

INTERDISIPLINARITY: INSTAGRAM AS AN ALTERNATIVE ARTS EXHIBITION FOR HIGH SCHOOL STUDENTS IN THE PANDEMIC COVID-19

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ABSTRACT

Exhibition material is mandatory material in basic competencies that must be taught through the subject of Cultural Arts in the field of fine arts in SMA. The problem is that in the midst of the COVID-19 pandemic, it is forbidden to gather or hold events that have the potential to cause crowds of people. Therefore, the role of teachers in learning innovation is urgently needed in the field of fine arts amid the COVID-19 pandemic. One indicator of the success of an art exhibition is how many people see it. Instagram social media is also very suitable to be used in art exhibition activities. The complete features of Instagram social media make it possible to make it a media for art exhibition for high school students. The work photo is edited first. This editing process is a combination of digital processing capabilities with aesthetic taste processing. Students are more motivated to produce maximum work using Instagram social media because photos of their art are quickly spread by all their followers and can be seen by anyone in any location in the world. Likewise, through learning appreciation in the Instagram social media comment column, students also enter into an interdisciplinary circle, namely carrying out artistic activities, appreciation, expression, creation, and communication. This study uses a qualitative descriptive method. Although there are still weaknesses, this fine art exhibition using Instagram social media can be an alternative solution for art teachers in high school to encourage their students to continue working. The results of exhibition activities on Instagram are not only thinking about or presenting a visual space, but exhibition activities on Instagram must also be able to present interdisciplinary learning in contemporary art amid the COVID-19 pandemic.

Keywords: *interdisciplinarity, instagram, social media, fine art exhibition*

INTRODUCTION

Exhibition material is mandatory material in basic competencies that must be taught through the subject of Cultural Arts in the field of fine arts in SMA. These basic competencies include exhibiting fine art works for class XI, displaying modified works of art for class XI, and exhibiting art works of their own creations for class XII. An art exhibition is generally held in an art building. It is intended that the works on display can be

seen and appreciated by many people. The problem is that in the midst of the COVID-19 pandemic, it is forbidden to gather or hold events that have the potential to cause crowds of people. This is in accordance with the guidelines for rapid medical and public health handling of COVID-19 in Indonesia regarding the appeal for Social Distancing and Physical Distancing (covid19.kemkes.go.id 15/9/2020). The Ministry of Education also issued a policy for all students to study at

home (kemdikbud.go.id 15/9/2020). This makes a direct visual exhibition model impossible. This suggestion from the government for social distancing and physical distancing creates a challenge as well as an opportunity for art teachers to exhibit their work virtually. Therefore, the role of teachers in learning innovation is needed in art exhibition activities so that learning can continue and can also add new knowledge spaces in the field of art amid of COVID-19.

The position of teachers as professionals functions to: (1) increase the dignity and role of teachers as agents of learning, and (2) improve the quality of national education. The position of teachers as professionals aims to implement the national education system and realize the goals of national education, namely the development of the potential of students to become human beings who believe and fear God Almighty, have noble character, are healthy, knowledgeable, competent, creative, independent, and become democratic and responsible citizens (UU Nomor 20 Tahun 2003 pasal 3). Therefore, teachers have a very strategic function, role and position in national development in the field of education (Kemdikbud: 2020)

Social media which is part of the internet is very helpful in the world of education. All educational knowledge can be easily searched and explored through social media, not only based on a textbook. There are three motivations for students to access the internet, namely to find information, connect with friends and for entertainment. Information searches that are carried out are often driven by school assignments (Panji, 2014). Students can look for new things in the world of education that will always be answered in social media. In addition, supported by increasingly sophisticated technological developments, there are many things that can be done.

Given the very strategic role of teachers in education development, a teacher must be ready and able to take advantage of social media as a learning innovation. Today's learning exhibition demands a lot of adaptations. Demands for change must also be

carried out in schools so that human resources generated in various educational institutions can compete and contribute globally (Lase, 2019). Some social media change the way you think about work, what is work, and how to study. Creativity in developing future work skills and how it can help students learn to use software and related technology is needed. Creativity and creative learning are very broad concepts, but it is very clear that creativity is something that can be learned (Cachia, 2010). Globally, there is an agreement that creativity is a very important skill at this time of the COVID-19 pandemic. Both creative teachers and practitioners are reported to produce positive outputs that can improve students' abilities in creative learning activities (Lucas, 2015). This includes learning about art exhibitions during the COVID-19 pandemic.

One of the social media that is currently popular is Instagram. Instagram is a photo sharing application that allows users to take photos, apply digital filters and share them on various social networking services, including Instagram's own.

Instagram social media is also very suitable to be used in art exhibition activities. Social media Instagram can upload photos using the internet network, so the information you want to convey can spread quickly. Complete social media features make it possible to make it a medium for fine art exhibitions for high school students. By using Instagram social media, students are more motivated to produce maximum work because photos of their art are quickly spread and seen by all their followers. Based on the background of this problem, the focus of this research problem is "Interdisciplinarity: Instagram social media as an alternative to the art exhibition of high school students during the COVID-19 pandemic". The purpose of this research is to describe the art exhibition of high school students and the concept of learning exhibition in schools during the COVID-19 pandemic.

Review of Literature

Interdisciplinarity

An interdisciplinary approach is an approach to solving a problem by using an integrated review of various viewpoints from allied science groups that are relevant or effective. Meanwhile, the multidisciplinary approach is an approach to problem solving by using a variety of scientific perspectives, although not all of them. Interdisciplinary study in question is a study using a number of approaches or points of view (perspective). Interdisciplinarity in studies, for example, uses an aesthetic, educational, and normative approach simultaneously. The importance of this approach is increasingly being recognized by the limitations of research results that only use one particular approach (Rohmatika, 2019: 117).

Social Media

The term social media is composed of two words, namely "media" and "social". "Media" is defined as a means of communication (Laughey, 2007; McQuail, 2003). Meanwhile, the word "social" is defined as a social reality that every individual takes action that contributes to society. This statement asserts that in reality, media and all software are "social" or in the sense that they are the product of a social process (Durkheim dalam Fuchs, 2014).

From the meaning of each of these words, it can be concluded that social media is a communication tool used by users in social processes. Thus it can be explained that the existence of social media is basically a form that is not much different from the existence and workings of computers. Nowadays, social media activities carried out by audiences around the world are massive and intensive. There are many motives and goals that underlie audiences in accessing online services, especially social media (Mulawarman dan Nurfitri, 2017: 37-38).

Instagram

The word Instagram comes from the word "insta" which means "instant" and

"gram" which means "telegram". Based on these two words, Instagram can be interpreted as displaying and conveying information in the form of photos or images quickly through an application that can be accessed by others. Instagram is an application for sharing photos and videos, applying digital filters, and sharing them on various social networking services, including Instagram's own (Rosyidah, dan Nurwati, 2019:11).

Instagram is a social media that uses photos or videos as a form of communication (Aristyantya and Helmi, 2019: 115). Interaction on Instagram is to become followers of other Instagram users' accounts. Interaction with accounts that are not private can also be done without having to become followers. Communication on Instagram is represented by giving likes and comments on photos or videos that have been uploaded by other users (Ridgway & Clayton, 2016). Photos uploaded on Instagram are usually changed to get more likes from other Instagram users. The number of likes is an indicator that the photo, video, or message uploaded is something that catches the attention of others (Nurjaman 2020: 206).

Fine Art Exhibition for High School Students

Exhibition is to present a product or work of art to the public and get an opinion or appreciation from the wider community of the product or work of art on display (Mariam: 2020). Exhibition is an activity that is held as a medium to convey ideas or ideas to the public in the form of art, culture, education, certain products, and others. In other words, exhibition activity is a form of promotion carried out by certain producers, organizations or associations by displaying product displays to prospective buyers or relatives.

Art can be interpreted as a human work that contains beauty and can be expressed through the media of sound, motion, painting, and other art media. How to express art can use various media, such as the opinion of Koentjaraningrat (1990), art has many types

seen from the means or media, including fine art, sound, painting, drama dance, and sculpture.

From the explanation above, it can be concluded that art exhibition is an activity carried out by artists both individually and in groups to convey ideas to society through art media so that the exhibition can be a means of communication between the artist and the appreciator.

In line with the definitions and objectives above, the holding of exhibitions at the high school level has beneficial values for schools, teachers, and students. In particular, the benefits of exhibitions for students were emphasized by Rasjoyo (Cahyono, 1994), that organizing exhibitions in schools has benefits, including: (1) growing and increasing the ability of students to appreciate the work of others; (2) adding insight and ability to provide a more objective evaluation of works; (3) training group work (working with others); (4) thickening social experiences; (5) train students to be responsible and be independent; (6) train students to make a work plan to carry out what has been planned, (generate motivation in creating art; and (8) as a means of refreshing students from learning boredom in class, and so on.

Exhibition activities need to be carried out by teachers in order to provide guidance to children from the start for the process of accustoming critical thinking, making appreciation in the form of activities and attitudes towards works of art, and the most important of these activities is the exchange of aesthetic experiences between students. This statement is in line with the views of Jefferson (1969: 123), that:

The final major responsibility of teacher in art is to display the children's completed art. Since art is appreciated through visual activity and emotional sensitivity, exhibiting it is a necessary part of the cycle of activity involved in any art project. Children enjoy the creating of an project, and they also enjoy their completed work. They want to share with others a part of what is so vital to them...

The Covid-19 Pandemic

According to the terminology of the Big Indonesian Dictionary in the 2020 network, a pandemic is interpreted as an epidemic that is spreading simultaneously everywhere, covering a wide geographical area between countries, continents, spreading very quickly and having continuous infections. The series is endemic, epidemic and plague. Endemic is a disease that attacks a particular population or area, such as dengue fever. Epidemic is a contagious disease that spreads quickly and is widespread and causes many victims. Plague is defined as an infectious disease that spreads rapidly such as smallpox, dysentery and cholera.

In the Alodokter article, COVID-19 was reviewed by dr. Merry Dame Cristy Pane and several opinions from several sources regarding the world pandemic which began in December 2019 originated in Wuhan, one of the cities in China. The World Health Organization (WHO) released it March 11, 2020, Indonesia is united, fighting the SARS CoV-2 or COVID-19 virus (Corona Virus Disease 2019). Data as of 4 May 2020 detected more than 3,000 people in Indonesia with the virus. Suffering from the COVID-19 virus is experienced by most countries in the world.

The COVID-19 pandemic has an impact in all aspects of life. Both urban and rural communities feel the impact of various professions, as housewives, teachers / teachers / lecturers, police / TNI, cleaners, scavengers, students / students, doctors, businessmen, artists, public transportation drivers, traders, farmers, fishermen, and so on. COVID-19 has also changed the structure / order in the field of teaching and learning in schools.

Methodology

Methodologically, this research chooses a qualitative approach. Qualitative research interprets data by giving meaning to the data obtained, also translating it, or making it understandable (Neuman, 2013: 201). The author also uses creative thinking methods, critical thinking, and theory and concept

studies. Doing creative thinking, we can start from the things that already exist (Adair, 2007). Interdisciplining a study with other studies can help us to discover new things that are unexpected and this is called innovation. Innovation is a process that is not limited to creating new ideas or thoughts. The idea must be implemented through a process of adoption, and adoption is the decision to use innovation as a whole as the best way of action (Sumual, 2013: 619).

In this paper, the writer interdisciplines the process of art exhibition of high school students with social media Instagram. Through critical thinking, the writer tries to analyze the interdisciplinarity contained in the art exhibition activities of high school students using social media Instagram, either through appreciation, creation, or expression. In expressing ideas, the author studies theories and concepts from both scientists and predecessors related to the author's writing concept. Theories and concepts from reliable sources are used to reinforce ideas, add inspiration, and enrich knowledge.

DISCUSSION

In early 2020, the world seemed to be shocked by the COVID-19 pandemic that has infected more than 200 countries. The pandemic that has infected more than 2 million people on earth has provided awareness and challenges for advances in science, technology and humanity. In 2020 it is very rare for people to imagine that all activities will be based online. However, the facts show that in 2020, all systems related to the dimensions of human life are run with artificial intelligence-based systems, from the education system to the daily shopping system.

During the COVID-19 pandemic, the future of learning will be very different from before. Location of learning becomes limited by time and space. In this era of technological acceleration or the forced use of technology due to the corona pandemic, teachers are required to have the ability to find alternative

ways of teaching with certain limitations so as to produce more efficient solutions.

Remarkable technological advances as can be felt during the COVID-19 pandemic, namely working from home and learning from home. Likewise, learning art exhibitions for high school students must also keep pace with these technological advances. Teachers are expected to move according to digital dynamics, the application of artificial intelligence, and smart applications on smartphones. The COVID-19 pandemic seems to realize that currently education cannot be separated from what is called education 4.0. Education 4.0 is a general term used by educational theorists to describe various ways to integrate cyber technology, both physically and indirectly, into the world of learning (Budiharto, 2019:6).

One of these technological advances is Instagram social media. The teacher uses Instagram social media for learning activities of art exhibitions online as a place to upload photos of fine art works.

Based on the observation to the students, almost all of them have cellphones that can connect to the internet. All students have accounts on various social media, one of which is Instagram. Social media Instagram allows uploaded photos to be seen by anyone in any places at the immediate time.

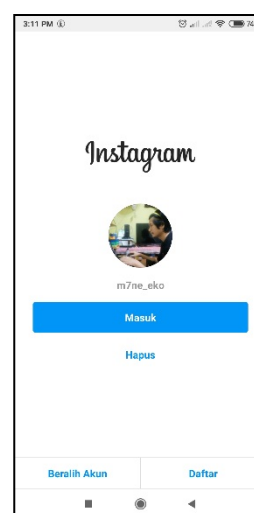


Figure 1. The initial login of the social media application 'Instagram'

First, the students take photos of the artwork that will be exhibited. Before uploading to Instagram social media, the work photo must be edited in a good way to make it interesting. This editing process is a combination of digital processing capabilities with aesthetic taste processing. Students get two types of artistic experiences, namely aesthetic experiences and artistic experiences. Aesthetic experience is someone's experience when they enjoy, appreciate, and appreciate an art. Meanwhile, artistic experience is the experience that a person experiences in making a work of art. A person's artistic experience derives a great influence from his aesthetic experience (Sumardjo, 2000).

To edit photos, skills in the field of photo processing software are required combined with the ability of aesthetic sensitivity. The success of editing work photos before uploading greatly affects how many students will see the exhibition results. In this era of technology 4.0, audiences are very easily influenced by photos. Photos reinforce the impression or accent of a story, add "feel" or "life" to a text. So, photos become a container or a home to show hidden human feelings (Setiawan and Mardohar 2014: 34). Work photos are processed in such a way that they are comfortable to look at because an aesthetic photo should provide a comfortable viewing experience. From a taste perspective, an aesthetic photo is one that maximizes its visual character, indulges and even surprises our eyes (Setiawan and Mardohar 2014: 108).

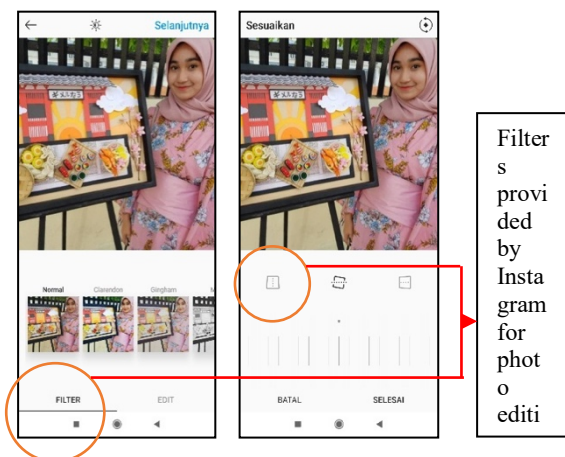


Figure 2. Before the work is uploaded, it must first be edited using Instagram application.

The photo of the fine art product to be uploaded is given a title. The title can be used by students to refer to other social media users by including the username.

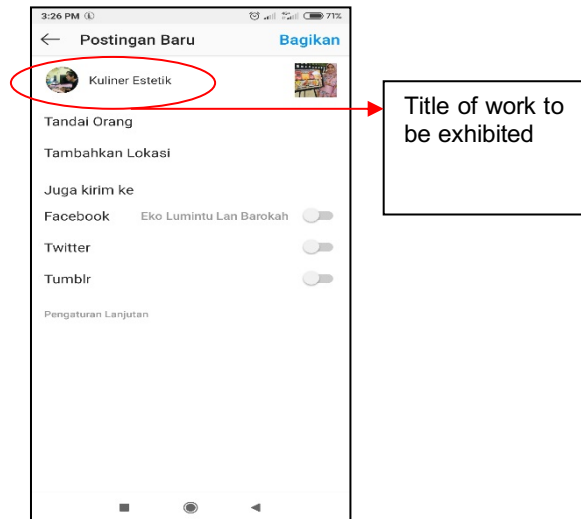


Figure 3. Give a title to the photos that will be exhibited.

Instagram also has a feature that users can use to refer to other users or is called a mention by adding an arroba sign (@) and entering the name of the user's Instagram account. Users can not only mention other users in the photo title, but also in the photo comments section. Basically, the mention of other users is meant to communicate with the users who have been mentioned.

This is in accordance with the communication perspective which states that identity is not generated independently, but is generated through a process of communication with others. The main principle in identity emerges when a message changes between two people. Identity can be negotiated, strengthened, and changed in a communication process. The purpose of this identity is to create and build a communication (Ayun, 2015: 3). The purpose of this mention is to build a communication with other Instagram social media account owners.

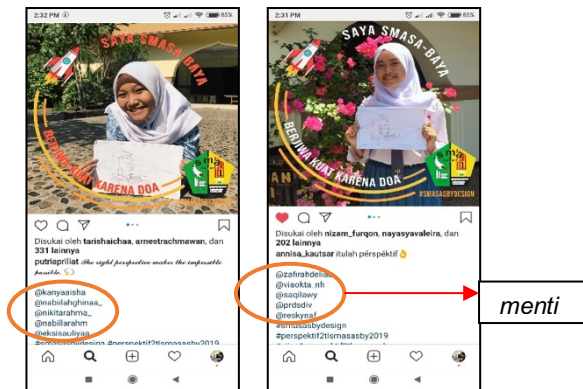


Figure 4. In writing the title, can mention other Instagram users

Students also provide a label on the photo title known as a hashtag, as a sign to group the photo into a category. A hashtag can function as a "keyword" beginning with the symbol "#". Photos that have been uploaded can include a label that corresponds to the information related to the photo. Society is a network of social interactions where members of the community give meaning to their own actions and those of others. others by using symbols (Morissan, 2010: 128).

At this time, hashtags are the best way if users want to promote their photos on Instagram. Hashtags can be made classy. So that each class can be easily seen by opening the hashtag. The orientation of each class is based on their attachment to their friends. West and Turner argue that the media influence actions and actions in a society, and the media bind the world together (West and Turner: 2007). Teachers can easily assess and appreciate each student's work through the hashtag.

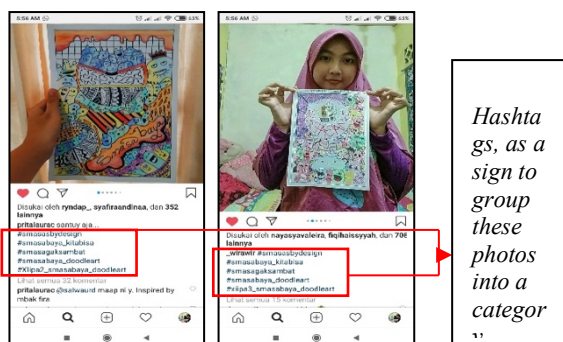


Figure 5. Photos exhibited are tagged

Student artwork that is liked by many viewers has a large number of likes. If a lot of work photos have a like mark, then the photo is immediately included in the favorite photo list. Students can also show empathy for each other by sharing likes as a form of character education.

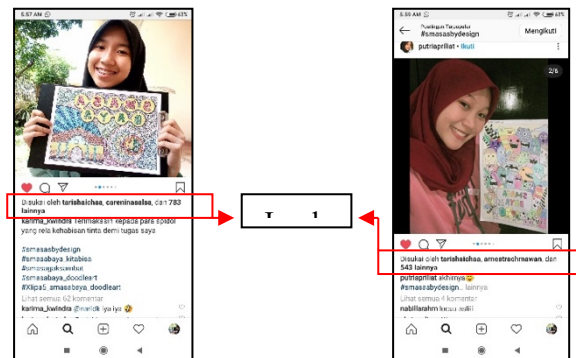


Figure 6. Location of the number of likes on Instagram

In today's social media, Instagram has become a new phenomenon because it is considered to be one of the big magnets in the process of forming a person's character (Nasiha, 2017: 339). Through this like sign, students are formed into personal characters. This is due to the elimination of Pancasila Moral Education (PMP) subjects in formal schools. Efforts to make a person with character are not only through PMP, but also need to be exemplary and immediately implement it, one of which is through the artistic process (Mangunsong 2020: 513). Through this like sign, students are trained and their feelings and sensitivity are processed in interpreting a work of art. If students are accustomed to experiencing both aesthetic and artistic experiences, then indirectly they are also doing the feeling. Good feeling is done to form human empathy, and that sense of empathy leads to a sense of humanity towards others (Dewantara, 1977).

Viewers' suggestions and criticisms can be seen in the comments column. In the comments column, the teacher can see the

audience's response as an indicator of appreciation for students' work. In the comments column, students can learn to communicate written language by responding to each comment politely and proportionally. Students learn written language by using letters as its basic elements. In written language, students deal with writing procedures (spelling) in addition to aspects of grammar and vocabulary. In other words, written language requires the completeness of grammatical elements such as word form or sentence structure, accuracy of word choice, correct spelling usage, and the use of punctuation in expressions. (Waridah. 2016: 237).

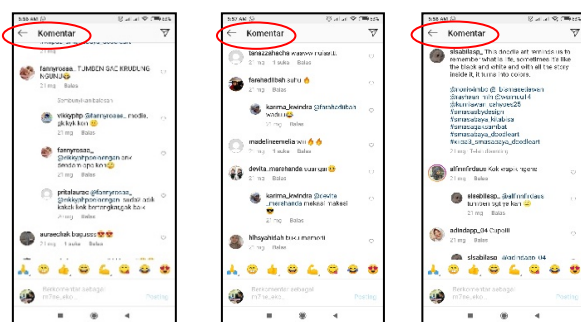


Figure 7. Comment column on Instagram, as a place for discussion and appreciation

Viewer's comments can also be used as material for art criticism and evaluation of the art works on display. Communication and discussion through the comments column can be done in realtime anywhere. That is the greatness of internet social media technology. On the internet, there are many things that print and electronic media cannot do (Mahendra, 2017:152).

The comment column and the like button are closely related in order to instill sympathy for students. We can become strong with knowledge, but we find fulfillment through sympathy. However, we find that sympathy education in schools is not only systematically neglected, but thoroughly suppressed (Nussbaum: 2010).

In this sense, the actual learning of the exhibition through social media Instagram makes education aware that education must

minge with various scientific disciplines, a race against time to be able to contribute its scientific benefits to the world of education.

CONCLUSION

Teaching methods for art exhibitions in schools must adapt to the conditions of the COVID-19 pandemic. The teaching method of this art exhibition is an initial exposure for students and to produce the next generation who is creative, innovative, and competent in using technology.

Modern Art Learning

Social media Instagram allows photos of uploaded art to be seen by anyone in any location in the world, whether accessed via a laptop or cellphone. Mobile today is almost a basic necessity, almost everyone has. This is in accordance with the current trend of teenagers who really like to exist by uploading their photos, either alone or with groups. The closeness of students to Instagram social media should be maximized as part of the learning process of art exhibitions.

Students are more motivated to produce maximum work because photos of their art are quickly spread and seen by all their followers through Instagram social media. They are also motivated to promote their respective works to get likes because to get good scores must be achieved by getting as many likes as possible. Appreciation learning is also trained through the comment column on Instagram social media. Students at the same time enter into an interdisciplinary circle, namely carrying out artistic activities, appreciation, expression, creation, and communication.

Although there are still weaknesses, hopefully this art exhibition using Instagram social media can be an alternative solution for art teachers in SMA to encourage their students to continue working. The results of school exhibition activities are not only thinking about or presenting a visual space, but must also be able to present interdisciplinarity in contemporary art learning amid the COVID-19 pandemic..

The author suggests that the exhibition through Instagram social media can provide wider benefits. Thus, it is necessary to test other forms of art, such as dance, painting, performance art, installation, sculpture, novels, poster painting, merchandise, books, and visual communication design and do not rule out, multidisciplinary in other cross-scientific disciplines.

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