

EVENT PRODUCTION MANAGEMENT IN THE DANCE COMPETITION IN SURABAYA

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ABSTRACT

The entry of popular culture into the realm of performing arts, such as dance competition has led to the transformation of values in the arts, the aesthetic value that occurred in the artistic process also occurred in the place and environment in which the art is carried out. Nowadays our life can not be separated from the increasingly sophisticated media and technology. One of it is mobile phone, with mobile phone, humans can do anything. This phenomenon becomes an opportunity for the Event Organizer to hold a dance competition that will produce commercial profits, here, social media plays a significant role in the success of the dance competition. Through social media everyone could participate in the competition. This dance competition held in the shopping centre or mall and quite popular among the people of Surabaya. This dance competition has been accommodated through mobile phone and social media applications which is connected to the internet. This study aims to describe the influence of mass communication media, and explain the role of Event Organizer in the dance competitions. To analyze this study, event production management approach is used. Data collection methods are participatory observation, interviews, and documentation.

Keywords: *Dance competition, Popular art, Social media, Event production management*

INTRODUCTION

Surabaya city is not only known as a center of government, industry, commerce, and maritime, but also a central place for local art activities in East Java. These activities held periodically in several places in Surabaya. Once in a month and every year art performances are hold in Taman Budaya, Balai Pemuda, and Taman Hiburan Rakyat (THR). These places are illustrated as *kawah condro dimuka* for puppet artists, *srimulat*, *ketoprak*, etc. While for students, art performances usually held at Taman Remaja Surabaya (TRS) which is managed by PT Sasana Taruna Aneka Ria (STAR). The art

activities are in the form of dance competition organized by department of education. All of the schools in Surabaya participated in this competition. Information about the competition spread throughout the school after the department of education sent official letter to all schools in Surabaya.

The competition usually held for four months with different days and hours of staging. Every school must send its representatives based on the schedule previously agreed upon. Schools that do not issue groups to participate in the competition will be subject to sanctions from the Education Office.

In 2018 there was a vacuum of dance competition activities because there were problems with sealing of TRS place and on August 31, 2018, Taman Remaja Surabaya (TRS) which is located on Jl Kusuma Bangsa 114 was officially sealed by Surabaya City Government. The sealing was marked by a sticker that reads "violation" posted on the TRS gate, and also the PP satpol line that stretched at the gate. This place was closed because the business licensing period of PT Sasana Taruna Aneka Ria (STAR) has expired (detik.com). Since then TRS has become very quiet, there are no more activities, not even the sellers. Only a few officers sometimes clean this place.

The closing of TRS, made the children lose their place to express themselves and the dance competition activities among school children became vacuum. The education office only holds a competition once a year at the Jayengrono park. The activity is just a place of appreciation, the art that is displayed is not focused on dance alone, each school may display other arts. In addition to the staging at the Jayengrono park, the education office also held a Gagrak Anyar Remo Dance competition, which will be selected to be staged in the Surabaya city anniversary event.

The lack of dance competition events held by the education office is an opportunity for event organizers, arts communities, dance UKM, or other art students to compete in holding dance competition events in shopping centers (malls). This dance competition is very popular among the people of Surabaya. This competition is held every month by one or several event organizers with different places even though the day and time are the same. One event organizer in one month can make the competition twice. The growth of dance competition events at the mall since the close of TRS has grown so rapidly that it indirectly makes this competition event a popular art phenomenon. Making this competition event certainly requires a careful preparation, especially for the art community or dance SMEs who are considered to understand the technical aspects of organizing dance competitions.

The implementation of this competition is certainly inseparable from the 4.0 industrial revolution which is now rife in people's lives. The use of digital in the process of implementing the competition is very dominant which must be managed with the principles of management that is appropriate and in accordance with needs. Dance competition can be a means to invite children and the community to continue to preserve dance, and also as a means of developing spectacle, order, and guidance for the community, because the art center in Surabaya such as THR and TRS are no longer active.

Purnomo said (2015: 264): that the social conditions of the people of Surabaya as a metropolis can affect the behavior of the audience and indirectly impact on every performance held, as in the dance competition which moved to shopping center, the behavior of the viewers are different compared to when the dance performances were held in THR or TRS. Therefore, event production management is needed to manage the participants and the audience.

In general, this study aims to understand event organizers and performance production management, more specifically to find out the role of production leaders in the event organizer. In order to maintain the number of participants, management with a leadership model needs to be applied for this system influence the production of performances. This study is interesting because not many people understand about event production management especially in the role of the production leader.

Research Method

This study used event production management approach as a management system focused on the role of leadership in an event organizer. The subjects in this study were event organizers of the art competition, along with those involved as informants consisting of: the managers, contest participants, and the audience involved in the competition. The object of research is the shopping center or mall used by the event

organizer for the location of the art competition and the phenomenon in the dance competition. Data collection includes: 1) observation; looking at phenomena that are directly or indirectly related to the subject and object of the research; 2) interview; event organizer data obtained from the participants, and 3) study of literature and documents; books and staging photographs related to event organizers. The data were then analyzed; the results of participatory observation, interviews, and documentation are classified and interpreted. The data validation used triangulation process for the validity of the data, the effectiveness of the process and the desired results.

DISCUSSION

The Role of Production Leaders in Dance Competition

Leadership is the core of the whole process of managerial activities. The leader has the heavy task of running management, because he is the person who is overall responsible for the work carried out. A leader must have managerial skills, and a leader in the event production management should have a broad knowledge in art field because most performances are related to artistic issues. Production leaders not only create concepts but also be able to bring and direct their members in accordance with the responsibilities of the tasks held in order to achieve the objectives of the competition event. According to Daft and Rost: leadership is one of the most easily observed phenomena, but it is one of the most difficult to understand. Leadership is a relationship that affects each other between leaders and followers or subordinates who want a real change that reflects their shared goals (Safaria, 2004). The main task of a leader in an organization is actually carrying out management functions, but the implementation of these tasks can not be achieved only by the leader alone, but by moving the people they lead, so that those who lead are willing to work effectively and efficiently (Murgiyanto, 1985: 69).

The role of a production leader will still be needed in every events, both small events or large events. Because production leader is the one who make a concept of the event. The production leader is also tasked with forming members who will later realize the concept of events created by the production leaders and bring all their members to achieve the objectives of the event.

According to Purnomo (2019) leaders must be able to influence morale and job satisfaction, security, quality of life, and the level of organizational achievement. Leadership plays a critical role in helping groups, organizations, or communities. However, leadership abilities and skills are important factors for the development and survival of the arts community. Likewise, in the production of dance competition, production leader must have the objective of holding the competition, and focusing on the target of the competition; who is the market of this dance competition.

Event Organizer

The formation of a group or community is certainly based on clear objectives and understanding of the purpose of these goals by each member who is incorporated in an event organizer. Event organizer is a small organization that is formed to guarantee the success of an event. make an event can be done well. In general, there is almost no difference between event organizer of dance competition and event organizer for another events. However, in dance competition, the member of event organizer comes from art students or art communities. Therefore, in organizing the events they always bring educational message through art performances. Both contestants and viewers could sense art education messages through dance performances.

People who watch the dance competition will see the quality of the dancers and value the participants who won the dance. In the next dance performances, many participants will follow the style of the winner in the hope of becoming champions. In addition, through

the evaluation of the jury, audiences can also get additional insights about art. The picture below shows one of the dance competition held by event organizer.



Figure 1. The committee is demonstrating the right moves when evaluating the competition in one of the event organizer art contests (Doc.: Endang, 2019)

Not all event organizers evaluate and provide solutions to the contest participants. This is where the differences when dance competitions held by art students and held by general event organizer. Event organizer from art students give understanding to the participants about the art of dance. It is because not all dance performances have the same principles and goals. Most of the dance competitions in Surabaya that are held are not from the arts community, therefore, after the announcement of the champions the participants just left without any evaluation from event organizer. The picture below shows dance competition organized by art students.



Figure 2. The response from one of the spectators of the race when given the opportunity to ask questions about one of the event organizer dance contests. (Doc.: Endang, 2019)

The audience who asked questions when given a chance by the jury indicated that the process of absorbing dance knowledge could be done to the public through a dance competition event in which non-formal activities were held.

Mass Communication

Human life has undergone many radical and sudden changes; these changes are called "revolutions". The revolution occurs when the latest technologies and ways of looking at the world can trigger profound changes in the economic system and social structure. In the history of life, humans have experienced three revolutions namely the 1.0 industrial revolution marked by the discovery and use of steam engines as a substitute for human and animal power. The next revolution is the 2.0 industrial revolution at this time created a production tool that is able to produce many electric-powered vehicles ranging from cars to tools of war in a very short time. After the creation of various tools to help human work to be easier and more efficient, in the 3.0 industrial revolution a machine that was able to move and could think automatically: computers and robots.

The revolution in human life does not stop at that point. Now there is an industrial revolution 4.0, in this era found tools in the form of digital and robotic information systems that enable to shift, even negate the old things, both tools and human habits. Some of the characteristics that can be felt in this revolution according to Klaus Schwab are: an increasingly widespread and concise internet, artificial sensors that are getting smaller and stronger at lower prices, and with artificial intelligence and machine learning (2019: 3). This revolution will certainly be very influential on urban society, especially in big cities like Surabaya, which are required to do work quickly and precisely. The industrial revolution 4.0 also influenced the management of dance competitions in Surabaya. Previously, the information about dance competitions are spread to all schools through legal letter from Education Office. Nowadays with the sophisticated technology,

information about dance competition can be accessed through social networks, so anyone can register themselves as participants in accordance with the categories that have been provided by the event organizer.

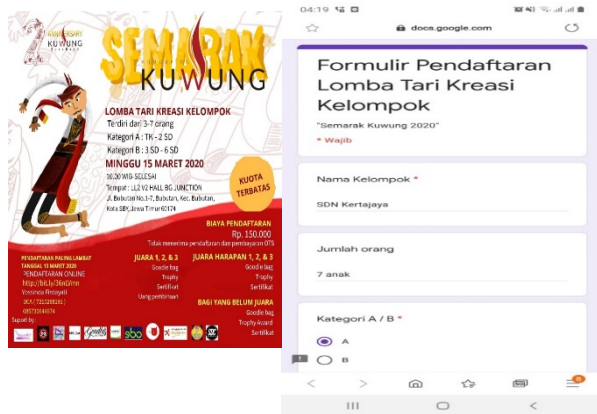


Figure 3. Utilization of digital technology, registration and filling in competition forms through the website. (Doc.: Endang, 2020)

The 4.0 industrial revolution, which is dominated by digital technology make information about dance competitions spread really fast. Through communication media in the form of mobile phones connected to the internet a variety of social media applications such as WhatsApp, Instagram, Facebook, etc, can be used as a medium to publish competition events without having to bother spreading posters in a crowd.

Besides being effective and saving the cost, publishing via social media can be accessed by all members of the community. After registering and completing the online form, the participant registers in the form of a transfer of registration money to the account that is listed in the poster then the proof of the transfer is photographed and sent through WhatsApp, then the competition committee creates a group of participants through to facilitate coordination with the contestants.

Event Production Management

The life of the performing arts is formed through the arts community which boils down to staging on stage. Performance means performance, which has the meaning of: organizing an appreciation of the performing

arts which involves performing as a place to interact. The performance is related to the viewing activities, while the performing arts is related to the material being shown. To realize a performance, it needs the support of various basic elements contained in the performing arts. Performance is an activity that brings together works, players, and audiences supported by stage involvement as a place to share expression and interact activities (Purnomo, 2015: 209).

The performance is a short word, but it is complex in meaning and problems, meaning that the performance is not just about performing a work of art and then it is finished. Performances are sequences of behavior (actions) carried out at a place to attract attention, provide entertainment, enlightenment, and required the involvement of others, in this case the audience (Yudiaryani, 2002: 14).

Event production management, is a way of utilizing elements in an organization to produce a performance event through the process of planning, organizing, mobilizing and controlling, taking into account the situation and environmental conditions. Management activities in the production of performances focus on the problem of producing quality performances with the target audience satisfaction. According Soedarsono (2010: 105): need to be considered, all forms of performance art are required to present it on the stage of the performance, in the world of performing arts management commonly referred to as the cost of production (production cost).

Production costs are related to who is a connoisseur of the product of the show, or who is the main sponsor of the performing artists in presenting their works. So as to meet the needs and achieve these goals, management as a system in the arts community will be run optimally, effectively and efficiently according to organizational goals.

The application of the management of the production of this performance is used by the event organizers of the dance competition to

organize the entire event, from preparation, implementation, to post dance competition. At this preparation stage posters have been distributed through social media.

Normally for dance competitions held every month, posters are distributed one month before D-day, while dance competitions for East Java level are distributed approximately three months before D-day. Event Organizer previously predict number of participants. because if the participants are plenty and EO doesn't estimate the duration of time then it will affect the number of participants in the future performances. The number of dance participants may descend in the next dance competition.

Dance Competition as a Popular Art Phenomenon

Popular culture is a mass culture that in its journey was formed through the development of mass society. According to Mac Donald (2003: 18), mass culture becomes a threat due to its homogeneous nature and capacity to degrade or demean all cultures, and can re-create it with its own image, so that the problem can be defined as follows. Mass culture is a dynamic revolutionary force, which destroys the boundaries of ancient classes, traditions, tastes, and obscures all kinds of differences. Mass culture will mix and mix things up, producing what is called a homogeneous culture. Thus, mass culture destroys all values, because judgment can imply a discrimination / differentiation. Mass culture is extremely democratic: it absolutely refuses to discriminate against, or between, and anything else, or anyone (Strinati 2003: 18).

The concept of popular art is based on the development of popular arts and popular culture, especially with the growth and development of television mass media, they further strengthen popular art forms through entertainment art program shows. To facilitate the understanding of the concept of popular art, it is divided into two parts: Popular Art Production, initially the popular art was produced to be able to bring the tastes of the

masses who did not consider the specific genre of the audience. So popular art is also called populist art (mass raiser), is a work of art with mass production intensity so that it is widely enjoyed, not solely in the elite. Therefore, like popular novels, popular art is not necessarily of low value (Ratna, 2013: 439). Popular art is produced in connection with the tastes of the audience (the masses) which do require the presence of a work of art, meaning that the art work is present because it is "liked by many people". That this type of art is liked by many people can be seen from the many and frequent art products concerned. This can mean that many art products that occur gradually in response to real needs based on market demand (Sedyawati, 2008: 129).

Commodification is a process of making something that was previously not a commodity so that it is now a commodity. Brokers da Popular art is produced in connection with the tastes of the audience (the masses) which do require the presence of a work of art, meaning that the art work is present because it is "liked by many people". That this type of art is liked by many people can be seen from the many and frequent art products concerned. Islam Pradjnaparamita, 2012: 16). Barker (2009) defines commodification as a process of association with capitalism, that is, objects, qualities and signs are made as commodities. A commodity is something whose main purpose is to be sold to the market. Marx gave it meaning as whatever was produced and to be traded. No pure use value is generated, but only selling value, traded not used. Commodification describes the process by which something that has no economic value is given value and hence how market value can replace other social values. As a commodity it is not only important to be useful, but also selling power (Karl Marx in Evans).

Based on the opinions above an art or anything usually produced with the aim of the commodity. Whereas in a dance competition, the event organizers are only as providers of the competition. It becomes popular because people accommodate themselves or their

children to be participants in the dance competition without any coercive elements. Here the packaging of dance competitions and the wide spread of posters greatly affect the number of participants.

CONCLUSION

The role of events production management is significantly influence the popularity of dance competitions in Surabaya. The use of digital 4.0 help to spread the information about dance competition in a fast and easy way which will influence the number of participants. The more people who accommodate themselves as participants of the competition will affect the popularity of event organizers who hold the competition. Event organizers of dance competitions in organizing competitions must pay attention to the purpose of the competition and for whom the competition is held. In addition, event organizer had to pay attention to the facilities and place of dance competition to meet the criteria for staging and aesthetic values because it is also included in the process of delivering dance education to the public. The purpose of the art competition as a medium for dance education is certainly inseparable from the role of a production leader who directs its members to carry out management principles so that the objectives of the art competition are achieved.

Suggestion

Many event organizers are not from the art community or art students but they are able to provide a place for children to express and show their dance talent. Therefore, Surabaya government is expected to be able to take care of all event organizers either organized by the art community or non-art community, so that their activities become more legitimate. In addition to that, the winner certificate is supposedly can be used to enter school or university through academic achievement program. And finally all event organizers should be introduced into art and dance theories so that all have the

same goal of providing knowledge about dance education.

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