



JST (13) (2) 2024

JURNAL SENI TARI

Terakreditasi Sinta 4



<https://journal.unnes.ac.id/journals/jst>

Charisma Production Dance Studio Management

Aisyah Novitasari^{✉1}, Setyo Yanuartuti^{✉2}

Department of Drama, Dance and Music Arts, Universitas Negeri Surabaya, Lidah Wetan, Surabaya, Indonesia.

Article Info

Article History

Received : 12-06-2024

Accepted : 19-06-2024

Published : 30-11-2024

Keywords:

dance production,
management, Charisma
Studio.

Abstract

The purpose of this writing is to understand the management of the Charisma Production Studio as a studio that only operates and focuses on the entertainment/business sector. The research method used is a descriptive qualitative research method. In this research, the main data source is qualitative research, and collection techniques using observation, interviews, and documentation. Data analysis by data reduction, data presentation, and conclusion. The results of this research are the background of the Charisma Production Studio. This studio was established in 2003, was founded and chaired by Mr. Haris, is located in Surabaya, and has high popularity. The management function at the Charisma Studio is to regulate the running of all aspects of the Charisma Studio's organizational lines and marketing methods at the Charisma Production Studio. Conclusion The marketing system of the Charisma Studio, which is a studio following the business sector, keeps up with the times, maintains quality and quantity, is selective in choosing dancers, and does not escape the already highly-experienced Charisma Studio, these aspects create its branding. Charisma Studio, because this is what makes Charisma Studio considered a good and quality studio among studios in general.

© 2024 Universitas Negeri Semarang

ISSN 2503-2585

[✉]Corresponding Authors:

Email : 1. Aisyah.22036@mhs.unesa.ac.id

2. Setyoyaniartuti@unesa.ac.id

INTRODUCTION

A studio is a place or facility used by a community or group of people who carry out activities. A studio is a place for artists to create, bring out creativity and ideas in arts, and channel or teach the art. A studio, place, or community certainly has a management system to regulate the structure and order in the community of the studio. The management system means organizing, arranging, managing human resources, and controlling to achieve the goals of an activity. The function of management is to provide direction, coordination, and good control based on previously established plans.

The existence of a management system is needed in a community or studio. A studio management system determines where the studio is going. Each community or studio has a different management system from the others but generally has the same goal. A group, community, or studio that has a good management system will have an impact on the studio itself.

The word management in English is management, which comes from the word *to manage*, which means to organize, manage, and control something (Jazuli, M., & Paranti, 2021). Management is a data processor and formulates strategies to obtain convenience. Management has an essential role in the success of a group/institution because the results of this management process will guide in facing challenges in the next few years. Management will show the quality of an organization. Good management will produce good and appropriate output, and vice versa, poor or inadequate management will not produce the right output that is needed by the community (Jayanti, I., & Sekarningsih, 2021).

Management functions as an arts institution in the context of arts management. An arts organization must have goals and activities. The performing arts involve the activities of artists and audiences. Culturally, it is also supported by the community that owns the art. This arts group is also an institution where artists collaborate. Without cooperation, of course, the journey of an arts organization

will not run smoothly. This collaboration is built on cooperative and reasonable or rational principles. Without this, an arts group will experience various problems. The art group can survive and develop, especially for the synergy between income and expenditure, which must be managed efficiently (Takari, 2008).

One of the studios that caught my attention is the management from one of the studios in East Java, precisely in Surabaya, the Charisma Production dance studio. It is a studio that has something different from other studios. Dance studios generally focus on academics, have students and a learning or teaching system as well as the development and preservation of culture. However, the Charisma Production studio has a different focus, namely only focusing on business and entertainment fields. It can also be called a Modern dance studio. Entertainment is also commonly called the world of relationships from various fields, such as music, acting, agencies, and TV stations.

Charisma Production Studio only focuses on selling entertainment services in the form of dance art which includes dance choreography, modern dance, traditional dance, jazz dance, and so on following client requests or incoming jobs. The target market or marketing of Charisma Studio is the entertainment world. Charisma Studio was founded in 2003 by Mr. Haris as the owner. It is in the Grand Sunrise housing complex, Block BC No.25 Warek, Sidojungkung, Menganti Regency, Gresik, East Java. Charisma studio initially had a basic jazz dance genre that usually served cafes, hotels, and bars, but now the scope of the Charisma genre cope has expanded according to client requests. It underlies my desire to research the management of Charisma Studio. It is a dance studio that operates in the entertainment and business fields but is very popular and well-known even outside Java. The Charisma Dance Studio still exists because of its good management in serving customers. It is being professional in its field. It follows the development of the times and maintains the overall quality of the services such as dance choreography, dancers, costumes and

clothing, and music. According to Stoner (in Handoko, 1998), management is the process of planning, organizing, directing, and supervising the efforts of members of the organization and the use of resources, to achieve the goals of the organization that have been set. From the popularity or existence obtained by the Charisma studio in the world of entertainment and business, I am interested in researching the management of this studio.

RESEARCH METHOD

The research method used in the article entitled *Charisma Production Dance Studio Management* is a descriptive qualitative research method.

Charisma production studio management is research in the form of descriptive analysis in the form of words and writings, not numbers. Therefore, this study used qualitative methods. According to Bogdan and Taylor (1975) in Moleong (2006), qualitative research produces descriptive data in written or spoken words and observable behavior.

Qualitative methods are phenomena whose objects are based on representations of certain situations or situations such as perception, behavior, motivation to act, and others. Qualitative research is discovery-based where the researcher is the key tool, the data analysis is qualitative, and the data collection technique is through triangulation (combination). The subject of this study is where the data source is obtained. Arikunto (2013) stated that the research data sources are person, place, and paper data.

Place or observation in this study aims to obtain information and data directly from the research location. Observation in this study also aims to get accurate data and observe directly the problems and phenomena described in this study. The observation method is used to find out how Charisma Production studio manages an ongoing event and all dancers under Charisma Production, and how marketing management is carried out by the Charisma Production studio.

The results of this observation are in the form of field observation notes. The researcher used a structured interview type. The main source of the study is Mr. Haris, the founder and owner of the Charisma Production studio. Mr. Haris is also the choreographer of every dance that will be performed. The supporting source is Abang Andy who helps/takes care of the running of the event starting from the performers' costumes, properties, the marketing of the Charisma Production studio, the Charisma dancers, contract, and freelance.

The documentation is in the form of photos and videos of the practice process and performances during the event. The document was recorded using a camera or cellphone. In addition, there are also related documents, namely photos of the Charisma Production studio marketing via social media.

Data validity techniques were carried out using three triangulation methods, namely source triangulation, method triangulation, and theory triangulation. It compared and checked the degree of trustworthiness of information through several sources. Source triangulation is also evidence from different individuals (Emzir, 2012). The informant sources in triangulation are more than one for validating data on how the Charisma Studio manages its dancers by conducting interviews with three freelance dancers, the Charisma dancers themselves, and a person trusted by Charisma Studio. Then, the next step is concluding several interview results from all different sources and uniting them.

RESULTS AND DISCUSSION

Management is taken from Old French, which means organizing and implementing. Management can also be interpreted as an effort to plan, coordinate, organize, and control resources to achieve goals efficiently and effectively. It underlies the idea that management is an art. Art is related to beauty. The beauty of management lies in order, neatness, and organization. The function of management is to organize and create a structured order. Good studio management, to achieve the words successful and well-known,

experiences a long process and struggle that is not easy so that the results obtained are satisfactory and not disappointing. Serious management is needed in each field. This management will determine the progress of an organization to progress and develop to achieve its goals.

Background of Charisma Production Studio

Charisma Production is a dance studio from Surabaya. The Charisma Production dance studio has been established since 2003, founded by Mr. Haris as the owner. The Charisma Production Dance Studio previously had the name Ladia Dancer which was previously founded by Mr. Haris and his colleagues, but now Mr. Haris stands alone with the name Charisma Production Dance Studio. Charisma itself means East Javanese characteristics that are charismatic and have their characteristics. Charisma Production has been established for approximately 20 years, but until now Charisma still exists and is growing.

A good management system carried out professionally makes the Charisma studio increasingly developed and known to the public, especially at big events such as government events, TV shows (Kilau Raya, Dangdut Academy, etc.), and private company events. In addition, the Charisma studio has served and performed proudly at events held by the seventh President of the Republic of Indonesia, President Jokowi Widodo, who gives special pride to the Charisma Production dance studio.

Interview results with Mr. Haris, the owner of the studio (April 25, 2024) informs that the reason the Charisma studio became a business studio was because, at that time, job opportunities were still rare in Surabaya and Charisma took that opportunity to develop employment in the field of performing arts services, especially in the field of dance to be known in Surabaya. Because of Charisma's experiences, the performances presented carry a different aura because Charisma maintains the charisma stopover known for its graceful and beautiful dancers and can respect themselves as dancers.

Charisma Production Studio

Managing a good, successful and still existing until now is very difficult and not easy to achieve, everything requires a long process and takes a long time to produce satisfactory and good results. Serious management is needed in every field. This management will determine whether an organization advances and develops to achieve its goals. The stages of management can be explained as follows:

Planning

Planning is a process to anticipate future trends and determine the right strategies and tactics to achieve the organization's targets and goals.

Charisma Studio is a dance studio that operates in the business sector and focuses only on business and entertainment. The purpose of establishing the Charisma studio is to help and facilitate dancers in East Java to have good skills and talents to express their abilities and introduce the world of entertainment, especially dance, which is highly valued, appreciated, and needed in the world of entertainment. Mr. Haris, as the owner of the studio, deeply regrets if dancers who have good skills do not have a place to channel their talents and are not appreciated according to their abilities. 'They can get income according to their respective skills' (interview with Mr. Haris, March 13, 2024).

The short-term program owned by the Charisma Production studio is currently flexible, namely following the job schedule obtained and of course, focusing on marketing to get jobs. The Charisma Studio only operates in the business sector and is responsible to dancers who are contracted to the Charisma studio.

Charisma Production also has a long-term program that will be held in 2024, namely Show Go International, which is located in Turkey.

Organizing

Organizing in management is arranging tasks and responsibilities for each job desk related to becoming a whole that can run properly and realizing all company

goals. (Mekari Journal, Business Management).

Based on the analysis of the organizational structure, it can be identified the type of organization in the Charisma Production studio. It is included in the category of "Line Organization". According to Sal Murgiyanto's theory (1985), a line organization is an organization where the leader is seen as the sole authority. In the line organization type, power runs directly from superiors to subordinates and directly from superiors to people in the lowest positions.

In this case, Mr. Haris, the leader and the owner as the sole ruler of Charisma Production studio, oversees/manages all aspects of the Charisma studio starting from administration, recruitment of Charisma dancers/contract dancers, and dance choreographers at every event. In administration and marketing, Mr. Haris is assisted by the trusted person, Andy Putra, who handles the marketing of Charisma Studio and its administration. This line organizational structure is very effective because this organization has a small number of administrators so the work tasks are not too complex.

Charisma Studio as a studio engaged in the business sector has the same financial system as companies in general, namely the largest income through clients and also costume rentals. Funds received from events or jobs will be distributed to dancers who are contracted every month and must be recorded by the studio administration, for freelance dancers will be paid after the event directly.

Charisma Studio was established in 2003, 20 years ago. The marketing system of Charisma Studio has been regular since 2003, from distributing brochures, and advertisements in newspapers, until now through social media. Charisma Studio has also been highly experienced so the name Charisma Production Studio is familiar among large or small events from limited liability companies (PT), hotels, and Indonesian television channels. Charisma Studio also always maintains the quality of the studio, for example, updating the costume so that it follows the development

of the times. It creates its branding for Charisma Studio so it makes Charisma Studio considered an expensive studio among the other studios in Surabaya.

Movement

The leader of the Charisma Production dance studio, Mr. Haris, carries out movements through several routine programs and activities. Robbins (2009) said management functions expect leaders to direct and motivate all members of the organization to carry out activities or activities to achieve organizational goals. The program activities include:

Charisma Production Studio is a studio that focuses on the business sector. Therefore, the movement system in marketing the Charisma Dance Studio must be consistent and follow the development of the times, here is an example of documentation:



Figure 1. Charisma Dance Studio's Appearance on National TV Station
(Source: Charisma Production's Instagram)

It uses marketing on social media pages that are booming. It follows developments in the field of fashion and make-up that are in great demand and follows the development of music that is currently popular.

Charisma Studio as a studio engaged in the business sector has provisions for its dancers. Charisma and freelance dancers are core dancers who are already bound by a contract with the Charisma studio. The training carried out by the Charisma studio is only for the benefit of events or jobs, which do not have a definite training schedule.



Figure 2. Practice Process Before Performance (Source: June, 2024)

The control system is carried out to control and monitor whether the implementation of management is by the studio's planning. In this system, the studio leader has full authority to evaluate the management system and the implementation of all studio members in completing their tasks. The existence of a control process is needed to identify obstacles that can hinder and also less able to support the main objectives of the studio.

CONCLUSION

Charisma Production is a dance studio in Surabaya. The Charisma production dance studio has been established since 2003, founded by Mr. Haris as the owner. Located at the Grand Sunrise housing complex, Block BC No. 25 Warek, Sidojungkung, Menganti Regency, Gresik, East Java. The Charisma Production studio has an organizational/structural system that is included in the category of Line Organization or family because the 2 main members of the Charisma studio are family.

The marketing system of the Charisma studio is a studio based on this business field, namely following the times, maintaining quality and quantity, and being selective in choosing dancers who are highly experienced in the Charisma studio. These aspects create their own branding for the Charisma studio because this is what makes the Charisma studio considered an expensive studio among studios in general.

REFERENCES

- Arikunto, S. (2013). *Prosedur Penelitian: Suatu Pendekatan Praktik*. Rineka Cipta.
- Bogdan, T. (1975). *Metodologi Penelitian Kualitatif*. Remadja Karya.
- Emzir. (2012). *Metodologi Penelitian Kualitatif Analisis Data*. PT. Raja Grafindo Persada.
- Handoko, H. (1998). *Manajemen* (8th ed.). BPFE Yogyakarta.
- Jayanti, I., & Sekarningsih, F. (2021). Fungsi Manajemen Dalam Pengelolaan Sanggar Tari Topeng Mimi Rasinah. *JURNAL UPI*.
- Jazuli, M., & Paranti, L. (2021). Manajemen Sanggar Padma Baswara Di Kadilangu Demak. *UNNES Journal*.
- Moleong, L. J. (2006). *Metodologi Penelitian Kualitatif*. PT Remaja Rosdakarya.
- Murgiyanto, S. (1985). *Manajemen Pertunjukan*. Departemen Pendidikan Kabudayaan Direktorat Jenderal Pendidikan Dasar Menengah.
- Robbins, S. P. (2009). *Manajemen, Jilid 1* (10th ed.). Erlangga.
- Takari, M. (2008). *Manajemen Seni*. Studia Kultura.