

FILM AS MEDIA IS EMPOWERED DURING THE COVID 19 BY THE NDALEM AGENG PRODUCTION

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ABSTRAK

Komunitas seni Ndalem Ageng Surakarta mengalami keterbatasan aktivitas dan gerak sejak pandemi Covid 19. Tulisan ini bertujuan untuk memberi pemikiran dan memotivasi pekerja seni/seniman khususnya Komunitas Produksi Ndalem Ageng, Surakarta untuk terus berkarya dan bertumbuh di era new normal melalui pendekatan kearifan lokal dengan menggunakan bahasa Jawa, serta pemberdayaan insan seni sebagai cara untuk berdaya dan bertumbuh bersama melalui pendekatan film. Metode yang digunakan dalam kegiatan ini adalah, partisipatif dan terlibat langsung dalam komunitas seni Ndalem Ageng dalam waktu relatif lama sehingga dapat benar-benar memahami persoalan, pikiran, perilaku dan jenis seni yang dimiliki oleh pekerja seni yang tergabung di komunitas Ndalem Ageng. Hasil dari pendampingan komunitas seni Ndalem Ageng adalah terwujudnya aktivitas seni yang kreatif melalui pendekatan film dengan menggabungkan antara dunia panggung dan film menjadi sebuah karya unik dan menarik. Kesimpulan, ditengah aturan perilaku baru, new normal pasca covid-19, komunitas seni Ndalem Ageng Surakarta, dengan latar belakang seni yang berbeda-beda masih dapat melanjutkan karya-karya seni dengan cara saling memberi motivasi dan bergotong-royong dalam produksi film. Upaya menjalin jejaring melalui media sosial, pertemuan-pertemuan, diskusi, sharing luring dilakukan sebagai dasar untuk saling percaya dan saling menumbuhkan. Di era new normal ini terbukti bahwa komunitas seni Ndalem Ageng tetap kreatif dan berkarya serta bertanggung jawab atas proses yang dilakukan.

Kata Kunci: Pandemi, Komunitas Wong Sorot, kreatif, Gotong-Royong.

ABSTRACT

The Ndalem Ageng Surakarta art community has experienced limited activity and movement since the Covid 19. This paper aims to provide ideas and motivate art workers, especially the Ndalem Ageng Production Community, Surakarta to continue working and growing in the new normal era through a local wisdom approach using the Javanese language and empowering artistic people as a way to empower and grow together through a film approach. The method used in this activity is participatory and directly involved in the Ndalem Ageng art community for a relatively long time so that they can really understand the issues, thoughts, behaviors and types of art owned by art workers who are members of the Ndalem Ageng community. The result of assisting the Ndalem Ageng art community is the realization of creative artistic activities through a film approach by combining the world of stage and film into a unique and interesting work. In conclusion, amid the new rules of behavior, the new normal post-covid-19, the Ndalem Ageng Surakarta art community, with different artistic backgrounds, can still continue their works of art by motivating one another and working together in film production. Efforts to establish networks through social media, meetings, discussions, offline sharing are carried out as a basis for mutual trust and mutual growth. In this new normal era, it has been proven that the Ndalem Ageng art community remains creative and works and is responsible for the processes being carried out.

Keywords: *Pandemic, Wong Sorot Community, creative, Mutual Cooperation.*

INTRODUCTION

Facing the Covid-19 pandemic which still needs to be watched out for, efforts are needed

to overcome it by maintaining health and efforts

to continue to work, develop and be creative

through social and cultural activities carried out both internally and externally (1).

The problem experienced by the art community in Surakarta who are members of the Ndalem Ageng Production community is, the hampered activity and productivity of artworks caused by the covid-19 pandemic which has been going on for almost 2 years. During the pandemic period for the sake of performance activities (films) stopped completely, which had an impact on the social and economic aspects of arts workers (2). The author's contribution in dealing with this problem is, contributing thoughts and solutions to facing related problems. Even though the immune system of the Indonesian people has gotten stronger due to massive vaccinations, this does not mean that the community, including arts workers, can freely carry out their activities as before the Covid-19 outbreak. Post-pandemic, health protocols are still needed and

tips are needed to redesign film production, including cameramen, editors and the creative team. So that filmmaking and the work of art workers can remain productive, be creative in the world of art and maintain consistency as artists by carrying out artistic activities in new ways in the new normal era, both individually and in groups.

Pandemic period, namely in the classroom, changed in the form of online learning by utilizing media and digital technology. Even in everyday life today, people cannot be separated from digital media and technology such as ordering food, shopping online, exercising, accessing entertainment, accessing information. This means that this can be evidence that utilizing the information and digital world through social media is the right choice to be empowered during the current pandemic (3).

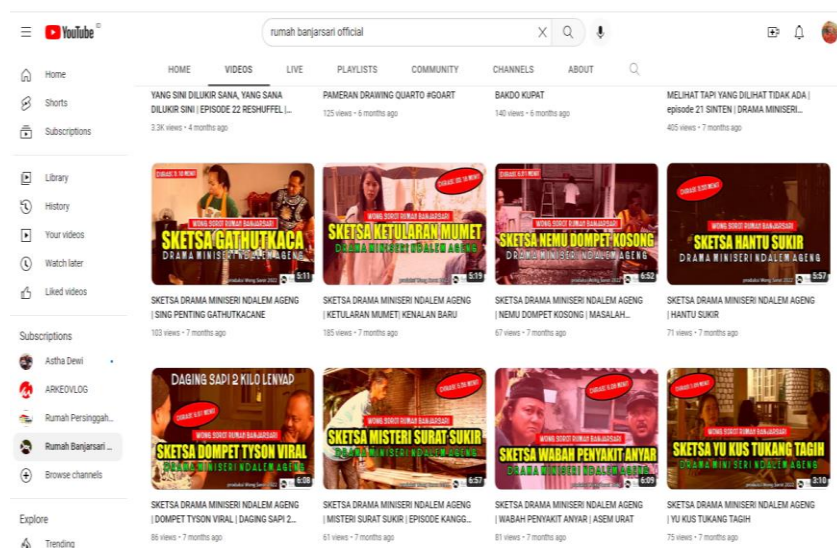


Figure 1: The Banjarsari Official Home page where the Ndalem Ageng production channel is located

Ndalem Ageng is a mini-series produced by Wong Sorot Rumah Banjarsari in Solo. This community was formed with the aim of staying aware and smart in utilizing the world

of social media and digital technology and continuing to be empowered in the limited times of the current pandemic. Limitations are not a barrier in the development of creativity,

in fact artists and creative industry players need to be constantly reminded and assisted to have an inverted point of view, that these limitations serve as inspiration in creating a creative work, while still considering the process.

The Banjarsari Surakarta house is a public space and an art space that becomes a laboratory. The purpose of this art laboratory is to provide a space for information, entertainment and knowledge for the public. Many activities are held in this laboratory room, such as art discussions, book reviews, dance performances, theater performances, music performances, fine arts exhibitions, production of mini-series films (3). Through Wong Sorot Rumah Banjarsari initiated the Miniseries Drama Ndalem Ageng as a form of creative search space that grows in the face of a pandemic situation. The production of this film is based on the principle of mutual cooperation and is supported by artists in dance, music, theater, film, and fine arts.

METHOD

Ethnography J. Spardley suggests direct involvement in all activities carried out in the community in exploring the local community. The main technique of this method or approach is participation observation which is carried out in a relatively long time before carrying out community service activities. A series of discussions, light conversations, chats and workshops were held with the local community through informal activities (4). Therefore, an ethnographer in community

service activities does not only conduct studies at the top level, but he is actually involved in community activities, lives with the community in daily life, understands the thoughts, behavior, and culture of the community (5).

Performing community service requires strategies, mechanisms that are relevant to the context of the community or community being assisted so that the purpose of community service can be carried out through cultural approaches and local wisdom of the local community. This community service to the art community is carried out with the support of, among others. Literature Review, by collecting data through literature, audio and visuals to get an original point of view so that the analysis carried out will produce a novelty (6); use Contact Persons to engage more closely with communities and sources of information (4); Gather competent resource persons in the fields of film, social, media. Make notes and audio and visual recordings during community service as a data source (5); Conduct discussions and meetings with the art community to implement and develop existing potentials and opportunities (4).

Ethnographic analysis activities are carried out as long as community service activities take place. Therefore, the writing of the results of community service activities is carried out by describing the culture that takes place from the beginning to the end of community service activities. Spradley asserts, writing in one sense, is a process of improving analysis. The analysis can be divided into four kinds of

ethnographic analysis, namely [a] domain analysis, [b] taxonomic analysis, [c] component analysis, [d] theme analysis. These four analyzes have one goal, namely to reveal the system of cultural meaning used by the community. All of these types of ethnographic analysis accelerate the discovery of cultural meaning (7).

RESULTS AND DISCUSSION

The role of audio-visual during a pandemic has a positive impact as a medium or a way to be empowered during a pandemic. With creativity and enthusiasm to adapt in a new condition, is a form of adjustment in behavior in order to be empowered, work and develop artistic creativity in the new normal which requires adjustments and adaptations in various activities. The production of mini-series films is used as a method to continue to exist to maintain artistic consistency during the pandemic. An interesting step was taken by the *Wong Sorot* Community through their production called, *Ndalem Ageng*. In this forum, the artists involved have the same point of view to remain empowered and work during the pandemic. The backgrounds of the

Wong Sorot members are dancers, theater performers, artists, stage stylists and filmmakers. The collaboration between these disciplines makes creativity more unique and interesting in producing a work (8). It is interesting because the pandemic has indirectly impacted space and time for artists to introspect and find solutions to the changes that have occurred due to the pandemic (9). Working in a network is one way to strengthen each other and more quickly find a solution. The power of working together is being able to solve a problem from a variety of perspectives and possibilities, making it easier to find a solution. Networking is one of the keys to communication, from communication that is carried out during the pandemic, of course, it is adjusted to using facilities on the internet through social media. Maintaining communication is very important in building trust as well as a way to share information for discussion so that among members gain understanding. In addition to communication built through social media, sometimes offline meetings are also held while maintaining health protocols (2).

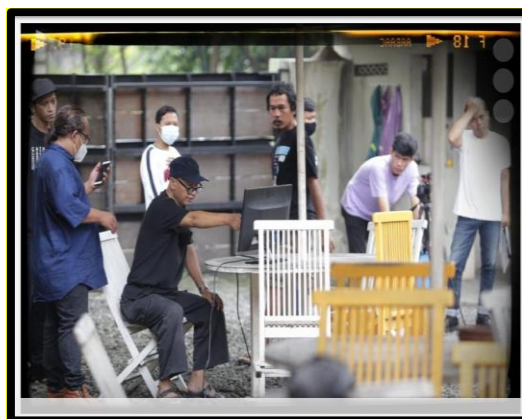


Figure 2: Production of Wong Sorot Banjarsari House



Figure 3: Production of Wong Sorot Banjarsari House

Why offline meetings are also held in addition to online, because it further strengthens emotions and feelings in managing a program of activities needed by artists. The production of the Ndalem Ageng Mini Series departs from the same thought by establishing good communication between artists, so this community has strong energy to keep working during the pandemic. The production of this mini-series uses a *gotong-royong* (work together/cooperation activities) approach, as a part of practicing the third precept of Pancasila. Each member has a sense of responsibility towards this production process. So every member involved voluntarily and sincerely prepares for various needs from technical in audio visual to consumption. The Javanese term "*urunan...kripping gedang, kripik telo, sitik edang angger roto*", divides tasks without having to be commanded, each member automatically says what will be done and assisted.

A creative process will produce good work if it is based on the "militant" spirit of

togetherness, because it will be a strong life force. The production of the Ndalem Ageng mini series uses simple tools, a DSLR camera, simple lights and other technical related things. The strength of this production in the audio visual field is the concept of working on audio visuals. This becomes interesting and unique when stage adaptations are used in films (10). These two combinations become a unique spectacle, the sense of stage is still strong with the film container. This production concept is one of the interesting findings for knowledge. Finding ways and producing works that offer ideas in art (11). From communication and discussion and generating ideas, it is this which strengthens the members of *Wong Sorot Banjarsari* house to have power in growing arts (3). Growing means growing stronger and finding new ideas and ideas outside of audio-visual. The basis of this growth gives individual members the impact to develop more deeply from their respective artistic backgrounds. New ways and new behaviors, the world of performances or presentation spaces no longer have to be

oriented to art buildings, there is now a new space, namely virtual space (12). Virtual space can reach a wider space, it needs new ways and adjustments, so that the taste and aesthetics of works of art can be appreciated

properly. This new method and this new habit does have a weakness, meaning that the presence of the object to be watched is seen on the screen, not directly witnessed (13).

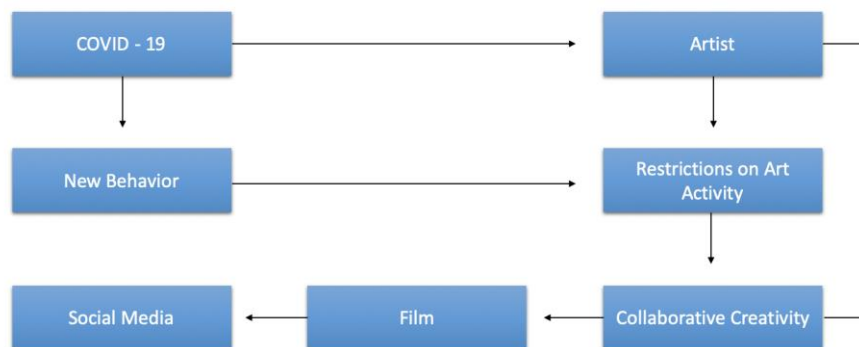


Figure 4: Community Service Roadmap

CLOSING

Community service activities for the Wong Sorot Community of Rumah Banjarsari Surakarta with the Ndalem Ageng mini series are carried out continuously and continuously, to build creativity and new works that are relevant to the development of the creative and innovative world of art and film (5). The way of life in the new normal era does not reduce or weaken the community's goal to continue to be empowered and work with the support of academic people through community service activities. This is proven by the growing and active group of artists from various artistic backgrounds to try to develop their abilities, work and be creative through the Ndalem Ageng Miniseries Production community, Rumah Banjarsari Surakarta. Establishing good networks and communication is the key to strengthening the potential of artists,

sharing ideas and ideas using social media and or offline and online meetings. The concept of mutual cooperation is applied as a form of practicing the third precept of Pancasila which is the basis of harmony and the spirit of togetherness (14).

This community rehearsal activity succeeded in combining stage performance art and film into a unique idea in the creative process, so that members gain experience to be developed in their respective arts, this is called the growing art process. From this growing artistic process, the Wong Sorot Rumah Banjarsari group has power in all situations and conditions, from the time of the COVID-19 pandemic to the new normal era and so on (15).

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