CREATIVITY IN UTILIZING DIGITAL MEDIA AS AN EFFORT TO PRESERVE MESATUA BALI CULTURE

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ABSTRACT

Along with the development of culture, technology and industry also develops, one of which is the media industry. With this, it is very common to see the development of the media industry in terms of technology to bring up various processes in creativity. The application of creativity can realize visual works with diverse content display and varied social media specifically on Instagram. Visual works that are present on Instagram social media are able to encourage visitors to have encouraged in the creative process they have, either by giving comments, support or criticism. The purpose this study was to determine the application of creativity in the use of digital media as a preservation effort in the development of Mesatua Bali culture (storytelling). In meeting the needs of data as material from this study, qualitative research methods are used, namely by conducting observations, and documentation. Object observation in digital media is guided by a study of the application of creativity in the use of digital media as a preservation effort in the development of Mesatua Bali culture (storytelling) which was originally known as oral culture is now beginning to develop and is known as visual culture in picture stories. The results of this study can be seen that in efforts to preserve culture by utilizing digital media, creative workers who can act freely to create new things that are combined with the concentration of sensitivity to the same human, content and phenomena from the transformation of a cultural into a visual design.

Keywords: Creativity, Digital Media, Culture, Mesatua Bali, Visual Design

INTRODUCTION

Preserving culture is not merely the interests and responsibilities of the government, but also the obligations of all walks of life in the environment. In an effort to preserve culture, Bali is known as one of the provinces in Indonesia with a variety of cultural wealth that has always been preserved and passed down from generation to generation. One of the Balinese culture which is currently always guarded and inherited by utilizing technological developments is the culture of Mesatua Bali. Mesatua Bali is a tradition of storytelling that is done by parents to their children (Pratama: 2015). But in an effort to change the mindset of the Balinese people to be more responsible and feel they have a cultural heritage of Mesatua Bali is certainly not an easy thing, requires a different approach and must be able to attract people's interest to see and understand the impact caused by a cultural phenomenon. Along with the development of Bali's Mesatua culture, technology and industry also develop, one of which is the media industry. With this, very often found the development of the media industry in terms of technology to bring up various processes in creativity. The application of creativity can realize visual works with diverse and varied content display on social media, especially social media Instagram. Visual works that are present on Instagram social media are able to encourage visitors to have involvement in the creative process they present, either by giving a comment, support or criticism. In this creative process there is a phenomenon of change in the application of creativity, where the beginning of Mesatua Bali culture known as oral culture (audio) is now beginning to be known as audio visual culture that is poured into digital media with a picture

story presentation that is interesting for children (Pratama: 2018). The visual display of Bali's Mesatua cultural development is currently very lively presented on

Instagram social media which is one of the choices of the use of digital media in facing challenges over the concept of realism transparency. In this case related digital media is social media Instagram which presents an alternative world and region where visitors are positioned not only as spectators, but also as active agents involved in artistic dialogue (Pratama: 2019). This research is inseparable from previous research, as for the previous research conducted by the author with the title of the effectiveness of digital media in the development of Mesatua Bali culture, which can conclude that a visual design that is present today loaded through digital media tends to arouse the imagination of the audience with oriented towards cargo that is efficient and effective (Pratama: 2020). Then to continue the research of the previous writer, the purpose of the present research is to find out the application of creativity in the use of digital media as an effort to preserve the culture of Mesatua Bali (storytelling).

METHOD

This research was conducted on the island of Bali. The object of this research is the culture of Mesatua Bali (storytelling) which is currently very rarely known and known by the Balinese people especially children. At first the Balinese culture of Mesatua known as oral culture (audio) is now beginning to be known as an audio visual culture that is poured into digital media with picture stories that appeal to children. The community bebar who do various efforts in preserving Balinese Balinese culture is still taking advantage of the great opportunity to take advantage of the design role that is supported by the creativity they have to produce a visual work that is able to attract the audience's attention through a variety of stories raised from the Balinese Mesatua culture. To be able to create designs as a means of delivering effective, informative and interesting messages, in this study using data collection methods in the form of observation and documentation of text and visual data. This research uses descriptive qualitative research methods. Descriptive research is research that aims to describe and interpret the object under study in accordance with the actual situation. Research using a qualitative approach will produce descriptive data in the form of written and oral words from the subjects and objects observed (Rohendi, 2011). Through a qualitative descriptive approach, the authors hope to make this method a guide so that this research can focus in accordance with data and facts in the field.

DISCUSSION

The occurrence of a phenomenon in the preservation of the Balinese Mesatua culture (storytelling), which was originally known as the Balinese Mesatua culture as an oral culture is now beginning to be known in the visual presentation by utilizing what appeals to the community as an audience. This moved from the occurrence of the early events began to feel the extinction of the Mesatua tradition (storytelling) in Bali, making the loss of traditional culture that has cultural values that are very important for children. Where culture in a nation is a treasure that is priceless, without the culture of a nation will be looked down on by other nations. And culture is a legacy from our ancestors or our priceless priests (Pratama: 2019). Departing from the phenomena that occur in the Mesatua culture of Bali, a variety of innovations have begun to emerge which are based on the creativity of the creative workers in the Balinese community. The creative workers who are particularly interested in their talents as illustrators pour their creativity by adapting various Balinese satua (fairy tale) stories into visual illustration works that are packaged digitally and presented through the use of digital media especially through social media Instagram.

Figure 1. Display of Katur Nusantara's on social media instagram
Source: Author Documents, 2020

Figure 1 shows the appearance of Katur Nusantara's Instagram social media, this community is a gathering of several illustrators and other creative workers in Bali. In a pictorial story, the visual design works of Katur Nusantara highlight some Balinese Satua (tales) stories. In illustrated story works made, in addition to displaying visual designs with images that are able to captivate children are also able to present a plot of a story that is also interesting for children. In this case, through an idea story can be created visual that is able to attract children's interest in reading and understanding in an effort to preserve the culture of Mesatua Bali. Efforts to preserve culture by utilizing digital media can not be separated from the form of the development of a person's creativity and community. According to Bohm (2006: 2), in a person, creativity becomes a process of thinking learning to find the harmony of life that brings new values, according to his views, and for people who need them. In other respects, digital media which are also commonly referred to as new media, face challenges over the concept of transparency in realism. Creative workers (people who emerge themselves and their work in new media) present on the internet, have the opportunity to present alternative worlds and areas where visitors are positioned not only as spectators, but also as active agents involved in artistic dialogue. This means that people who are present on the internet encourage visitors to have involvement in the creative process that they present, either by voting, commenting, support or criticism and suggestions in a variety of illustrated story shows on social media Instagram.
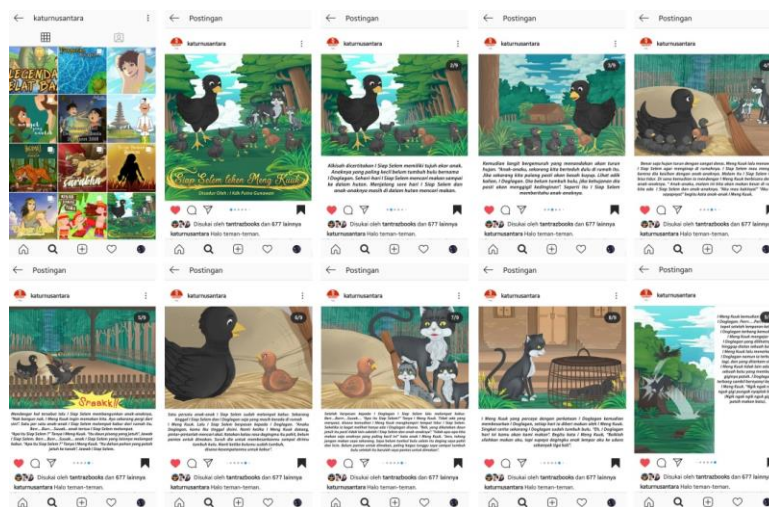

Figure 2. Display one of the satua (fairy tale) stories of Bali.
Source: Author Documents, 2020

231

Figure 2 shows a few pages from one of Bali's satua (fairy tales) stories that are digitally packed and presented on Katur Nusantara's social media. The packaged story is the story of "Siap Selem teken Meng Kuwuk" which is already very popular within the Balinese community. The Illustrators as creative workers in this case divided some fragments of stories and scenes into 8 pages of stories that were loaded with visual illustrations and supported with text elements in each illustration. Interestingly, a picture story is very influential in children's reading interest, with a picture story created by the Katur Nusantara community trying to display visuals that can deliver children's imagination into a story that is loaded. According to Tabrani (2014: 21), the process of a child's imagination is like a dream, so children's drawings are generally nuanced in fairy tales. Children's drawings are not merely what they see, but are the integrated results and collaboration of all their senses which are processed in a fairy tale imagination, in order to be able to convey story messages. To be able to present visuals that are able to build the imagination of children as audiences it needs creativity. Utilization of creativity is what is able to make a phenomenon of change in Mesatua Bali culture from oral (audio) into images (visual) that are loaded into digital media and presented on social media instagram in the form of pictorial stories. The 3 aspects that influence the phenomenon of this change starting from the makers/actors, media/technology, and targets in the emergence of the form of visual design, these aspects can be described in the following table.

Table 1. 3 aspects that influence the phenomenon of cultural change in Mesatua Bali culture

	ORAL (audio)	PICTURE (visual)
Maker / Actor	Parents at home as Actors, convey a fairy tale (satua) verbally through a unique and interesting narration and sons.	Communities, illustrators and designers as actors in visualizing fairy tales (satua) from text into picture stories that are published on social media.
Technology/ Media	Tales (satua) are delivered orally through narration using Balinese and interspersed with songs with a variety of poems.	Fairy tales (satua) are visualized by computerization which is presented in several pages of stories and published on Instagram social media that can be accessed via mobile phones.
Target/ Audience	Children become audiences when the parents of Balinese parents in the home environment. This is an attempt to convey moral messages in fairy tales.	Instagram social media users are the main target, where the demographic can suit all audiences from children, teenagers, & adults.

Source: Author Documents, 2020

CONCLUSION

The results of this study can show that in efforts to preserve culture, especially the preservation of Mesatua Bali culture by utilizing digital media, creative workers are needed who can act freely to create new things that are developed with creativity and concentration power of sensitivity to the same people, content and phenomena from changes in an object culture becomes a visual design.

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