

Artworks Conversion Phenomena of Indonesia's Literary Works in Multimedia Era

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Abstract—The article aims to describe data on artworks conversion from novels to films and describe the extent to which the development of the translation of comparative literary studies has evolved. The problem in this article is (1) how has the development of artworks conversion from novels to films in the last five years? (2) how the number of data transfer from novels to films in the last five years. The method used is quantitative and qualitative description. The results obtained are (1) the development of the transfer of novels to films until the last five years is still being done with several reasons which resulted in the film resulting from the transfer being a spectacle that was in demand by the wider community. In addition, competent novels become screenplay scripts become objects as creative ideas from young filmmakers. (2) the number of data from novel to film artworks conversion, in 2011 there were three films, in 2012 two films were found, in 2013 there were 15 films, in 2014 there were 21 films, in 2015 there were eight films, in 2016 there were six films, and in 2017 there were nine films found.

Keywords—phenomenon, artworks conversion, multimedia

I. INTRODUCTION

The creative process of each author's literary works has its own characteristics which creates attributes both for the works and for the identities of its authors. A myriad of creative works have gained diverse responses ranging from the readers response, with their own reviews to the response of other artists to the pointing appreciation. The conversion of literary works into other types of artwork is one of the forms of appreciation created by art activists. This can be seen from the rise of novels transformed into films, poetry transformed into paintings, poetry transformed into songs and many other types of transformation of literary works into other works of art [1].

"At least in 1951 the process of transformation from novel to film has already begun, when director Huyung filmed a novel by Armijn Pane entitled "Antara Bumi dan Langit". The transformation from novel to film is known as ecranization. Succesfull example of this transformation includes "Ayat-ayat Cinta", "Laskar Pelangi", "Wanita Berkalung Sorban", and "Ketika Cinta Bertasbih".

The transformation of the literary works into another artwork has its own charm for art lovers even with the appeal of the result of the sponsorship being the trigger for the emergence of inspiration for film screenwriters in developing story. Based on the literature or novel they read, they have

the basic capital to make scenarios without thinking of different storylines, because they simply transfer the writings in the literary works into writings that are ready to be filmed.

Various forms of transformation have been done in order to see the other side of the work into a hypogram. The work that became hypogram has its own reasons for transformation. One of obvious example of this conversion is a Book of Poetry "*Hujan Bulan Juni*" by Damono [2] which was diverted by Ari-Reda into a song or musical poem. This transformation has eventually made this work famous and used by many people. Furthermore, Damono himself converted his book collection of Poetry "*Hujan Bulan Juni*" into a novel form. In addition, the transfer of poetry into a painting was done by artist Sukowati who interpreted the poem of Santoso "*Batik People Age Dusk Behind the Palace of Yogyakarta*" into a form of two-dimensional collage of concentrated with a light and popular atmosphere.

The phenomenon of artwork transfer in Indonesian literature in the multimedia era is an interesting aspect to investigate in that there is always attraction of a literary work transformation [3]. Sophisticated technology plays significant role in publicly publishing works that originally came from mediocrity but became a remarkable thing. It is caused by today's society who is very active and productive to appreciate the work of art in this literary work, then publish it to social media even in the end it bring up a new work into other types. This can be exemplified by the popularity of Dilan 1990 film which was converted from Pidibaiq's 1990 Dilan novel.

Originally the novel Dilan 1990 [4] became the best-selling novel among teens because of the story that describes the general life of teenagers despite the availability of novels with similar stories bookstores. According to the author (Pidibaiq) the novel was written based on her writings published on the blog. However, his followers on Twitter really expected if the writing was published in the form of novel. What happened to Dilan movie of 1990 experienced a number of transformation stages, from blog writing to novel. Blog itself is a webpage which can be used by all walks of life to write anything that is related to the activity of the author.

Therefore, this paper studies artworks conversion phenomena of Indonesia's literary works in multimedia era.

The rest of this paper is organized as follow: Section II presents the literary works conversation and following by multimedia. Section III describes the data of Indonesian

literature works within the last seven years. Finally, Section IV concludes this work.

II. LITERARY WORKS CONVERSION AND MULTIMEDIA ERA

Conversion or transformation in this sense is perceived as a change of any literary work from one type of art to another type of art. A fictional story, for example, can be transformed into dance, drama, or film; while poetry can be transformed into a song or painting. The opposite can also happen, the novel is written based on a movie or drama, while poetry can be born from a painting or song [5].

Era is the period in history; a number of years in time between several important events in history; while multimedia is a variety of means or efforts for - the world of communication, education, etc. are given top priority; 2 the provision of information on computers that use sound, graphics, animation, and text; - while the mass is various means of public communication (newspapers, radio, television, etc.): mass has a vital role. Thus, the multimedia era is a time in which information can be freely obtained in any media form and can also be directly enjoyed through various types of media both visual and audio-visual.

The connection between artwork conversions with the multimedia era is certainly very close. The era of multimedia opens up opportunities and possibilities that are so vast in terms of assigning. When art is converted into another type of work, for instance rock music into jazz, then from there it is wide open for others to translate into other types of artwork.

The conversion of literary works in the multimedia era began to evolve with the rise of cyber literature or electronic literature. These terms begin to appear because literature can be used from any side, starting from literature that can only be accessed and enjoyed through the book, but now also can be accessed via electronic. Many literary works can be read and obtained freely on the internet pages.

Electronic literature [6,7] is part of the development of world literature, which is currently in the spirit of the digital age of the Internet. Inevitably, literary works must be able to adapt to the transformation of cultural code in order to continue to be enjoyed by the next generation. Whether consciously or unconsciously, the process of literary growth will lead and seek to find a more advanced and more perfect form as it occurs in other fields.

The digital-internet age that Nakatsu suggested was the multimedia era [8]. The development of Electronic Literary terms was backed by the rapid birth of the works through digital-internet [9]. Culture that has developed in the present time cannot be rejected but can be utilized by a handful of people in publishing his literary work without any binding rules. This is in line with Damono in [2] that the development of Indonesian literature more and more, thanks to technology, increasingly blurred the boundaries between which to this day we consider as a literature with other types of art.

Damono in [5] continues that imagination, creativity, and intelligence is a new marker in the technological era for Indonesian literature to introduce itself as a work that deserves appreciation even if not in the form of words contained in a piece of paper. A work of literature can also

be enjoyed visually through the internet because now everyone who wants to work and wants to show it to the audience begins to touch the realm of precisely computer technology which is then published in social media either in the form of blogs, twitter, and Facebook [10].

III. DATA OF INDONESIAN LITERATURE WORKS WITHIN THE LAST SEVEN YEARS

The conversion of Indonesian literature into other types of artwork (especially from novel to film) has actually been done since the colonial era so that at present it begins to redevelop the conversion which not only divert novel to movies but also poems to songs, poems to paintings, and so forth. Based on the search of Indonesia literature works conversion during the period of 2010-2017, conclusion can be drawn. This data collection focused on these period as at this multimedia era there were rapidly growing works of Indonesian literature, especially the popular work diverted to other types of artwork.

The data obtained is the transfer of prose conversion (novels and short stories) to movies, poems to songs, poems to paintings, and poetry to the short story. This study revealed that there are about 63 films converted from prose. These films have been watched nationally in Indonesia cinema. In detail, there are three films in 2011, two films in 2012, 15 films in 2013, 25 films in 2015, six films in 2016 and nine films in 2017. Most of the novels raised to film or widescreen are popular novels or bestselling novels in Indonesia during those times. Furthermore, poetry conversion to song has been basically done since a long time from the beginning of the development of oral literature such as reading of old transcripts, etc. However, at this present day, the artworks conversion from poetry to song begins and appears on Sapardi Djoko Damono's poetry, especially his poem entitled "*Hujan di bulan Juni*" and "*Aku Ingin Mencintaimu*" which has been sung by Ari-Reda.

The stretching of the Indonesian' generation who appreciate Indonesian literary works in the form of film resulted in a remarkable achievement and there is always a new wave of artwork creation in order to give a new nuance that is not only accessible by the book or text but can also be accepted in other forms. What is worth asking is whether phenomenon of novel conversion into film is another form of acquisition of story ideas for a movie scenario? It all goes back to the individual who did the job.

IV. CONCLUSION

Based on the results of the description in the section above it can be concluded that: (1) The phenomenon of literary works conversion into other works of art in this multimedia era has been a source of inspiration for artists to develop creative ideas; (2) There are about tens of works of the Indonesian generation who have converted literary works to other works of art from all literary works into several kinds of art works. However, these conversion were dominated by the novel change to film and poetry to song.

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