

# The Company of Dance Costume Rental in Arga Studio Bandung, Indonesia

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**Abstract**—The dance costume rental is one of developing businesses in Indonesia. The purpose of the writing of this article is to describe the company of dance costume rental in Arga Studio Bandung. This research was qualitative with a descriptive method. The focus of this research would be on the kinds of dance costumes and the management of dance costumes. The data collection techniques were observation, interview, and documentation. The result showed that the kinds of dance costumes rented and appreciated were the modern and traditional dance costumes. Moreover, rental management was carried out through the online and manual or direct system. This dance costume company had implications in providing a vocation for Bandung society and its environments. It was concluded that dance costume rental was a business opportunity that could be developed in Indonesia. It had an economic value for society to learn the production, management, and kinds of a dance costume.

**Keywords:** *entrepreneurship, dance costume, economic value*

## I. INTRODUCTION

Since a long time ago, entrepreneurship had become important attention in the socio-economic development of a country [1]. In this case, it cannot be denied that entrepreneurship can help provide a lot of vocations. This company also can provide job opportunities, various consumer needs, and services. Moreover, it can grow up the welfare and the level of competition of a country. In the globalization, entrepreneurship also became an important consideration in dealing up with the globalization challenges, namely global economic competition, particularly about creativity and innovation [1]. Hence, entrepreneurship was an ability to create vocation through the resource combining process with some new and different ways [2].

In accordance with entrepreneurship, it cannot be separated from the related individual. An entrepreneur was the person who is capable of breaking the economic system by introducing new goods and services, by creating a new form of organization or manufacturing a new raw material [3]. In this case, there are some personal attributes of an entrepreneur, namely capable of taking risks, having high motivation, having an internal locus of control, and having innovative behavior [1]. Furthermore, Alma stated that personal attribute was one of the important factors in encouraging the success of entrepreneurship [3].

A booming business over the years is dance costume rental. It can be seen by the great number of consumers that influence the great number of dance costume rental companies. The need for art nowadays leads to the high activity of art. Art is human creativity originated from the idea and feeling expressed through a certain media, for example, dance. Dance is one of the art branches which has a beauty element and can be enjoyed through movement element. Dance also has a supporting element like a dance costume. A dance costume will create a more beautiful performance in the stage.

Arga Studio was one of the companies of dance costume rental in West Java, particularly in Padalarang, West Bandung. This company was established in 2012 by Ayo Sunaryo as owner/founder of Arga Studio. It began with the business opportunity of dance costume rental since there were a lot of *Jaipong* groups or communities, and there were a lot of *pasangiri* events in West Bandung.

The owner of the dance costume company of Arga Studio, Ayo Sunaryo, viewed that there were a few groups of *Jaipong* who had many dance costumes for their performance in some *pasangiri* events. Therefore, Ayo Sunaryo as the owner of Arga Studio was triggered to make a dance costume rental business focusing on *Jaipong* costume, and he tried to develop the material, model, accessories of the costume for a different age. Since the *Jaipong* costume became the focus of Arga Studio in 2012, *sequeen* material became the masterpiece in Arga Studio, and it led to the well-known of *sequeen* as the *Jaipong* costume at that time. It could be seen from *Jaipong* competition held by Bandung ISBI throughout West Java. Almost all of *Jaipong* costume made of *sequeen* material in which it could initially be rented in Arga Studio only. Consequently, the dance costume becomes an inspiration and it was a necessity of art performance.

The purpose of the writing of this article is to describe the company of dance costume rental in Arga Studio Bandung. The researcher observed the whole process of dance costume rental such as registration and checking of the great number of the renter of dance costume in Arga Studio. To rent dance costume rental, it can be done offline and online (Instagram). Ordering via offline or online is one of the solutions simplify the way of the customer to look at the dance costume. Ordering online became a solution to simplify the customer in another city to order a dance costume in Arga Studio Bandung. Accordingly,

the researcher was interested in studying deeper about “The Company of Dance Costume Rental in Arga Studio Bandung”.

## II. LITERATURE REVIEW

Klerk's discussion about briquette entrepreneurship presupposed a strategy to build the behavior and performance of industry creators [4]. Briquette's concept looked like a social modal process mixed with an individual new vision to maintain their creativity and network. The entrepreneur used their idea, skill, vision, and attitude to work collaboratively with the other entrepreneurs in a particular creative project. Connection and collaboration became an important process to create short term purposes and to maintain entrepreneurship skills and performance in the creative industry sector. To implement this concept, Klerk suggested that the entrepreneur should get appropriate education and training.

Suryana stated that entrepreneurship was one of the academic disciplines which studied about someone's value, ability, and behavior in dealing with life challenges, the way to get the opportunity, and the risk [2]. There is no meaning of entrepreneurship in the Indonesian dictionary. Likewise, the word of a businessman also did not have a meaning in the Indonesian dictionary. However, there is one similar term namely *wiraswasta* (noun) which originates from the word of an entrepreneur. The meaning of an entrepreneur in the Indonesian dictionary was a smart or talented people to know a new product, determine the way to produce a new product, arrange the operation of a new product, market the product, and organize the modal of operation [5]. According to Zimmer which translated by Buchari Alma, an entrepreneur is an admirable group; creative and innovative people. They are the activator of economic development because they can think and act productively [6].

According to Soedarsono, in the scope of the dance, costumes could be said as anything covered the dancer's body [7]. In accordance with body proportions, therefore costume had its parts such as head part (headdress), upper body part (dress), lower body part (cloth and pants). According to Soedarsono, generally, the color of the costumes was chosen based on the colors which had theatrical meaning and emotional touch [7]. Regarding the color selection, it should be adjusted to the combination of makeup and hairdo so that it can form a unity in the application of the character that will be raised. The costume is a complementary element that is important to support the creation of costumes, makeup, decorations, and accessories. The costumes help to draw the character, emphasize the impression of the character, and change it into the needs of the casts or players.

## III. METHODS

Based on the research title, the paradigm used was a qualitative descriptive method. Qualitative descriptive research is a research which reveals the empirical data of scientific object based on scientific logic in which the results are described in a research report [8]. The data source of this research was the owner of Arga studio Ayo Sunaryo. The data collection techniques used were observation, interview, and documentation. The instrument of this research was the

researcher itself as a human instrument. It had some functions such as to decide the research focus, choose the informer as the data source, collect the data, assess the data quality, analyze the data, interpret the data and draw the conclusion of his findings. Data reduction, descriptive data, and concluding was used as the data analysis. Triangulation was used to validate the data. The triangulation used in this research was source triangulation.

## IV. RESULTS AND DISCUSSION

An entrepreneur is people who had some abilities such as view and assess business opportunities, gather the resources needed to take appropriate action, and take advantage of the business. They also had character and willingness to creatively bring innovative ideas into the world to successfully increase their profit [9]. According to Duchesneau et al. as cited in Riyanti, successful entrepreneurs are those who were raised by the parents who were also entrepreneurs because their parents had a lot of extensive experience in the business world. The parents' profession had a strategic role as a culture of forming entrepreneurial motivation [10]. It showed that entrepreneurship was formed due to habits, environment, and individual factors since they were a child or when they become an adult. Although the culture was maintained, it was useless when there was no motivation to encourage society's desire for entrepreneurship

Arga Studio is a traditional dance costume rental located in Padalarang West Bandung. By seeing at business opportunity field of costume rental, Ayo Sunaryo, the owner of Arga Studio, started to focus on costume rental business since 2012. The costume types were as follows:

- The Arga studio-style of *Jaipong* costume became a new color for the development of dance costumes in West Java. Previously, the *Jaipong* costume was identical to *payet* both in *kemben*, *kebaya*, *apok*, *samping/bawahan*. However, after Arga studio realize the development concept of clothing in 2012, *payet* which was the main ornament on *Jaipong* modern costume beforehand only serve as decorations on necklaces or *coker* part in Arga's design. The others such as *kebaya*, *apok*, and *samping* were combined as needed. All were combined with sequins material. The sequins material became the masterpiece of Arga studio. Almost all *Jaipong* costumes of Arga Studio were combined with sequins. This made Arga Studio a barometer of *Jaipong* costumes today.
- The ethnic costume of Nusantara became one of Arga Studio collections in 2015 for rent. In the process of making the traditional dance costumes of Nusantara, Arga Studio involved the creation process of the production team. Arga Studio gallery was only able to make basic clothes of ethnic costume. Accents and accessories that could not be made by Arga Studio would be ordered directly to the relevant area. For instance, Arga Studio could produce Sumatran traditional clothes that had been identified as the models and materials, but for the special accents and accessories, they had to buy from the origin place

(Sumatera) because they could not make it by themselves. In this case, the researchers found that there is an education on understanding the ethnic costumes of Nusantara from Arga Studio production to the team to know the ethnic costumes of Nusantara.

- Carnival Costume was available at Arga Studio in 2016. The huge business opportunities and carnival events in West Java motivated Ayo Sunaryo to continue to multiply and produce his carnival costumes.

Costume or clothing is a way to dress in a certain area. The clothes worn were usually adjusted to the occasion at the time, which was usually used for dance performances. Costume could be a general outfit or a certain style of dressing for the community at a certain period. This term also related to the artistic arrangement of accessories on images, sculptures, or poems based on the time, place, or situation [11].

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The first capital issued by the owner of Arga Studio in 2012 was amounted to Rp 2.000.000,- with 6 men and 6 women clothes. The price of the clothes in 2012 was Rp 50.000,- for one set of clothes in which it had been complete with the accessories.

#### A. Costume Rental Procedure

How to order:

- Manual: Clients could come to the gallery of Arga Studio Costume, select, and take a look at the products directly.
- Online: The clients were able to take a look at the sample pictures in our Instagram account with the keyword Arga Studio. All of the costumes were completely uploaded along with the available color or quantity of costumes respectively.
- Once the desired clothes sample has been obtained, it could be ordered via WhatsApp at +62 878-2103-1749.

The rental price list for Bandung area:

- *Jaipong* Rp. 75,000
- Carnaval Rp. 500,000 up to Rp. 1,500,000
- Traditional Rp. 100,000

#### B. Costume Rental Regulation

- The clients must possess an identity card (Citizen Identity Card, Student Identity Card, or Driver License).
- Clients coming from cities other than Bandung must submit screenshots of their own social media account, identity card, and studio/institution address.
- Clients must pay half of the rental fee to book the desired costume.
- The rental duration was 3 days (picking, using, and returning) which was also applied for package delivery.
- An additional fee would be charged if the rental was over the 3rd day after the pickup on the return for Rp. 10,000 per day per costume.
- The rental fee and deposit must fully be paid before the costume was picked up.
- The deposit return would be available one day after the costume return (cannot be done gradually and all of the costumes must be returned in one return note previously)
- The clients were not required to wash the costumes because the costumes would be washed by us.
- The booked or rented costumes cannot be exchanged, canceled, or rescheduled. On 6 days before the pickup, the payment for the costumes cannot be refunded for any reason.
- If a costume/accessory was damaged/lost, the clients would be charged according to the reparation fee of the corresponding costume/accessories (it may be greater than the deposit).

#### C. Costume Pickup/Return Procedure

- The costumes could be picked up and returned directly to our gallery or sent and returned via Go-Jek, JNE, or Travel Agent.
- The delivery fee was not included in the rental fee.
- We were not responsible for late deliveries due to the third party (Go-Jek, JNE, etc.)

In 2015, Arga Studio had a new idea to add more collections into the costume rental list. Since rentals of traditional dance costumes were rare in West Java, Arga Studio realized the potential to rent such costumes. In 2016, Arga Studio expanded its collections even more by providing carnival costumes.

It made Arga Studio one of the rentals providing complete various kinds of costumes in the scale of West Java. The costumes and accessories in Arga Studio could be easily worn by many groups and ages. They could be easily worn not only by professional dancers who could apply or wear the costumes correctly but also by those without dance background. It becomes the reason why people, in general, decide to rent dance costumes at Arga Studio. Besides the modern looks, the costumes in Arga Studio were convenient to be worn.

The researcher observed that Arga Studio was a dance costume rental business having good management in the process of dance costume rental. Based on the observation, the researcher found that the marketing system applied by Arga Studio was conducted online and offline (manual). In this system, the clients could come to the gallery and choose the clothes/costumes and reduce or add more according to their needs. Moreover, the clients could also choose the costumes sample in the gallery via the Instagram account of @Argastudio. There were several costume pictures uploaded which could be sent directly to the administrator through email or WhatsApp.

The clients coming from out of the city could conveniently rent costumes at Arga Studio by attaching their citizen identity card (KTP), name of the event, and studio/institution address in the chat. Afterward, the clients could pay the fee in advance and the order would be sent once the clients had sent the payment slip. The estimated period of costume rental proportionally was three days, one day of pickup, one day of usage, and the third day of return. If the costumes were not returned on the 4th day, it would still be tolerated. However, if the costumes were not returned on the 5th day, the clients would be charged with an extra fee per costume up to half of the rental fee.

Due to the numerous orders, the costume management was conducted by several employees so that the orders were well managed. The people in charge of the costume business at Arga Studio were one administrator, two tailors of *Jaipong* clothes, one shopkeeper, two production staffs of carnival costumes, and two couriers. The business of dance costume rental still used worksheets in conducting its business, for instance in the record of rental data, sales data, and production data.

## V. CONCLUSION

Arga Studio was a wardrobe business. It was a reflection of a business progressing in a wardrobe. It could be seen that in the period of 8 years from 2012 until 2019, Arga Studio which

used to focus on *Jaipong* costume, currently rented 3 kinds of costumes, namely *Jaipong*, carnival, and traditional costumes. In total there were almost 1,200 costumes of Arga Studio collection. Moreover, the costume management of Arga Studio was administratively ordered considered from the job descriptions of the employees divided to accept or produce costumes which went well.

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