

Leadership Management of Application-Based Ketoprak Arts Performance Aitedu for Local Cultural Conservation

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Abstract

This study aims for knowledge management leadership to show art ketoprak based on the AITEDU application for the preservation of local conservation. Qualitative methods were used in this study. In obtaining field data, research using: 1) observation For observe a number of participants and also understand related phenomena in a way direct and also No direct to performances, as well as own connection with object and also subject research ; 2) interview to informant to collect referring data focus or formulation research ; 3) Literature and document studies For get related reference data life group art ketoprak when the beginning established. Research results: Sustainability and success are often determined by managerial handling. The connection with art shows that when life art shows the more lots intersect with the economic system, this happens because existing art shows art traditions that start to be squeezed and pressed in dynamic situations and conditions. Therefore, it is necessary to correct Management Kethoprak, including in the first region, that is, management of the artistic process, which includes the production process art; the second is management organization that handles work processes outside art, namely in the areas of administration, finance, and marketing distribution work, with existence A applications that can help ketoprak become more developed, so management leadership is important to note in a sustainable way.

Keywords: management, leadership, arts ketoprak, AITEDU application, local culture.

Countries in the world have rich art shows as an inherited culture. Forms art is very important for differentiating culture nationally, especially in multicultural countries like Indonesia, which consists of Lots group ethnicity and race. Performing arts good traditional and non-traditional, continue developing, giving rise to new genres. Sustainable development and evolution are very important in ensuring the sustainability and preservation of art

(Handyaningrum et al., 2023). Cultural inheritance ancestors who became power pull and features unique to each region. Attraction and characteristics typical: This is a very valuable asset and is source wealth that is not there finished when We the Indonesian nation is capable of preserving and managing. However, without society being realized, the era of globalization has brought culture outside, threatening the disappearance of the teak

Indonesian nation. As part of the national culture, the Indonesian nation will be more eroded and lost if coaching and appreciation against him the smaller (Widhianningrum and Amah, 2014). Leadership is a process for influence others to understand and agree with what is needed done and how task That done in a way effective, as well as the process for facilitate effort individual and collective for reach Common goals (Hastuti, Purwanto, & Wahyudin, 2020; Rony et al., 2024).

Leadership in a way wide with use a way that takes into consideration a number of the deciding factor success business collective member group or organization to finish tasks important (Dinham, et al., 2024). Artists in a way instinct want to display their desire for work to the room public for interact to public. When the artist wants to interact with the public more widely, the artist needs space (Prasetya et al., 2023). Form art, the traditional world that seems "rigid" is under threat extinction, because show traditional whose audience consists of the next generation old temporary race young consider art that ancient No comfortable, and avoid it, perhaps because of the assumption dichotomy between tradition and agency, where the following tradition is considered a barrier right individual they For make choice free.

Each tribe, and even in each region, has the uniqueness that becomes a potential tour-interesting culture if managed optimally. Form from matter the Can in the form of goods worth art (batik, songket or craft other arts) or art performance (Bertling, et al. 2024). The Javanese are one of the ethnic groups of the Indonesian nation, which has rich treasury culture areas that are still known. Many areas in Java continue to make an effort to perpetuate existing art traditions, such as art performances, traditional dance arts, and art music using traditional tool music. Traditional arts, including traditional art folk performance, are good both ritually and as entertainment societies (Hastuti, 2019). Performing arts Kethoprak in Pati Regency remains, although innovation in the

entertainment world has developed rapidly. In Pati Regency, there is around 40 to 50 bunches of kethoprak that are still dynamic until moment all of these group own his fans itself. Starting from the "ketoprak" at the "Sedekah Bumi" event to the stage at the festival event. One of the groups really kethoprak in Pati There is is "Siswo" Budoyo, a group kethoprak from Bakaran City Wetan, Juwana area Keep going endure during three tens year.

The collection of kethoprak continues to grow, and its fans no longer finish. duty 2.5 million during the 1980s and 25 in the 2020s day and night. Kethoprak just art unique from the city of "Gandul." Thus, kethoprak grows fertile once (Salsabila, 2024). Ketoprak was obtained from a sound mortar (tool pounding rice), flutes, flutes, and drums. The resulting rhythm sounds "dung... dung" and "prak... prak," similar to the sound of "ketuprak," and then named ketoprak. Inside show ketoprak contains a very deep meaning that can be entertaining, influential, and useful counseling for fans or society (Anwar, 2017). Kethoprak includes type Art traditional which has character, figures, acting, and expression, which he did all handed over fully to cast and for furthermore developed by the actors themselves with use improvisation each one, without remove characteristic its traditional. Along with the process of communication and socialization, the event is expected to form an art national, which is not only a summation of parts. In addition, listeners and cultures that have very close relationship That must maintained and preserved (Hastuti, 2019) Although the existing art ketoprak now this still develop keeps going, good in a way function, material, technique game, form the show, but we may not careless. Challenges in effort preservation, especially traditional ketoprak, are heavy because of the development of the times and the existence of current globalization. Increasingly, current globalization and the sense of love for art have decreased, and this has a big impact on Indonesian society (Jonathan Edan Dillon, 2023). Therefore, it is necessary to draft

sustainable conservation, management, and attention from society, government areas, and government centers. Required management: To manage art, Ketoprak, which exists in various regions of Indonesia (Henley & Conrad, 2024).

According to Melianti & Sugiarto (2023), this definition helps us to view thinking not as something separate from feeling, and by highlighting embodied sensation as a way of making sense, it calls more attention to lived experiences. Understanding this affective embodiment as knowledge as well as a way of learning is not an entirely new concept, as it already exists in ancestral non-Western, Black, and Indigenous cultures. We learned from indigenous bodily knowledge that is important in relational acts as a foundation. By highly valuing bodily relations with other humans and other-than-humans in a non-domineering way, we create a living force that can overcome and refuse (settler) colonial logic and curriculum. Furthermore, Widyastuti and Saptono (2022) explained that art education contributes to the mental formation of students. Ansari et al (2023) emphasized that art education has an important influence on the mental and physical development of students (Widodo et al., 2024; Manurung et al., 2024). Art education can shape students' behavior in a better direction because art can introduce values and norms in society. Art education places art as a means for the growth of students' creative souls.

Importance education art according to Ardipal in Batubara (2020) can give experience aesthetics, freedom express ideas, and form personal more well, which implementation education art in school can take example when participants educate them for singing. At the beginning, participants will listen to the song that will be sung. At that time, the participants will appreciate, understand, and respond to the meaning of the song. In a way that is not direct, participants educate already get experience aesthetics at the stage; then, the participants educate sing it with expression and often pour out ideas or ideas through creations that are

developed to optimize potential owned. The leadership of ketoprak art performance is carried out by consensus, starting from considering the situation, dynamics of environmental change, the objectives of Good to Very Good, easy application, and sustainability (Wonowidjoyo, 2024).

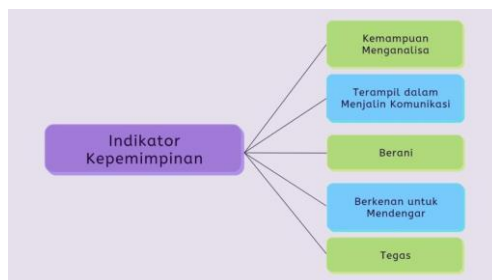


Figure 1. Indicator leadership

Method

This study used method study qualitative with meaning to understand management leadership show art ketoprak based on AITEDU application For preservation conservation culture local in Java Middle. Qualitative research aims to understand phenomena about what the subject experienced in studying, for example, behavior, perception, motivation, actions, and others holistic, and with method description in the form of words and language, at a context special natural and with utilizing various methods natural (Sutrisno et al., 2023; Judijanto et al., 2024; Batubara et al., 2024). In obtaining field data, research using: 1) observation For observe a number of participants and also understand related phenomena in a way direct and also No direct to performances, as well as own connection with object and also subject research; 2) interview to informant to collect referring data focus or formulation research; 3) Literature and document studies For get related reference data life group art ketoprak when the beginning established.

Research Result and Discussion

The procedure study started with qualitative disclosure data in the form and function of preserving local cultural conservation and the significant influence of the model ArtEdu application-assisted leadership management of the art performance ketoprak in Central Java. The flow of stages and output of the research results can be seen in the following chart.

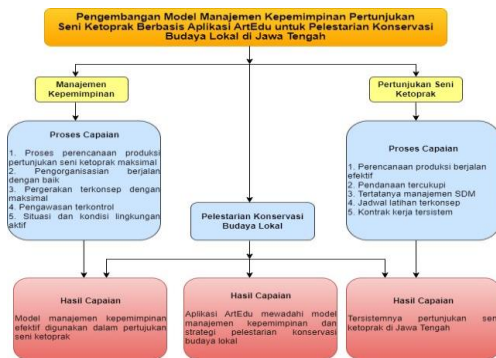


Figure 2. Results Which expected on this study.

The Ketoprak art performance program in the Central Java region ebbs and flows according to budget And ability group art ketoprak For exist in display show. The problem that occurs in the field besides the problem budget due to the management group art ketoprak, which is not enough to arrange process planning, monitoring, implementation, evaluation, and evaluation in each activity ketoprak performance. To date, the management of ketoprak performance is still running traditionally and often results in losses due to the lack of facilities for managing ketoprak which is good. In addition, management marketing ketoprak often time stuck in time management is not sufficiently efficient because of the request organizer ketoprak and group art ketoprak No in accordance with the essence message or mandate that wants to be delivered by group art ketoprak on the show. Need model, technology or system which accommodate problem the very needed in

field For overcome problem management leadership in each group art ketoprak. To ensure the best performance for the activist. In side marketing, creative strategies through social media and collaboration with local communities have become key to expanding the range. Information about timetable performances, history, scripts, artistic aspects, and sponsorship opportunities as well become part integral in serve experience show art Quality ketoprak for appreciators, and supports arts and culture Indonesia in a way wide (Fried, et al ., 2023)



Figure 3. Design image application ArtEdu

System order manage group art ketoprak on study This arranged start from process planning, organizing, movement, supervision, And situation condition environment. Through this show, the management of the production leaders of the group performing arts can organize systematic and sustainable ketoprak art performance programs. Implementation management is based on process planning, organization, movement, supervision, and the environment of the situation which is in accordance with the development of science and technology.



Figure 4. Management show

The sustainability of an organization and its success are often determined by handling management. Management in an organization: Can it be said soul or spirit in a move-wheel organization? Deep management Language English written management (from the verb to manager), which was originally from Latin management, can be interpreted as business, to take care of, control, or take care of something in development, further tend to interpret management, coordinate, and control (Chapman & Yates, 2023). Efforts to awaken return art traditional, one of which is Kethoprak Floating Balok No, is an easy and necessary extraordinary struggle. Moreover, art the Already not enough get support its people; in other words, less or no so required Again Good as entertainment, shows, and guidance. If you have thus so, although is lost or even extinct, no become what for them, and neither will they cry (Clark-Fookes. 2023).

When the masses or population begin to determine the main state, and the resulting decisions are a consequence of expansion rights political citizenship, then expression more far from trend in field culture, which is combined with various impacts from the education base universally, it is suspected that it will produce a popular culture public mass. The theory of societal mass and cultural mass is usually based on a clear sorting between the past and the present. Sorting usually refers to the process of social change, which is seen as a transition from a more distant past good to a present and future that worsens and is not interesting (Kilinc et al., 2023). Thus, the application that will be used to preserve ketoprak will become easier to see by people anywhere and anytime. With the application of the Artedu art ketoprak, there will

be more progress and more known by people, not only in Indonesia, but worldwide (Wilson et al., 2023).



Figure 5. Ketoprak performance

The connection between community, management, and leadership cannot be separated, mutually bound, or related. Community as container, management, and leadership as tools for fulfilling needs as well as reaching objectives together. Community art shows can endure life and thrive, usually because of the tenacity and leadership carried out by the leader. Leadership is the ability to influence others to cooperate in accordance with a plan for achieving a goal. Leadership is connected to each other 'influence between leaders and followers (subordinates) who want real existence change that reflects the objective together. Various factor supporters in community art can influence successful performances, such as the management base, show patrons, players' supporters, and audience shows. Ironically, when entering the entertainment industry, factors Supporter the has commodified through the presence of television media, and is very related to problem commercial as well as the capitalist world. implemented through the ArtEdu application.



Figure 6. Strategic culture local.

Based on Systematic Literature Review (SLR) analysis from the Scopus database on model management, leadership, art ketoprak, application marketing, and local culture with a period time 2019-2024 there are 4376 articles. In particular, preservation conservation culture uses a leadership management model for ketoprak art performances as a step preservation culture that is minimally implemented. The gap study, which was large enough to be found in the use of model management leadership and Ketoprak art performance as a step towards preserving local cultural conservation from 2019 to 2024.

Conclusion

Managerial handling often determines sustainability and success. The connection with art shows that when life art shows the more lots intersect with the economic system, this happens

because existing art shows art traditions that start to be squeezed and pressed in dynamic situations and conditions. Therefore, it is necessary to correct Management Kethoprak, including in the first region, that is, management of the artistic process, which includes the production process art, and the second is management organization that handles work processes outside art, namely in the areas of administration, finance, and marketing distribution work, with the existence of applications that can help ketoprak become more developed, so management leadership is important to note in a way that is sustainable.

ACKNOWLEDGMENT

The researchers would like to express their gratitude to the Ministry of Education, Culture, Research, and Technology Year 2024 budget above the support funding study, Research Scheme Applied, Research National Competitive.

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