of the Drumblek group in their respective regions and tend to have good access and relations with the government so that they can provide a little guarantee for the group Drumblek. These young people emerged from their respective regions and they usually lacked time due to busyness but had high concern for the Drumblek and its development.
5. Be at the centre of extensive personal and informal networks where in the Drumblek the youth establish good informal relationships with many other groups personally as well as with government officials. There are those who are members of the management, the committee is also in a Drumblek group in the area but their mobility and disposition that can adapt quickly in new environments and their pleasant attitude make them better known than other youth and the advantage is that they can be mediators or intermediaries of information from PDS and government.

In the process of adopting innovation diffusion products, determinant factors that influence the strength of communication channels are used where in more detail the discussion in which Drumblek is done with the following explanation [10] :

#### 1. Opinion leaders

Namely people who often relate to adopters formally and are able to influence the behavior of others. In this case, the opinion leader in Drumblek is the youth who are the pioneers of the formation of the Drumblek group in the Salatiga region and even now have mushroomed into the district area around Salatiga.

The young man was a young man who departed from his passion for art but considered the funds he had so that from this limitation the idea of innovation from the marching band to Drumblek began to emerge from the Pancuran youth which became the forerunner of the Drumblek then the youth in their community acted as opinion leaders bring news about Drumblek to their respective places of origin orally and then invite the local residents in their place of residence to form a Drumblek group in their area.

#### 2. Change agents

That is, people who positively influence innovation decisions through relevant media and social systems. In this case, change agents in Drumblek are young people who are actively utilizing technology and can be accepted by the wider community. In addition to being known by the wider community, Drumblek groups who are active on social media often get jobs and get awards for their hard work, which of course can be an income and an increase in the living standard

/ economy of the Drumblek participants in each group requested. Information through social media is published to their social media friends so that everyone who sees then becomes aware and knows Drumblek.

Drumblek's popularity which has mushroomed in Salatiga has not only made residents in the Salatiga region form Drumblek groups in their area but also trained in several schools both elementary and junior high schools, universities, social institutions and religious communities in their places of worship. Even on every occasion of government events, education and religious services, Drumblek always enlivened the event in the city of Salatiga because young people took part in introducing and popularizing Drumblek to the public through information technology.

### 3. Change aides

That is the person who completes the work of change agents by making more intensive contact with the adopter even though the person has less competence credibility but honesty and security can be trusted. They were young people who were not directly involved in the Drumblek group but gave their energy, time and mind to help the development of Drumblek in Salatiga as well as introducing Drumblek to the Salatiga youths and in the surrounding districts who did not know Drumblek not with the initial aim to form the Drumblek group in his territory but introduced Drumblek as a typical Salatiga art that needs to be loved and preserved as a joint pride.

These young people usually work in groups and convey Drumblek information also through certain community groups such as communities and organizations interested in Drumblek art and have a strong desire to learn and adopt it in their respective groups.

## IV. YOUTH AS DETERMINANTS OF DRUMBLEK AS A PRODUCT OF INNOVATION DIFFUSION

A1 resource who are PDS administrators also said that the reason for choosing and determining youth as partners in increase Drumbleks is :

"We involve young people because they have great enthusiasm and interesting ideas or ideas to be executed into beautiful works of art innovation." So that's the reason we involve a lot of youth. In addition, many statements and questions about interest in Drumblek are coming from youth. In fact, indeed if it is not the youth who began to move first in their territory, then no one will actively begin to think about the development of Drumblek. But after the young men have a commitment in Drumblek, then the new parents started to support the fund and morale. Children are only limited to participating because they don't know the meaning of commitment yet."

With conditions as stated above, youth is a determining factor in the development of Drumblek. In addition, it can also be evidence of the efforts of Salatiga residents to voice sustainable development through the empowerment of human resources from the residents of Salatiga, especially the youth who then with the innovative art

produced can become a legacy of future generations to continue to preserve the existing culture.

## V. CONCLUSION

The involvement of youth in Drumblek as a product of diffusion of innovation introduced by Salatiga city is very much both as a founder of Drumblek, being an opinion leader, change agents and change aides. Each young man has a different role according to his duties and responsibilities but has the same goal of telling people that Drumblek is a typical art of Salatiga which can later become a pioneer in developing youth art into a work that can be recognized by the society.

Drumblek is a manifestation of Salatiga's efforts in sustainable development through an innovative art approach where through the Drumblek there is the use of human resources that involves youth in the development of Drumblek, the use of used goods / garbage that can pollute the environment but can be transformed into Drumblek instruments that can be used repeatedly like plastic barrels, blek (= zinc), bamboo and plastic for the costume..

In addition, by utilizing information technology, the youths play a role in improving the standard of living and economy in the city of Salatiga, because in addition to being known by the wider community, young people who altogether introduce Drumblek groups can also get a job to fill in an event and get an award for their labor. practice so that it can automatically improve the living standards / economy of the people of Salatiga because young people want to be actively involved in preserving, developing and introducing regional art produced by regional youth innovations that can become legacies for the next generation.

This research just only focuses on the role of youth in the diffusion of innovation in their regions, further research can be carried out to equip this research with the development of a focus on the role of other parts of an area such as government and other layers of society and equipped with obstacles faced in its dissemination and conflict management applied in completing it.

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