

# The Art Performance in Management at the 16<sup>th</sup> Anniversary Event Organized by SMA Plus Negeri 2 Banyuasin III

Alfiandika<sup>1\*</sup>, Happy Fitria<sup>2</sup>, Achmad Wahidy<sup>2</sup>

<sup>1</sup>SMA Plus Negeri 2 Banyuasin III, South of Sumatera, Indonesia

<sup>2</sup>Universitas PGRI Palembang, Indonesia

\*Corresponding author. Email: [alfiandika361@gmail.com](mailto:alfiandika361@gmail.com)

## ABSTRACT

The result of this research was a study of art performance management is very important for art activists to know. An art performance is a performance that carried out with various forms of performing arts, music, dance, theater which becomes a complete performance. The author raises the management of music, dance and theater performances which become a dramatic performance. The management and structure of performing arts were very simple because the leader of the activity does not have formal management education. Then, for the practice it can run its business properly and orderly. The purpose of this research to provide knowledge for students and people who read this paper. To find out about the management of an art performance, qualitative research is conducted. The data were collected by observing interviews and documentation which all valid data were described and then analyzed the data regarding "The Art Performance in Management at the 16th Anniversary Event Organized by SMA Plus Negeri 2 Banyuasin III".

**Keywords:** Management, Performance, Dance, Music, Theater Arts

## 1. INTRODUCTION

Management in performing arts events includes performance management (in a performance structure) and financial management. Financial management is the management of financial aspects that are used for various uses of the budget, and is associated with the best combination of types of financing in order to achieve efficiency in activities.

Financial management is part of school management that regulates the financing and regulates the course of educational activities in madrasahs. Activities carried out by financial management include planning, organizing, directing, coordinating, monitoring, and controlling because education in carrying out its operations cannot be separated from the costs [1].

Concept art is informed by the point of view from which it is presented. When art is considered in the sense of work, it is simply the product of imagination [2].

SMA Plus Negeri 2 Banyuasin III is a top-level school. Senior High School in Banyuasin district, South Sumatra province. In its development, it always shows achievements at the national and international levels. Dies Natalis is an annual activity carried out by the school in an effort to show the existence, achievements

of the school and become an important celebration. Based on the above statement, the researcher is interested in conducting research with the title "Management of Performing Arts at the 16<sup>th</sup> Anniversary of SMA Plus Negeri 2 Banyuasin III".

## 2. METHODS

The research method used in this study is a qualitative method. The approach of several mythological theories.

According to, George R. Terry management is a set of principles related to the functions of planning, organizing, directing and controlling. The application of these principles in use physical, financial, human information resources efficiently and effectively to achieve organizational goals. Management opinion is an achievement with objectives that have been validated in advance by using other people's activities. Stated that perform arts is a term for a category of art that is a spectacle, which means arts that are performed (presentation) [3].

Pure Opinions have performed arts consist of two words, namely performance and art. Performing arts performances, namely the efforts and work of groups of artists or people who work to produce works of art as a

performance. Increased pressure on arts organizations to become less reliant on public funding in order to increase audience participation [4]. Performance is an activity to introduce or show the work of music, dance, theater or drama and others to the wider community. Performance is a way to communicate between creators and connoisseurs of works. Making performing arts as a traded society exists not only in secular art packaging, but also in the artistic heritage of sacred cultures [5]. The theatrical changes the register of repetition or reiteration from existential 'reality' to play, where the issue of judgment (concerning aesthetics rather than repression) provides a disavowal that can consciously admit its own negation [6]. The aesthetics of the ready-made goods were an important factor in the performance's appearance [7].

**3. RESULTS AND DISCUSSION**

Based on interviews conducted with Drs. Yusrizal. M.Pd, the principal as the person in charge of performing arts activities on the 16th anniversary of SMA Plus N 2 Banyuasin III said that this activity was closely related to the size-able funding needed, thorough preparation and Supervision. in carrying out activities to achieve the desired goals. The source of funds for art performances at the Banyuasin III SMA Plus N 2 Anniversary comes from the activity funds from the SMA Plus N 2 Banyuasin III committee.

Other sources that are not binding and are incidental include donations from donors and sponsors who request endorsements for products from the sponsor (Interview with the principal, October 29, 2020). As for strengthening the results of the interview, the researcher displays picture two below:



**Figure 1.**  
**Interview with the principal of SMA Plus N 2 Banyuasin III**

In organizing it is an association to achieve a specific goal, then it can be explained that Organizational management is a plan to achieve the goals we want or certain. The form of organization in an art performance is a single form, which the leader. The organization is in the hands of a leader, as for the function in the management organization of the Dies Natalis SMA Plus N 2 Banyuasin III.

Members of the Committee for the Anniversary of SMA Plus Negeri 2 Banyuasin III:

- 1) Responsible
- 2) Chairman
- 3) Secretary
- 4) Treasurer
- 5) Event Section
- 6) Decoration Section / Stage Arrangement
- 7) Reception Section
- 8) Consumption Section

- 9) Publication Section, Public Relations
- 10) Equipment Section
- 11) Documentation Section

Based on the special findings obtained in this study through data from observations, interviews and documentation studies, the management of performing arts at the 16th Anniversary of SMA Plus N 2 Banyuasin III forms a committee for the Dies Natalis activities as attached in the committee management structure.

There are several factors that become obstacles from the management side in performing arts at the 16th Anniversary of SMA Plus N 2 Banyuasin III. Lack of preparation in training time, limited infrastructure for training. There are solutions to overcome obstacles in terms of performing arts management, adding training hours, increasing finances, and completing infrastructure.



**Figure 2.**

**Tari Munai Serafah Theater presentation**

**Data source: Document SMA Plus Negeri 2 Banyuasin III**

The form of dance presentation includes a very broad definition, each definition has a different benchmark. Form is a form which is defined as the result of various elements, namely motion, space and time, which together they achieve aesthetic vitality. If without unity it will not be possessed. The whole becomes more meaningful than the sum of its parts [8]. The unification process then takes shape, and can be called a dance composition or choreography. Dance is an art form that uses body movements as beauty. A dance director (choreographer) can convey a specific purpose or message through dance movements.

In general, dance is combined with music. That way, the concentration and consistency of dance movements will be more perfect in conveying messages and feelings. Several functions of art can be differentiated into two groups, namely the function of art for individuals and the function of art for the social. For individuals, art has a function as a means of fulfilling their needs. The forms of these needs to include the first is art as a means of fulfillment, such as physical needs, second, art as a means of fulfillment, and emotional needs. Third, art as a medium for religion / belief. Fourth, art as a medium of education. Fifth, Art as Information Media and finally Art as Entertainment Media.

**1) Art as a means of fulfilling physical needs**

Humans are creatures that have the ability to appreciate the beauty and use of various objects. In the process of fulfilling this physical need, artists have an important role in creating various objects of artistic value to satisfy physical needs and provide comfort for others.

**2) Art as a Tool to Meet Emotional Needs**

Emotions are feelings in humans, be they feelings of pleasure, anger, sadness, emotion, love, hate, and so on. Everyone needs to vent their inner feelings so that their mental state remains normal. To meet these emotional

needs, humans need encouragement from outside themselves. For example, someone who has an artistic and aesthetic spirit will express his emotions through music, paintings or when someone is feeling stressed, he needs time for recreation, watching movies, or other things to relieve mental stress. Humans are social creatures who have a need for interaction with other people and their environment. In this case, art also functions as a medium for meeting these social needs.

**3) Art as a medium for religion / belief**

Art has an important role in conveying religious / religious messages to humans. We can see this from clothing/clothing, wedding ceremonies, funerals, spiritual songs, calligraphy, and others. Examples of the function of art in religion can be seen in Borobudur and Prambanan temples. The reliefs on the temple walls are illustrations of Buddhist and Hindu scriptures.

**4) Art as Educational Media**

Art also has an important role in the world of education. Education can be grouped into three categories, are

1. Formal education; education in the school environment.
2. Non-formal education; education in the community.
3. Informal education; education in the family environment.

Through art, individuals can learn about values and science in a fun way. For example, a student can learn music or drama, where this activity can express themselves to others.

**5) Art as Entertainment Media**

Most of those related to entertainment contain artistic elements in which the actors of the arts can express themselves actively or passively. An artist can feel happy, angry, touched, when his work is liked or

disliked by others. Likewise, individuals who see, hear, feel a work of art. Humans can feel comforted when they see a painting, watch a movie, or watch a music concert.

The musical elements according to Such emphasized that the sounds and sounds of musical instruments that were first recognized were the human body itself or the limbs. Clapping of hands, stomping feet or blows against other limbs is a very important rhythmic accompaniment. Musical elements were born as basic music theory, namely rhythm, tempo, melody, dynamics, harmony, form or song structure, expression, and tone color [9].

Rhythm or rhythm is the length of the notes in the melody of the song. Rhythm is a pattern of repetition of pressure and release. Rhythm is related to time, because time determines the value of a note at each beat. Because rhythm determines in a song

#### a. Tempo

Tempo is the rate at which the music is played. Meanwhile, Hugh M. Miller in his book stated that tempo shows the speed in music. The general terms to indicate the tempo include: Presto (very fast), Allegro (fast), Moderato (medium speed), Andante (a little slow), Adagio (a little slower than adante), Lento (slow), and Largo (very slow).

#### b. Melody

A melody is a series of tones (sounds with regular vibrations) that sound sequential and rhythmic and express an idea. Sound is a vibration event the sound vibration can be fast or slow. If a source of vibration quickly causes a high sound, for example a rattle. If the vibration of the sound is slow, then the sound is low, for example the sound of a large drum [10].

#### c. Dynamic

According to the Pono Bonoe Music Dictionary Dynamic is the hardness and softness of playing music, expressed in various terms such as: p (Piano/soft), f (Forte/hard), cresc (Crescendo/getting louder (Mezzo Forte/very loud) and etc. There are also those who say that dynamics is violence or tenderness in music, violence is closely related to the amplitude of vibrations generated buying sound.

## 4. CONCLUSION

Management of art performances at the 16th Anniversary of SMA Plus Negeri 2 Banyuasin III formed a committee for Dies Natalis activities as attached to the committee's management structure, in implementation there are several obstacles that need to be addressed for the future such as: sound system, stage layout, lighting, documentation, and inadequate finance. To overcome obstacles, there are solutions in performing arts management, increaing production

costs, increasing training hours, and increasing personnel.

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