NUSANTARA ARTWORK AND ITS APPLICATIONS: A REVIEW OF TRADITIONAL ART PRACTICES AND CONTEMPORARY INNOVATIONS

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Abstract

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Indonesian art has a rich and varied heritage, but in the current modern era, traditional art faces challenges to maintain its relevance. In the midst of the dynamics of social, economic and cultural change, artists and practitioners or art enthusiasts are starting to look for new ways to update things so that they become better or function optimally again and apply traditional arts in today's context. This study explores how traditional arts such as shadow puppetry, batik, masks, and other traditional performing arts are adapted, updated, and applied in various contemporary contexts. Through observations with artists, field research, and literature analysis, researchers identified various strategies and approaches used by artists in facing these challenges. This research aims to conduct a review of traditional Indonesian art practices and contemporary innovations that have emerged in their application today. The method used is descriptive qualitative and the study results show that there are various ways in which traditional art in the archipelago is revived, one of which is through interdisciplinary collaboration, integration of modern technology, educational and participatory approaches, as well as an emphasis on local values and sustainability. The conclusion of this study is that Indonesian art remains a rich and relevant source of inspiration in facing challenges and opportunities in the world of contemporary art. This study makes an important contribution to understanding the application of traditional art in the archipelago to contemporary innovation.

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INTRODUCTION

Archipelago art is a rich and diverse cultural heritage, encompassing various traditional art forms that have developed in the territory of Indonesia and beyond for centuries. Art can be interpreted as the creation of symbolic forms of human feelings that undergo a universal transformation of experience and are not mere thoughts. by understanding the meaning of art, one can understand the concept as an idea in the process of creating works of art based on aesthetic sensitivity and supported by the use of any media and techniques.

In the end, the expected work of art is created (Magdalena, 2021). The term Nusantara itself was first mentioned in the concept of Cakrawala Mandala Dwipantara, which was coined in 1275 by Kertanegara, King of Singhasari. Dwipantara (Sanskrit) refers to the 'intermediate islands', which means the same as Nusantara, the word 'dwipa' is synonymous with 'nusa' which means 'island' (Sunarto, 2017).

Morphologically, the word Nusantara is a compound word taken from the old Javanese language which means the opposite island. Nusantara art here refers to art that developed before the word 'Indonesia' was established as the national name for the independent state of the Dutch East Indies at the Second Youth Congress (1928). After the word 'Indonesia' was officially used. Traditional arts that are Javanese culture that have existed and are known by the Javanese people since 1500 years ago, which is a Hindu culture that entered Java and brought influence to the shadow show known as wayang (Anggoro, 2018), batik which is one of the ancient art forms of high quality which comes from the Javanese language, namely 'amba' which means write and 'nitik' which means point, the combined meaning of the two words is to write with wax (Trixie et al., 2006).

Dance is an art form that uses motion as a medium in expressing the expression of the soul of the performer (Herdiani, 2016), music is a form of rich sound art in the form of songs and expressions as a unit (Sinaulan et al., 2023) and other performing arts that have deep historical, cultural and aesthetic values, which become the unique characteristics and identities of each region in the archipelago.

The diversity of the forms and nature of the arts that emerged can be inherited to this day as an expression of the supporting community containing noble cultural values that are priceless (Luh, 2011). However, in the context of the dynamics of modernisation and globalisation today, these traditional arts face significant challenges in maintaining their relevance in an increasingly modern and rapidly changing society.

This research can be strengthened by referring to the Theory of Cultural Adaptation from Young Yun Kim (2001), which explains that cultural adaptation is a dynamic process in which individuals or groups adapt their cultural values, symbols, and practices to a new environment without losing their original identity. In the context of traditional art in the archipelago, this adaptation process can be seen in the artist's efforts to combine elements of traditional culture (puppetry, dance, batik) with modern technology (AR, VR, digitalization, and NFT) to answer the demands of the times.

This adaptation is a form of cultural resilience, where traditional elements are not abandoned, but are integrated into new media to remain relevant, enjoyed by younger generations, and reach a global audience. In line with Kim, this process is not just passive acculturation, but an interactive and creative form between cultural heritage and contemporary contexts. Therefore, the revitalization of the traditional arts of the archipelago through technological innovation is a concrete form of active and strategic cultural adaptation.

In this context, the research aims to conduct a review of the Nusantara's traditional art practices and the contemporary innovations that have emerged in their application today. Anthropologists have found that art expresses the cultural values and concerns of a society (Soeriadiredja, 2016). Cultural studies, discusses the habits or cultures that often occur in society that have unconsciously produced a hegemony caused by false consciousness (Kurniawati, n.d.). Contemporary art studies can be defined as art whose artistic activities take place at the present time (Abdullah, 2015). This research will explore how traditional arts in the archipelago are revived, revitalised, and reapplied in various modern contexts.

RESEARCH METHODS

The research method is a scientific way to obtain data with specific purposes and uses based on scientific characteristics, namely rational, empirical and systematic (Ali et al., 2022) in the form of descriptive qualitative with an approach in the form of a literature review, which is the first and important step in preparing a research plan.

Literature review is a literature search and research by reading various books, journals and other publications related to the research topic, to produce a writing regarding a particular topic or issue (Marzali, 2017). The study will begin with a comprehensive literature review on

Nusantara traditional arts and contemporary innovations in the context of globalization and modernization. This literature review includes academic sources, journal articles, books, archival documents, and other publications relevant to the research topic.

Data analysis is carried out by researchers by reading existing information and data that has been collected during the research process which is then interpreted and analyzed using the theory used. In this research, the data analysis process will result in thematic groupings of narratives and descriptions in the research report.

Figure.1 Performing arts in Prambanan
Source : https://griyawisata.id/

RESEARCH RESULTS AND DISCUSSION

Nusantara art has a rich and diverse cultural heritage, encompassing a variety of traditional art forms that have been an integral part of people's lives in the Indonesian region and beyond for centuries. Nusantara is usually interpreted as a term to describe the unity of the waters and islands located between the Pacific Ocean and the Indonesian Ocean, as well as between the Asian Continent and the Australian Continent. (Sigit & Kusrahmadi, 2011).

Art can be defined as all kinds of beauty created by humans, so according to this way of thinking art is a product of beauty, a human effort to create beautiful things that can bring pleasure (Sabatari, 2015). Nusantara art according to (Pratama, 2019) can be interpreted as an ethnic encyclopaedia that stores everything that is considered important by the supporting community.

Basically, the arts can be classified into four main groups, namely performing arts, a work of art that is shown to the public or for entertainment and message delivery (Budiyono & Sumaryanto F, 2019), performing arts is one of the mediums of expression in contemporary art, its presence as a time-based art medium provides its own challenges for these works to be appreciated and presented to the public (Mulyono, 2022). As has been done in Prambanan in the form of performances that have occurred hegemony as shown in Figure 1 below.

Fine arts are the needs of human life that are beautiful and pleasant, for example, houses are useful for shelter, vehicles for transportation, clothing to protect the body, paintings for wall decoration and others, one of the branches of art that conveys its ideas through the language of images or forms (Pardede, 2022), artistic expressions that convey messages through language that are enjoyed by the sense of sight.

One example of the revitalization of traditional art is the Ramayana Dance performance at Prambanan Temple, which has been presented directly against the background of the temple as a natural stage. This performance is a collaboration of Javanese classical dance art, gamelan music, and epic narratives that have become icons of Indonesian cultural tourism. The unique historical setting and aesthetic of the show make it very potential to be developed in digital form.

By utilizing Virtual Reality (VR) and Augmented Reality (AR) technology, these shows can be presented in an immersive and interactive manner to a global audience. VR technology allows for a viewing experience as if it were directly on location, while AR can present narrative information and the history of the show in real-time. This innovation not only expands the reach of the audience, but also supports the preservation of digital-based culture and education that appeals to the younger generation.

Recording media art is a field of art that uses media to record, strictly speaking cameras, whether film, video or digital, to express ideas or feelings of the artist and literary art that can be enjoyed through hearing and vision. Recorded media is a form of communication with message material in the form of audio, visual or audio-visual based on technology both mechanical and electronic, this shows the phenomenon of mass communication with messages recorded and presented with technological devices.

Literary art is mostly in the form of words that are interestingly memorable and conveyed in a

9

beautiful way. Art or literary works can be considered as a fictional and imaginative power to be able to capture social buildings directly and describe objects and movements contained in the world of experience (Ayuningtiyas, 2019). An author expresses his ideas, thoughts, feelings and imagination through a literary work that has benefits for people's lives (Ernawati et al., 2017). Examples of sasatra art are poetry, which is a literary work that has specificity both in terms of language and word selection to the tone of reading (Andari, 2023) and calligraphy, which is the writing of Arabic letters written with a touch of art that creates beauty through the art expressed in it (Fazira & S, 2023). In the era of Today's modernization and globalization, the arts of These traditions face the challenge of maintaining their relevance amidst rapidly evolving social, economic and cultural changes.

This research found various strategies and approaches used by artists and art practitioners in applying Nusantara art today. One of them is through interdisciplinary collaboration, where artists work together with professionals from various fields, including technology, design and social sciences, to create innovative and different artworks. For example, in Digital Art in the form of Computer Graphics and Animation, artists use software such as Adobe Photoshop, Illustrator, and Blender to create intricate digital artworks and animations, Augmented Reality (AR) and Virtual Reality (VR), these technologies allow artists to create immersive experiences that combine the real world with digital elements as shown in Figure 2.

Figure.2 Example of AR in Museum
Source : https://vinkovci.net/

In addition to AR technology that can provide immersive experiences, there are also NFTs (Non-Fungible Tokens), which is blockchain technology used to sell digital artworks in a unique and non-falsifiable way, is a digital-based asset, making it easy to transact because no real space is needed (Saroh et al., 2023). NFTs are one of the alternatives for everyone to invest in works of art. digital world in addition to just buying and selling on *e-commerse.*

Interactive installation is another media can be the use of sensors and data processing technology to create installations that respond to visitors' movements, sounds, or interactions and Projection Mapping, which is this technology allows the projection of images or videos on three-dimensional surfaces, creating dramatic visual effects such as projecting images on a building, in this case Indonesia has done several times as displayed on the Bank Indonesia building in Yogyakarta which was done by LZY in 2022 as shown in Figure2.

Figure.2 Video Mapping of the Building
Source : https://jogya.com/

In the last three decades there have been drastic changes to music due to technological developments, especially the digitization of music (Ayuningtiyas, 2019). There are tools to make digital music production easier by using software technologies such as Ableton Live, Logic Pro, and Pro Tools that allow musicians to record, edit, and produce music in ways that were not possible before. Electronic Music Instruments namely synthesizers, drum machines, and other devices allow the creation of unique and complex sounds.

In Literature and Digital Media in the form of E-books and Audiobooks, which are technologies that enable the distribution and consumption of literature in digital format and Interactive Fiction, ebooks, which are digital platforms that audiobooks allow authors to create interactive stories where readers can make choices that affect the storyline, while audiobooks are books in sound form, so that what is contained in the book is read by a narrator (Anwas, 2024).

In theater and live performance, technologies such as the use of light and sound can be applied. Modern theater often uses advanced technology to create dramatic visual and audio effects with AI (Artificial Intelligence) robots in performances, some theater and dance productions are beginning to include robots and AI as part of their performances, deepfake and CGI, these technologies are used in film and media to create realistic visual effects.

In the field of photography and videography, using photo and video editing with software such as Adobe Photoshop, Lightroom, and Premiere Pro allows artists to edit and manipulate images and videos in stunning detail.

Photographic drones that use advanced technology make it possible to capture images and videos from perspectives that were previously impossible. Collaboration between art and technology not only enriches both fields, but also opens up new opportunities for innovation and creative expression. Artists and technology can work together to create experiences like never before, and continue to push the boundaries of what is possible in the world of art and technology..

In addition, the integration of modern technology is also an important part of the application of traditional arts today. Many artists use technologies such as digital media, animation and interactive insta¬lations to give a new look to the arts. traditional, thereby attracting the younger generation and expanding audience reach.

However, challenges remain; globalization and modernization can threaten the survival of traditional arts if not balanced with efforts to preserve and increase appreciation of local cultural values. In addition, issues such as commercialization of the arts, loss of skilled practitioners, and financial uncertainty are also obstacles to renewing and expanding traditional arts.

In this context, arts education and popularization are of key importance in maintaining the sustainability of the archipelago's arts. Arts education programs that provide training and support for young artists, as well as promotion and market development efforts for traditional artworks, can help strengthen the foundations of traditional arts now and in the future.

Thus, this research concludes that Nusantara art remains a rich and relevant source of inspiration in the present context, with great potential to continue to develop and innovate in the future. With collaborative efforts between artists, art practitioners, academics and the government, traditional arts can continue to live and thrive, enriching the cultural life of the people of Indonesia and the world.

As explained above, Nusantara Art has a lot of potential that can be utilized and developed and explored further in the contemporary era, as described in the explanation below.

1. Creative Inspiration

There are several examples that can be taken from creative inspiration such as in traditional designs and motifs, namely batik, songket, weaving, and traditional carving motifs can be used in fashion design, interior products, and art. visual modern. In addition to craft techniques, traditional handicraft making techniques can be applied in the making of contemporary products that have high aesthetic value.

1. Creative Industry Development

As in fashion and accessories, a blend of traditional elements and modern design can create unique fashion products that appeal to the global market. Whereas in handicrafts, craft products that combine traditional craftsmanship with contemporary design can produce items that have a high selling value.

1. Cultural Tourism

This sector can help the progress of the archipelago's arts as well as in tourist destinations in the form of increased promotion and management of cultural tourism destinations that feature the arts and traditions of the archipelago can attract local and international tourists. Meanwhile, art festivals can be organized that showcase traditional art in a modern context to attract the interest of the younger generation and tourists.

1. Education and Pedestrianization

Art Education can incorporate the integration of traditional arts into the education curriculum which can help preserve culture while inspiring the younger generation to develop contemporary art based on tradition. Training and workshops for artisans and young artists can encourage innovation in traditional arts.

2. Media and Technology

Digitalization of traditional arts through social media, websites, and applications can expand the reach and accessibility of Nusantara arts to a global audience, and traditional art elements and stories can be adapted into animation, games and other digital content, creating engaging and educational cultural products.

3. Interdisciplinary Collaboration

Collaboration between traditional and contemporary artists can produce innovative and interesting works of art, while partnerships with other industries, such as tourism, fashion and technology, can expand the application and market of Nusantara art. By developing these potentials, Nusantara art can continue to grow and adapt to the contemporary era, while still maintaining its inherent identity and cultural values.

CONCLUSION

This study has provided an in-depth overview of traditional art practices and contemporary innovations in Nusantara art today. The findings and analysis show that Nusantara art remains an important part of the cultural life of the people of Indonesia and beyond, despite being faced with significant challenges and changes in the era of globalization and modernization.

First, researchers found that the traditional arts of the archipelago have value in maintaining the identity and cultural diversity of the region, traditional art practices such as shadow puppetry, batik, dance, and music are not only an

expression of art, but also a reflection of the cultural values, history, and beliefs of the local community.

Secondly, highlighting the importance of contemporary innovation in renewing and reviving traditional arts, interdisciplinary collaboration and the integration of modern technology have brought a new twist to traditional arts, creating works of art that are more accessible to the public. art that is innovative, engaging and relevant to modern society.

Nevertheless, challenges remain in the effort to maintain and develop Nusantara arts today. Globalization, modernization and commercialization of art can threaten the sustainability of traditional arts if not balanced with efforts to preserve local cultural values and increase public appreciation of traditional arts.

Thus, the conclusion of this research is that Nusantara arts have great potential to continue to develop and innovate in the present and future. With collaborative efforts between artists, art practitioners, academics, and the government, traditional arts can continue to live and make a valuable contribution to the cultural life of the Indonesian people and the world.

In order to maintain the sustainability of Nusantara art, coordinated efforts are needed in the fields of art education, cultural heritage preservation, local art promotion, and art infrastructure development. Thus, Nusantara art will continue to be a rich and relevant source of inspiration for future generations.

Suggestions from the research in the form of the absence of real examples of discourses on the application of traditional artists who collaborate with the progress of the times are exemplified in various ways, so that research can be continued in the future.

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