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Management System of Gedhang Godhog Art Studio Campurdarat District, Tulungagung Regency

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Abstract: This The Gedhang Godhog Art Studio is a place or place to gather and practice the arts, especially kentrung kreasi or kentrung theater. This studio was founded by Mr. Yayak Priasmara in 2011 with the aim of introducing the art of kentrung to young people, so he collaborated with theater. The author is interested in knowing how to manage the Gedhang Godhog art studio to survive and exist in the midst of the onslaught of foreign cultures. So in this study, the author formulates the problems (1) the management system applied in the Gedhang Godhog Art Studio (2) the supporting and inhibiting factors encountered in the Gedhang Godhog art studio. The research method is qualitative descriptive with a descriptive approach. Data collection techniques through observation, interviews and documentation. Data collection analysis is carried out through the stages of data reduction, data presentation, and conclusion drawn. Data validity using source triangulation, technique triangulation, and time triangulation. The results of the research and discussion show that the management system of the Gedhang Godhog art studio is managed very modestly, prioritizing family with communication or negotiations. The management system of the Gedhang Godhog art studio includes management elements consisting of 6 M's, namely man, money, methods, materials, machines and markets and the management functions applied include planning, organizing, mobilizing and supervising. If inhibiting factors are found, they will be discussed or discussed so that they can be resolved immediately. The conclusion of this study is that the management system of the Gedhang Godhog art studio has succeeded in achieving its goals by using a family system and always prioritizing deliberation or negotiation.

Keywords: Management system, Art studio, Gedhang Godhog.

1. INTRODUCTION

An art studio is a forum for activities in the field of art that aims to equip participants or members with knowledge, skills, and expertise in the field of art. In the studio, there is training in various types of arts such as dance, music, painting, theater, and others. As an institution that helps preserve culture, studios have an important role in the process of creating works, routine training, and performances. These activities not only aim to develop potential and channel interests, but also help increase confidence and can even be a path to a profession in the art world.

One of the big challenges facing the art world today is the lack of support from the government. Art studios, both managed by the community and government agencies, are required to find various alternatives to maintain the sustainability and continuity of their activities. The existence of an art studio can survive or even stop due to various factors. Some of them are related to economic constraints or the inability to compete with other types of



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performances that are more popular (Soedarsono, 1998:1). Some important alternatives for art studios to stay alive are to create cooperation between art studios or art groups, local governments and other art groups outside the region and supported by good management. And the most important thing is the cooperation between members in the studio.

A management system is a unit consisting of a management structure in an organization. In order to be able to run effectively, this system needs to be fostered on an ongoing basis to ensure that every policy taken by the leadership is in line with the implementation of activities in the studio group. That way, the implementation of activities is not stuck in rigid procedures. The management and control of members, especially in terms of the division of tasks, is an important aspect to encourage increased efficiency in every studio activity.

In Tulungagung Regency, there are many art studios. Among them are *the Prana Kesuma Aji Art Studio*, the *Siswo Budoyo Dance Studio*, the *Gadhung Melati Art Studio*, the *Gedhang Godhog Art Studio* and many others. However, the concern is the *Gedhang Godhog Art Studio*. This studio raises the art of *kenrung* which incidentally is the art of speaking or telling stories with the accompaniment of *drum*, *jidor* and *templing music*, which the public in general is not familiar with or can be said to be almost extinct. In addition, all members who are members or who want to become members of the *Gedhang Godhog Art Studio* are free of charge. However, the *Gedhang Godhog Art Studio* has not stopped working and continues to exist until now. That is what made the author interested in choosing the title "Management System of the *Gedhang Godhog Art Studio* , Campurdarat District, Tulungagung Regency".

Gedhang Godhog Art Studio is a forum or place to practice art pioneered and founded by Mr. Yayak Priasmara. In 2011, Pak Yayak established a studio engaged in the field of art, especially *kenrung* art in collaboration with theater, which is a combination or combination of the art of speaking or storytelling, music and theater. Armed with the knowledge that has been learned from the maestro of *kenrung*, Mrs. Gimah, Mr. Yayak wants to introduce it to young people. Mrs. Gimah is the puppeteer of *kenrung* or the storyteller while Pak Bibit is the *panjak* or the music player. After the death of Mrs. Gimah, Mr. Bibit continued the traditional *kenrung* art. During his study with Mrs. Gimah, Mr. Yayak was given the mandate to continue to preserve the art of *kenrung*. Therefore, so that young people know and want to practice *kenrung*, Pak Yayak packages the art of *kenrung* by using language that is easier for young people to understand, today's jokes, more diverse and interesting musical instruments, more members who perform and there are also actors or role players. This is what is called *kenrung kreas*i or *kenrung theater*. The musical instruments used in traditional *kenrung* art are *kendang*, *jidor* and *templing*. However, the art of *kenrung* learned at the *Gedhang Godhog art studio* uses various musical instruments, in addition to *drums*, *jidor* and *templing*, there are also guitars, pianos, sarons, *kenong*, *tambourines*, depending on needs.

The human resources owned by the *Gedhang Godhog Art Studio* consist of students from elementary, junior high, high school, students and also the general public who want to learn or "nguri-uri" culture, especially *kenrung*. The *Gedhang Godhog Art Studio* is the only art studio that promotes the art of *kenrung*, namely *kenrung* creations or *kenrung theater* in Tulungagung Regency. Its members are diverse in age and also ability or level of knowledge of the art of *kenrung* which can be said to be almost extinct, making the supervisors of the *Gedhang Godhog Art Studio* certainly extra in guiding its members.

The *Gedhang Godhog Art Studio* has been approximately 14 years old since its establishment. Various eras have been surpassed in the arts. Various generations of *kenrung* players or actors have alternated. This requires good and appropriate management management. Of course, it is quite interesting to know how the *Gedhang Godhog Art Studio* plans, coordinates, supervises, and evaluates its activities. What obstacles are experienced by the *Gedhang Godhog Art Studio* in the management process.

Looking at the above background, the author is interested in researching the *Gedhang Godhog Art Studio* as one of the art studios that still exist in Tulungagung Regency without charge or independently. This research was conducted by focusing on the study on its management and the supporting and inhibiting factors of its management.

2. METHOD

The method used in this study uses a qualitative method. The qualitative method aims to comprehensively understand the phenomena experienced by the research subjects by

describing them through words and language in a natural context, using various natural data collection techniques (Moloeng, 2018:6). Meanwhile, the descriptive approach in this study is used to explore and understand social phenomena and problems related to humanitarian aspects. Thus, this study applies a descriptive qualitative method, where the data obtained will be explained in detail in the form of a narrative using language that describes real conditions in the field. A descriptive qualitative approach is used to describe the management in the *Gedhang Godhog* art studio in Campurdarat District, Tulungagung Regency.

The data sources used in this study consist of primary data and secondary data. Primary data was obtained directly from the results of observations and interviews with art actors, namely members of the *Gedhang Godhog* art studio. Secondary data comes from field documentation, such as visual footage, photographs, as well as relevant cultural articles, which are used to reinforce and validate the primary data. Data collection techniques are a strategic step in a research, because the core of research activities is to obtain relevant and accurate data. According to Sugiyono (2019:224), without understanding and using the right data collection techniques, researchers will not be able to obtain data that is in accordance with the criteria or standards needed. The data collection techniques applied include observation, interviews and documentation. The observation used by the researcher is in the form of non-participant observation, that is, the researcher is only an outside observer without being involved in activities. Meanwhile, interviews were used to gain an understanding of the management system of the *Gedhang Godhog* art studio as well as its supporting and inhibiting factors. Documentation acts as an additional source of data that supports the validity of information that has been obtained from interviews and observations. These three techniques were chosen to ensure that the data collected is accurate, and can be scientifically accounted for.

The data analysis process is carried out systematically, starting from data reduction, data presentation, to drawing conclusions, as explained Sugiyono (2019). Data reduction was carried out by summarizing and sorting out information related to the management system of the *Gedhang Godhog* art studio. After that, the data that has been reduced is presented in the form of a narrative so that it is easy to understand and analyze further. Conclusions are drawn based on the results of the analysis, which are then associated with relevant theories or concepts. The validity of the data is maintained through triangulation techniques, namely source triangulation, technique triangulation and time triangulation.

3. RESULTS AND DISCUSSION

3.1 Results

The management system of the *Gedhang Godhog* art studio in this study will be explored in terms of the form of management in the form of management elements, namely: man, money, methods, materials, machine, market and management functions, namely planning, organizing, implementing, and supervising. The elements of management and management functions are needed by the studio or organization to achieve the desired goals. Likewise with the *Gedhang Godhog* art studio.

3.1.1 Management Elements

a. Man

The man referred to in this management theory refers to the human resources that exist and are involved in the organization of the *Gedhang Godhog* art studio that functions and has their own tasks. However, in this *Gedhang Godhog* art studio, there is no written leadership structure. Thus, Mr. Yayak Priasmara is the founder, leader, coach, actor (dhalang as well as panjak), screenwriter, advisor as well as studio owner. In conclusion, the *Gedhang Godhog* art studio is a forum for art ctivists, art lovers, especially kentrung so that they are known to the public and remainsustainable.

b. Money

Finance is an important part of the sustainability of the studio and the smooth running of every event or activity carried out. The financial management of the *Gedhang Godhog* art studio is carried out flexibly, meaning that no one specifically processes or works on it. Because this studio does not charge a fee, aka free for its members. If there

is an event or event and you win and get a cash prize, usually the money is used for thanksgiving by eating together, then the rest is used to increase financial shortfalls, or used to increase property.

c. Methods

Methods are the steps or approaches used to achieve the expected goals. The Gedhang Godhog art studio sets several goals, such as training or fostering the members of the studio and introducing the art of kentrung. The BK program stands for the Kentrung Scholarship. The purpose and purpose is to attract members without charging fees. The BK or Kentrung Scholarship program has taken place 5 (five) times, for five years. As for the learning and training method, when registration is complete, the new students who are members of kentrung are given an understanding of kentrung and examples of performances. The next step is for the students, who are usually diverse, namely from the elementary, junior high, high school levels, and even students or the wider community to be made into several groups. The small groups are expected to create a story, which will later be staged.

d. Machine (Alat)

Machines or tools are everything that can be used to drive activities in an organization. The tools used to achieve the goals in the Gedhang Godhog art studio are named after devices or equipment. In this context, some of the equipment used to support the activities of the Gedhang Godhog art studio include:

1. The Gedhang Godhog art studio has a place to practice and gather. The Gedhang Godhog art studio is the personal property of the studio's founder, Mr. Yayak.
2. Kendang, is a musical instrument that must be present in every performance. The way to play the drum is to hit it with the palm of your hand. The drum is about 80 cm long, with a diameter of about 30 cm on the large side and a small side of about 20 cm. In a performance, the drum functions as a leader who gives a cue when starting or ending a song.
3. Jidor (large tambourine), which is a musical instrument that is exactly shaped like a tambourine but is large. Jidor has a diameter of 40 cm and a length of 25 cm. The sound of jidor feels heavy and has a low tone. The function of jidor in the performance of the Gedhang Godhog art studio is like a gong that is sounded at the end of a song sentence.
4. Templing (small tambourine and ketipung), which is the name of a group of musical instruments consisting of small tambourine and ketipung. The small tambourine has a diameter of 30 cm and a length of 15 cm, while the ketipung has a diameter of 15 cm and a length of 40 cm. Templing is played by being hit using a tool in the form of a small wooden bat. How to play it by alternating between a small tambourine and a flour.
5. Additional instruments, namely saron, kenong and tambourine. Saron is one of the instruments in Javanese gamelan that is played by hitting it using a hit or tabuh instrument. Kenong is also a type of musical instrument in Javanese gamelan, in the form of a circle on which there is a pencon like a bonang for the place to be hit. The number of kenong used by the Gedhang Godhog art studio is only 2 pieces. A tambourine is a rhythmic instrument with a sound source from the impact of several metal discs connected between the tambourine's bodies. How to play it by hitting or shaking. In addition, he also occasionally uses musical instruments, guitar and piano.
6. Clothing, mostly in the form of kebaya (traditional Javanese clothes for female superiors and jarit (for subordinates). These kebayas and jarit are mostly donated by members of the joint studio and make up equipment, used to adapt to the role.
7. Mobile phones and laptops are used for secretarial purposes, for documentation facilities, especially Instagram and youtube. In addition, it is also use for the purpose of correspondence and also for secretarial purposes.
8. Sound system or loudspeakers, are used to increase the volume of sound to make it clearer and can be heard well.

9. lighting or lighting arrangement so that the performance becomes better and more interesting.
- e. Materials

Materials are a part that will be used or used as the basis of an organization to achieve goals. The Gedhang Godhog art studio manages the main materials in the art activity, namely the studio members and trainers. Studio members are an important element in the performance of kentrung. Kentrung staging activities must go through a continuous training process to achieve their goals. There must be a good relationship and cooperation between the coach and the members. This is the key to the success of a Gedhang Godhog art performance.

- f. Market

A market is a place to trade the goods or services produced. The Gedhang Godhog art studio creates products in the form of kentrung art coaching services. To promote the art of kentrung is carried out by the Gedhang Godhog art studio using social media, such as youtube and Instagram. This is because at this time social media is one of the media that is easy to reach, and easy to see. In addition, the Gedhang Godhog art studio also accepts work projects, it can be in the form of receiving invitations from people who have wishes such as circumcision events, tingkeban or performances at certain institutions such as at school, at the Education Office or for performances at the studio itself. The target market is school-age students and the general public. Therefore, the Gedhang Godhog art studio presents a creative kentrung.

3.1.2 Studio Management Function

The management of the Gedhang Godhog art studio is essentially a way to organize and manage all activities and existing needs and equipment. To achieve the expected goals, the Gedhang Godhog art studio manages management through a management process or function, namely the process of planning, organizing, mobilizing and supervising. Here's the description;

A. Planning

Planning is the first step in carrying out an activity. Planning is carried out by deliberation or negotiation of members, usually senior members and permanent members together with the leader or head of the studio. The time for the implementation of training activities is carried out twice a week, namely Wednesday night and Saturday night after Maghrib. Plan the performance time even though it is conditional. If there is a right time for activities, such as the Indonesian Independence Day in August, the day to welcome the month of Ramadhon or when there is an invitation to fill an event. The preparations made by the Gedhang Godhog art studio are:

1. Preparation for the performance
Prepare material in the form of a scenario or story script to be staged, contact the personnel involved, develop a training schedule with joint discussions with members involved, practice regularly according to agreement or schedule
2. Prepare supporting elements used during the performance
Preparing staging properties, prepare costumes and makeup to be used during the performance, Prepare administrative and financial arrangements that are usually prepared in advance before the performance is carried out

B. Organizing

Organizing is a system that is used to run and manage resources or frameworks, including humans (man) in an organization to achieve goals. In the Gedhang Godhog art studio, there is no written organizational structure, but nevertheless the administrators or members, who can and are able in their fields to carry out their duties and responsibilities optimally to achieve the desired goals. Or it can be concluded that even though there is no organizational structure in writing, the organizational structure of the Gedhang Godhog art studio is formed based on the ability and capacity possessed. This causes a doubling of duties both from the studio leader and the management or coordinator because they all help each other to strengthen

each other. This cannot be separated from the direction and guidance from the founder and leader of the studio, Mr. Yayak. The organization is carried out by the studio leader and assisted by the coordinator in carrying out his duties and obligations. As for the process, the studio leaders immediately jump in to see, evaluate and give direction and are open to mutual deliberations for the success of a goal, namely the performance of the art of *kenprung* creation.

C. Actuation/execution system

The driving system in the Gedhang Godhog art studio uses a dual responsibility system. A dual responsibility system is carried out to help each other and strengthen each other's tasks in each section. All work is done together with arrangements and deliberation or negotiations between studio leaders and administrators. The BK program is carried out for one month, usually in June registration starts and in July training and coaching begins. Those who can register for the BK (*Kentrang* Scholarship) program are elementary school students in grades 3-6, junior high school, high school and college students. For one month, the participants of the BK (*Kentrang* Scholarship) program were given training and coaching and then at the end of the month a performance was held per group. Routine training for members of the Gedhang Godhog art studio twice a week, every Wednesday and Saturday night at 19.00 – 21.00.

D. Supervision

The leader of the Gedhang Godhog art studio as well as the trainer and the management carried out integrated supervision. That is, supervision is carried out by establishing communication together with deliberation or negotiation, namely jointly evaluating what parts are good and what parts need to be improved. The existence of supervision with this system is expected to be able to improve performance and enthusiasm to develop the studio without feeling pressured and supervised and implement corrective actions for the next step to be better.

3.1.3 Supporting and Inhibiting Factors for the Management of the Banana Art Studio

In the management of the Gedhang Godhog art studio, there are supporting factors and also inhibiting factors. Therefore, efforts are needed from all members of the organization to improve the supporting factors and find solutions if there are inhibiting factors. To find out the supporting and inhibiting factors as well as solutions in the implementation of management, according to Handyaningrum and Soeyono (2018: 70) the Gedhang Godhog art studio uses a SWOT (Strengths, Weakness, Opportunities, Threats) method, which is to find out related to weaknesses or inhibitions and advantages or supporters and solutions in the organization.

A. Strengths (supporting factors)

According to Permas, et al. (2003: 45) strength analysis is a situation and condition that makes an organization strong. Thus, what needs to be done is to know the strengths and weaknesses that exist, and try to cultivate strengths and minimize weaknesses. The strength that exists in the Gedhang Godhog art studio lies in the cooperation of participants or members with trainers or coaches. The existence of mutual help, mutual support, mutual trust, mutual strengthening, harmony, and the spirit of never giving up is a system of value unity that makes the Gedhang Godhog art studio survive and even become more famous and advanced. The supporting factors that the Gedhang Godhog art studio and students or studio members have emerged, which are as follows: The Gedhang Godhog art studio has a very adequate training place so that students or members are comfortable practicing with an easily accessible location, Trainer and Coach of the competent Gedhang Godhog art studio, Receiving support from the community, parents of students or members and also from the government, although it can be said that it is still lacking, A sense of family and no fee or free coaching money, The background of a great studio leader in the field of *kenprung* art and theater with several awards.

B. Weaknesses (inhibiting factors)

It emerged that the inhibiting factors that the Gedhang Godhog art studio and students or studio members have, namely the absence of students' arrival during practice has not been neatly arranged, so that many students lack discipline, underestimate and do not attend training. Not being charged is also one of the detrimental factors. The organizing process is centralized in the leadership of the studio, so there are no official duties as treasurers, secretaries and others, thus causing a poor bookkeeping system.

C. Opportunities (supporting factors)

In the management of the Gedhang Godhog art studio organization, the opportunities that exist are in the form of the existence of the Gedhang Godhog art studio which does a lot of staging activities, invitations from agencies, both tourism offices and school institutions and many awards. This makes it a good opportunity for the Gedhang Godhog art studio to develop and get better in the future

D. Threats (Inhibiting factors)

There are several threats contained in the Gedhang Godhog art studio, including; The lack of public interest in preserving the art of kentrung is because they consider the art of kentrung to be ancient and outdated. Competition with other entertainment, this is a threat that has a very big influence. Because nowadays the world of entertainment is very easy to access, (youtube, instagram, tiktok, telegram, etc.). The uncertainty of the source of funds is due to the fact that at the Gedhang Godhog art studio, members are free of charge.

3.2 Discussion

Gedhang Godhog art studio is located in Dusun Ngingas, Campurdarat District, Tulungagung Regency. The management system of the Gedhang Godhog art studio includes management elements consisting of 6 M's, namely man, money, methods, materials, machine and market. To achieve the expected goals, the Gedhang Godhog art studio in management is carried out through a process, namely the process of planning, organizing, mobilizing and supervising. The management form of the Gedhang Godhog art studio is managed using a family management system by prioritizing flexible and non-rigid communication, deliberation or negotiation.

In the management management process, there are several factors that are supportive and some are hindering. If obstacles and obstacles are found, then the solution is to deter or negotiate to find a solution. Meanwhile, if supporting factors are found, they will be nurtured and used as a motivation booster in activities. The Gedhang Godhog art studio is the joint property of the members and management, nurtured or maintained and preserved together so that it remains alive and can continue to introduce the art of kentrung among teenagers and young people through the art of kentrung creations or kentrung theater.

4. CONCLUSION

Gedhang Godhog art studio is an art studio that collaborates theater with kentrung while still paying attention to traditional kentrung. This aims to preserve and introduce the art of kentrung among today's youth or children who are strangers to the art of kentrung. This studio was founded by Mr. Yayak Priasmara in 2011 located in Ngingas Hamlet, Campurdarat District, Tulungagung Regency after previously studying with the kentrung maestro Ibu Gimah who is a traditional kentrung figure and player in Kauman, Tulungagung.

Based on the results of the research and discussion, it can be concluded that the management form of the Gedhang Godhog art studio in Tulungagung includes management elements consisting of 6 M's, namely man, money, methods, materials, machine and market. To achieve the expected goals, the Gedhang Godhog art studio in management is carried out through a process, namely the process of planning, organizing, mobilizing and supervising. The management form of the Gedhang Godhog art studio is managed using a family management system by prioritizing flexible and non-rigid communication, deliberation or negotiation.

The activities at the Gedhang Godhog art studio can be said to be running well, it is evident that the goals achieved are well implemented. Practice every week twice, namely Wednesday and Saturday night, always run, only if there is an event or performance then the practice will be conditional, which can be more than three times a week. Then the annual program, namely the BK (Kentrung Scholarship) program, which is every June-July, also runs well. As for supervision activities, the head of the studio, Mr. Yayak, has its own policy, which depends on the leader of the studio while still prioritizing the common interest. If an obstacle is found, then the solution is to detain or negotiate to find a solution. Although the obstacles encountered were rather difficult, such as considering the art of kentrung old, unattractive, limited funds, the absence of a clear organizational structure, but it did not dampen the enthusiasm of the administrators and members of the studio to continue to progress and work. The Gedhang Godhog art studio is jointly owned by the members and management, nurtured

or maintained and preserved together so that it remains alive and can continue to introduce the art of kentrung among teenagers and young people.

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