

Digitalization of Arts

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ABSTRACT

The currents of the industrial revolution 4.0 and society 5.0 have changed the world order from computerization to digitalization. One of them that was seriously affected was the world of dance, because dance artists (choreographers) had to keep up with the times. Plus the Covid-19 pandemic which forced the world to completely change the order of life from manual to digital. The COVID-19 pandemic requires choreographers to be more creative in packaging works from creation to showing the work in digital form. This makes the choreographer work more extra because it no longer just stops until the work is performed in front of an audience on a 'stage' but until the work is digital. In this condition, there are still many artists who try to keep working but still rely on live performances even with health protocols, but have not produced significant results. Thus the digitization of dance works becomes something very urgent. This article tries to analyze how the form of dance performances during the pandemic is a challenge and opportunity for artists to keep the dance world alive. This study uses a qualitative descriptive method, with data collection of observations, documentation, and literature studies. The results showed that during the pandemic, dance works were in digital form using social media as a 'stage'. The challenges that must be faced by choreographers are not only having to work extra but also having competence and/or knowledge of video editing and social media management so that dance works can be appreciated to the maximum. Opportunities that are obtained with the form of digital dance works, namely creative social media management, will bring a lot of appreciation to bring commercial benefits.

Keywords: *digitization, dance work, challenges, opportunities, social media.*

1. INTRODUCTION

Understanding a work of art is actually still a big job. It is said to be a great job because that understanding is very subjective. Each individual will have an understanding and even their own assessment of a work of art. Enjoying a work of art is very dependent on the experience of each viewer. One of these experiences is in the form of basic knowledge about the object of art being observed. Without having this basic knowledge a person will find it difficult to understand a work of art.

A work of art will not be separated from 3 interrelated elements. The Ekemen are the creators of works, works of art, and connoisseurs of works. The creator of the work or more often referred to as an artist is an artist who produces works of art based on ideas and ideas as well as creativity as outlined in several media (motion, sound, motion and sound, or objects) according to the field they are involved in. This media is then made into a work of art. The next element is the

audience of the work. This last element can even be used as an important benchmark for the success or failure of a work of art.

This element of art connoisseurs becomes important in addition to being used as a benchmark, it is also used as an 'evaluator' of a work. A work is declared successful if the audience is large, if the audience is large, if the discussion becomes a very lively discourse, even the audience is also sometimes the ultimate goal or basis for the creation of a work of art. The importance of the position of art connoisseurs makes artists pay attention to the packaging of works of art. Various ways were even carried out, from preparing materials, processes, to how to deliver the work. This form of work ultimately divides art into various branches, including performing arts, fine arts, and recording media arts.

The three art forms have their own focus or attention. Performing arts need the audience to appreciate the work. In addition to the audience, need a place to host the show. In addition, it requires a

performance management team that will organize these activities. This whole process, of course, costs a lot of money. The same goes for other art forms. Fine art, requires appreciation, who are expected to act as art collectors who will later buy works of art that are presented in an exhibition. Art exhibitions also require a management team who will later organize an exhibition.

The relationship between the artist and the art connoisseur described above was a condition prior to the Covid-19 pandemic. What are the current conditions, where the Covid-19 pandemic is attacking the world without exception in certain parts of the world. Strict health protocols cannot guarantee the safety of a person from being exposed to this virus. The implementation of PPKM (Enforcement of Restrictions on Community Activities) which continues to be extended, causes art activities to be said to be 'discontinued' due to conditions. This situation becomes an obstacle for artists to work. However, there are also artists who view this condition as a challenge that must be overcome. Requires high creativity from an artist to package the work so that it reaches the audience. Things that are thought of are not only limited to material, packaging, appearance, but have led to 'reading' the tastes and viewpoints of art connoisseurs of a work. This condition also forces the artist not only to stand as the creator of the work that emphasizes the idealism and originality of the work, but also he must be able, even forced to be in the position of the art connoisseur. This is done to read the tastes of art connoisseurs.

One of the media used to convey works of art that is currently often used is YouTube. This process of transferring media is known as digitization. This method makes art lovers do not need to be at the location of the show, but can enjoy the work or presentation of the work by utilizing YouTube media. This research will discuss what art forms have been packaged and can be enjoyed through YouTube media. In addition, this study will also highlight how art connoisseurs respond to the works that have been uploaded to the YouTube media.

1.1. Method

This study uses several data collection techniques, among others, observation, literature study, documentation in the form of screen response (screenshot). Observation is done by watching and observing art videos on YouTube. Furthermore, the art videos are classified based on the branches of art that are the focus of this research, namely, dance, music, theater, and visual arts. Next is the literature study

technique, carried out by browsing articles that discuss the digitization of works of art. Finally, screenshots are taken to observe the response of art connoisseurs to the work being displayed. Observations focused on comments based on the impressions of the work. The comments will be classified based on the object or performance element emphasized by the commentator of the work he sees. Responses in the digital world, especially YouTube, consist of 3 supporters, namely, view (indicating the number of viewers or viewers), like (indicated by the thumb symbol with the thumb up and down. The thumb up indicates that the viewer likes the show). , if the thumbs down indicates the viewer or viewer dislikes or disapproves of the show), and comments. In the comments section has similarities with likes. There is freedom for art lovers to comment.

1.2. Theory and Concept

1.2.1. Art

The notion of art is an expression of human feelings that has an element of beauty in it and is expressed through a medium that is real, whether in the form of tone, appearance, motion, and poetry, and can be felt by the five human senses. There are also those who argue that the notion of art is all things created by humans that contain elements of beauty and can affect the feelings of others. (1)

The above definition emphasizes that art is closely related to a work. The inner struggle of humans that gives rise to ideas or ideas is poured in the form of works followed by elements of beauty and can affect the psychology or emotions of the audience is an affirmation of an understanding of works of art.

1.2.2. Digitization

The definition of digitization according to Terry Kuny in Rasiman is "referring to the process of translating a piece of information such as a book, sound recording, image or video, into bits. Bit is the basic unit of information in a computer system. Meanwhile, according to Marilyn Deegan "digitalization is the process of converting all forms of printed or other documents into digital presentations". (2) Another definition of digital is the process of transferring media from printed, audio, or video forms to digital forms. Digitization is carried out to create document archives in digital form, for photocopying functions, and to create digital library collections. Digitization requires equipment such as computers, scanners, source media

operators and supporting software (Sukmana, 2005). Meanwhile, according to Lasa Hs, digitization is the process of managing printed documents into electronic documents. Digitization is the process of transferring media from printed form to electronic form. By digitizing the collection of rare books will still be preserved. In carrying out the activities of digitizing the library, it is necessary to have policies/rules on what collections need to be transferred to the media. (3)

Based on this definition, the notion of digitalization in works of art is a process of recording performances or works of objects into video form and then uploading them to media that can be accessed via intranet or internet networks. This media transfer process emphasizes each important element of the artwork to be digitized.

1.2.3. Symbolic interactionism theory

According to the view of symbolic interactionism theory, humans are creatures that make or produce symbols. Everything (object) that exists in human life has a symbolic meaning. Symbolic interactions are based on ideas about individuals and their interactions with society. The essence of symbolic interaction is an activity that is human, namely communication or the exchange of symbols that are given meaning. Mead identified four interrelated bases and stages of action. The following are the four stages of the action analysis approach. (4)

First, Impulse. This first stage is an impulse or impulse which includes stimulation or spontaneous stimulation related to the senses, and the actor's reaction to the stimulus, the need to do something about that stimulus. Overall, impulses, like all elements of Mead's theory, involve actors and the environment.

Second, Perception. This second stage is perception. Actors investigate and act on stimuli associated with impulses.

Third, Manipulation. This third stage is manipulation. As soon as the impulse expresses itself and the object has been understood, the next step is to manipulate the object or take action with respect to that object.

Fourth, consumption. Based on these considerations, the actor may decide to eat or not. This is the fourth action which is the stage of execution or consumption, or taking action that satisfies the real impulse.

2. DISCUSSION

2.1. Digitizing Performing Arts

Dance is a branch of art that uses motion as a medium of expression. This branch of art consists of several elements, namely themes, movements, dancers, music or accompaniment, costumes and makeup, props, lighting and sound systems. The audience is an element that cannot be left behind and even becomes an important part of dance performances. The process of digitizing dance works has actually shown an effort, but it has not been realized until uploading it to YouTube media. The process of recording live performances into video form is one form of dance documentation. Dance documentation has been carried out, initially in the form of motion description notes, then in the form of notation, then developed again in the form of video. Finally, according to the times, dance documentation into the digital world.

The process that is then added to meet the interests of art lovers in dance works is editing. The editing process was not paid much attention at first, because the video documentation in the dance performance was only done using one camera which was placed in front of the staging area. A camera that only shoots from afar and only one side will eliminate parts that are actually important in dance performances. Therefore, in this digitization process, the camera's 'eye' plays an important role as the viewer's eye. Things that are important according to the artist or creator of the work, need to be shown in detail. This is the 'work' of the editor team in a digital dance show.

Digital dance performances have advantages that can be 'overcome' compared to live performances. The re-take process in digital shows is still possible in certain cases. This should reduce the potential for 'accidents' in the performance process. However, the 'timely' nature of performing arts can be said to be lost. The difference between performing arts and other arts lies in 'time'. This digital media is a solution for the track record of a person's performance or a work, but can be an erode of its timing. There is a need to redefine the timed nature of performing arts.

2.2. Digitizing Fine Art

The process of digitizing works of art is mostly found on the YouTube page. In digitizing works of art, it also shows how the process from a work to producing a product is. Several videos on the YouTube page show an artist or artist creating a work from beginning to end. The work not only shows results but can also be said to

provide a clear tutorial for the audience to create a work as made by the artist himself.

One of the visual branches found on the YouTube page is painting. The definition of painting from the wikipedia page is one of the branches of fine art that focuses on painting activities. With the same basic understanding, painting is a more complete development than drawing. Definitions that indicate activities based

on this page also refer to the word painting. Painting is an activity to process a two-dimensional medium or the surface of a three-dimensional object to get a certain impression. Painting medium can take any form, such as canvas, paper, board, and even film in photography can be considered as a painting medium. The tools used can also vary, provided that they can provide a certain image to the media used.



Figure 1. Digital painting with the manufacturing process

The art process in the digital world tends to have many advantages for the audience. Besides being able to enjoy interesting works, the audience can also follow how to make these works. It could even be said, the artist also shared the techniques to create the work he produced. Unlike the works of art before the pandemic. The exhibition event is an event for art lovers to enjoy the works produced by an artist.

The conditions are the same as with the process of digitizing performing arts, works of art also go through an editing process. This can be seen from how the video making process is accelerated. If it is in accordance with the original duration, then the work cannot be done according to the minutes promised in the video title. It can take minutes longer or even hours for a beginner to complete the same work as the one in the video. This communication is not found in a direct exhibition of a work of art. The interactions shown in the comments column mostly show confirmation times compared to video titles. So that it can provide information that actually producing the same work is not in accordance with the time stated in the video.

AUTHORS' CONTRIBUTIONS

Based on the research that has been done, the contributions of this research can be obtained, among others:

1. Indicates the existence of new elements in the process of digitizing works of art.
2. Indicates a change in the definition and nature of a work of art.

ACKNOWLEDGMENTS

This research was supported by several resource persons as owners of dance and music performing arts who have experience in digitizing works, namely Nabila Kurnia Adzan, M. Pd. As well as musical artists, namely Ricky Warman Putra, M. Sn. Thank you for the information that supports this research data..

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