



Digital Kultur: Music and Cultural Festivals Platform of Performing Arts in Digital Era

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Abstract

This article discusses the results of research on the development of the Digital Kultur application as a platform for organizing cultural festivals. The purpose of this research is to find out the development indicators that can be used in applications. Digital Kultur is an invention in the form of an application made for organizing various cultural festivals in Indonesia. It is designed to be one of the solutions to address technological challenges in the world of music and performing arts. Digital Kultur has made it easy for participants to compete, perform and express their abilities in music not only within a small event, but also in a large-scale cultural festival, involving dance, folklore, and other art fields. By using this application, festival participants are managed online, starting from the registration process, auditions, judgment, up to the result before the final offline festival. Participants will perform live and record through the application of Digital Kultur in any city or place, respectively, with the specification of facilities and infrastructure adapted to the conditions of the local area. The selection and assessment process are carried out directly, and only selected participants as finalists will be invited to perform directly at the festival venue. The main point of using this application is the effectiveness and efficiency of the operational time of the festival.

Keywords: culture; culture digital; festival; music; performing art

Abstrak

Artikel ini membahas tentang hasil dari riset pengembangan aplikasi Digital Kultur sebagai platform penyelenggaraan festival budaya. Tujuan dilakukannya riset ini adalah untuk mengetahui indikator pengembangan yang dapat diterapkan pada aplikasi. Digital Kultur merupakan aplikasi hasil inovasi yang dibuat untuk penyelenggaraan festival budaya di Indonesia. Aplikasi ini dirancang untuk menjadi salah satu solusi percepatan teknologi yang terjadi, khususnya dalam dunia musik dan seni pertunjukan. Digital Kultur dibuat untuk mempermudah peserta agar dapat mengikuti kompetisi, festival, pertunjukan dan mengekspresikan kemampuan mereka tidak hanya dalam bidang musik dan seni pertunjukan, tetapi dalam festival budaya meliputi tarian, folklore dan bidang lainnya. Keikutsertaan peserta dikelola secara online dengan aplikasi Digital Kultur, mulai dari proses registrasi hingga pelaksanaan festival. Peserta mengikuti festival dengan fitur aplikasi yang mendukung format secara live perform dan recording proses secara langsung di aplikasi Digital Kultur, dari masing-masing wilayah peserta. Keunggulan dari penggunaan aplikasi Digital Kultur ini adalah efektivitas dan efisiensi dari durasi proses penyelenggaraan festival.

Kata Kunci: budaya; digital kultur; festival; musik; seni pertunjukan

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Introduction

Indonesia is one of the countries with the most diversity of ethnic groups. More than 1340 ethnic groups were recorded in the Indonesian government census in 2010. The diversity of these tribes also has their respective cultural diversity. Diverse culture is the main attraction for Indonesia. Culture can be an important asset in the field of education, the arts and tourism, to attract scholars, researchers, artists and even tourists to visit Indonesia. Strategic effort made to introduce the cultural diversity of which is through the performing arts in the cultural festival.

Culture in Indonesia has different values which are reflected in the arts found in a certain area, because art is born from the socio-cultural background of the creator (artist) which has its own aesthetic value. This very diverse traditional art shows that Indonesia is a nation rich in local wisdom values in the arts. Local wisdom as a form of culture is believed to have true values and bring goodness to the local area, its existence must be maintained. Local wisdom or also called culture identity, is a cultural identity and personality that causes the nation to be able to absorb and cultivate foreign culture according to its own characteristics and abilities. Traditional arts as a form of local wisdom have meaning or meaning for the supporting communities.

Cultural festivals are an effective way to introduce cultural products to the wider community. Some cultural festivals in Indonesia which are worldwide and are always attended by participants and people from abroad include the Dieng Culture Festival (DCF); Jember Fashion Carnaval (JFC); Lake Toba Festival; Yadya Kasada of Mount Bromo; Lake Sentani Festival; Cap Go Meh Singkawang; Pariaman Tabuik Festival; Yogyakarta Sekaten Festival; and many other cultural festival organized by the respective local governments in Indonesia. Art performances and cultural festivals are not only a place for introducing cultural products, but can also be an arena for intercultural collaboration and a means for the development of science and technology. Especially with regard to the technology of organizing cultural festivals that must keep abreast of the times, in order to continue to exist and become the main target for the audience.

One aspect affected by technological development is the aspect of art and culture, including the world of performing arts in the form of cultural festivals. The fourth industrial revolution, known as the industrial era 4.0 which is taking place today, has had a major influence on this aspect. Information and communication technologies are evolving in this digital era requires innovations. It can be seen from the growing number of physical and

digital technology combined with analytical, artificial intelligence, cognitive technologies and Internet of Things (IOT).

Advances in technology make performing arts and cultural activities become easier to be presented and utilized according to the needs. The ease of access indirectly can increase the level of public appreciation. These conditions have an impact on production in the performing arts in Indonesia should be able to compete with products coming from abroad (Minati, Tajudin, Gesuri, 2015). This is a challenge not only for the artists in producing a show, but for Indonesia's creative industries in developing and maintaining the existence of art and culture of the nation, because identity is fundamental to compete globally. Munaf, D.R and Rachmawanti, R (2018), stated that media technology makes music closer to its audience. Furthermore, music is easier to present is that digitalization in music performances is a transformation of musical performances that are reconstructed using digital technology devices.

Transformation of the performing arts as a cultural product is coupled with technological developments (Hardjana, 2004). Digitizing content and advancing internet technology have greatly influenced the production of performances in the form of performing arts and cultural festivals. The digitization process can be interpreted as a transformation of cultural performances that are reconstructed using digital technology devices. That is, the production of the show will go through several stages of the process and the different packaging.

The technology product developed in this research is called 'Digital Kultur', the application platform for organizing digital-based arts and culture festivals. 'Digital Kultur' is an innovative software that departs from the background of the phenomenon of the implementation of performing arts and cultural festivals in Indonesia. Digital Kultur is designed and created to provide convenience and comfort for participants, as well as the ability to streamline time and energy for a better performance. Digital Kultur needs to continue to be developed into a web-based application that can be used more widely. Therefore, this research was conducted to determine development indicators that can be added to the application, as well as to further socialize Digital Culture so that it can be utilized by the community.

Method

The method used in this research is qualitative with a phenomenological and experimental approach. Phenomenological has used to examine the development of art and cultural performances in Indonesia. Phenomenology is one way to uncover the entity of phenomena from various perspective so that the meaning of events or experiences can be found in the form of certain structure that could define the phenomena (Kuswarno, 2009). Digital Kultur as an application for organizing festivals, designed, and made based on survey results and experience in the field. The experimental approach in this research was carried out during application development in the form of organizing a choir festival. This is done to find out the development indicators carried out to upgrade the application

Result and Discussion

The results of this research are the responses of users of the Digital Kultur application as a platform to organize a cultural festival, using digital live performance technology with recording and live streaming systems, making it easy for participants to participate in a series of festival activities. This application has also obtained a Copyright from the Director General of Intellectual Property of the Ministry of Law and Human Rights of the Republic of Indonesia with number 000117776.

Digital Kultur Application

Digital Kultur is an invention in the form of an application made for organizing various cultural festivals in Indonesia. Using digital live performance technology with recording and live streaming systems, Digital Kultur makes it easy for participants to take part in a series of festival activities. The Digital Kultur logo consists of 10 curved lines that symbolize the number of island groups in Indonesia.



Figure 1. Digital Culture Logo
(Source: private documentation)

Festival participants are managed online, starting from the registration process, auditions to the implementation of activities. Participants will perform live and record through the application of Digital Kultur of the city or place, respectively, with the specification of facilities, infrastructure and facilities adapted to the conditions of the local area. The selection and assessment process is carried out directly, and only selected participants as finalists will be invited to perform directly at the festival venue.

Technological innovations from Digital Kultur open opportunities for people in all regions of Indonesia, to be able to have the opportunity to take part in cultural competitions or festivals held. This Digital Kultur application can be an integrated system in organizing for every cultural festival that supports the development and progress of creative industries in Indonesia.

Digital Kultur has reached level 8 in the Technology Readiness Level (TRL) which explains that the system is complete and meets the requirements through testing in the actual environment.

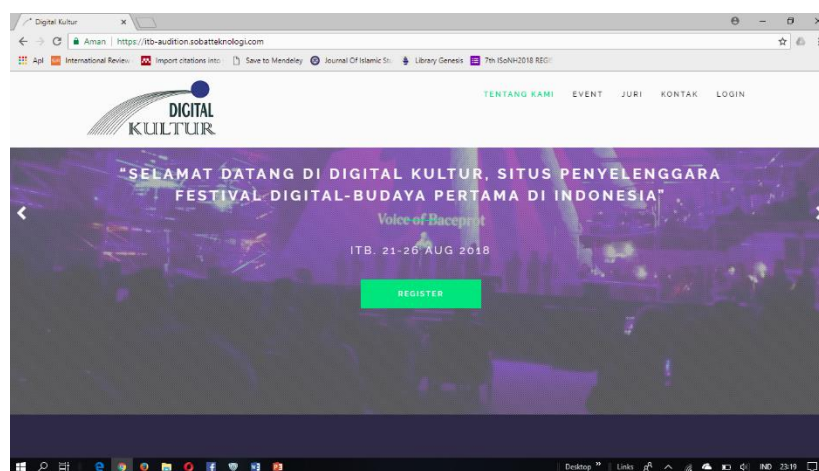


Figure 2. Digital Kultur Application
(Source: www.digitalkultur.id)

Digital Kultur is designed to be one of the solutions to address technological challenges in the world of performing arts. By focusing as an application for organizing cultural festivals, Digital Kultur has made it easy for participants to compete, perform and express their abilities. Even for large-scale cultural festivals involving dance, folklore and other art fields.

Digital Kultur as a Platform for Music and Cultural Festival in Indonesia.

Music is one of the fields of art and cultural elements that have a dynamic nature (Arnold, 1984). Music experiencing growth, transformation, and innovation in accordance with the changing times, social conditions, and the environment (Hardjana, 2004). In the beginning, music was a performing art that was usually enjoyed directly, and the audience had to go to the venue for the show (Randel, 1999). Innovation and transformation in music are inevitably caused and influenced by the rapid development of technology, entering various creative fields of music, ranging from instruments, concerts, to scientific studies in the field of music technology. Nowadays, music has been present in a form that is more easily accessible, such as via radio, television, mobile phone/smart phone, computer, and internet networks.

The Global World Index concluded that people listening to music through the internet increased by 76% during the 2012-2015 period. Other data from world's recording organizations, the International Federation of Phonographic Industry (IFPI) recorded that 46% of the music industry's global income in 2014 has been controlled by digital music recordings. Meanwhile, physical music recordings amount to 46% and the remaining 8% from live performances (Irnaringrat, 2017).

Exposure to the data indicates that the higher technological sophistication will make people reluctant to go to live music performances. Furthermore, interactions between musicians and fans directly at the concert hall might not be found anymore. This is a big challenge for musicians and music performers, because one of the essences of enjoying music directly will disappear slowly.

Digital Kultur is designed to be one of the solutions to address technological challenges in the world of music and performing arts. This digital platform is used as an application for organizing music and cultural festivals, Digital Kultur has made it easy for participants to compete, perform and express their abilities in music not only within a small event, but also in a large-scale cultural festival, involving dance, folklore, and other art fields. This application has been used for the implementation of music festivals and competitions in the context of developing music therapy methods from a socio-technology perspective. In its implementation, the Digital Kultur application not only makes it easy for participants, but also makes it easier for the jury in assessing. The music used in this activity is local wisdom music in the form of Indonesian folk songs, as shown in the following table of the three

activities are the judges did not find any difficulty in distinguishing sounds and tones that are sourced from the communication device is different.

Table 1. Festival Activity

Year	Area	Participants	Songs
2018	Bandung	High School	Sundanese regional compulsory song; Manuk Dadali Selected songs: all songs in Sundanese
2019	Jawa Barat	High School	Compulsory song: Sabilulungan (West Java) Selected regional songs: 1) Bungong Jeumpa (Aceh) 2) Sigolempong (North Sumatra) 3) Cublak Cublak Suweng (Central Java) 4) Janger (Bali) 5) Yamko Rambe Yamko (Papua)
2020	West Kalimantan (Border Area)	Elementary & Secondary School	Compulsory Song: Paris Barantai Selected songs: according to each region

*(Source: private documentation)

Implementation Fields of Digital Kultur Application in Festival

As a platform for organizing performing arts and culture festivals, Digital Kultur has gone through an experimental test process through folklore festival activities for high school level in the city of Bandung with national level scope. Based on the implementation of the folklore festival that has been done, participants acknowledged that using Digital Kultur enabling them to conduct a series of festival activities. In addition, they also get the assurance at the time of the audition results quickly, and it makes the costs incurred festival became cheaper. The main point of using this application is the effectiveness and efficiency of the operational time of the festival, and it is a plus for the existence of Digital Kultur. The following is a description of the stages and ways to use digital culture applications:

- 1) For the organizers of the festival and performing arts.

Anyone can use the Digital Kultur application to hold a cultural performance or festival, such as music, dance and other art performances. For organizers of performing arts or festivals, using this application can facilitate the registration and selection/ audition process because it is done entirely online. they can save costs by not need to come to their destination only to find participants or audition.

The organizer only needs to prepare performance or festival material, which is then displayed on the Digital Kultur website. The administrator of Digital Kultur will manage the system, from the registration process to the online audition or selection process. The organizer can also determine who will be the assessment team for the audition. Judges or assessors can directly select festival participants online, using an account specifically created for personal privacy, which ensures the confidentiality of the results of the assessment. Even the organizer cannot access the account.

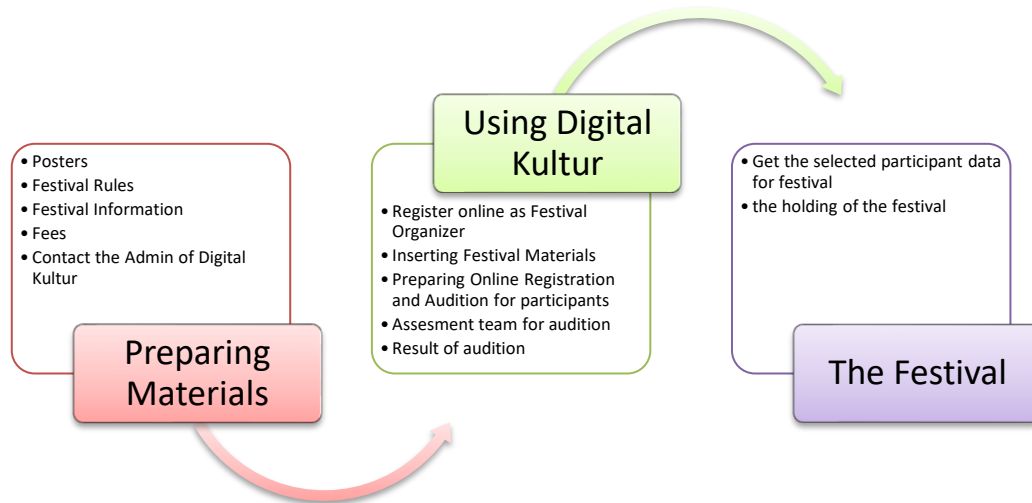


Figure 3. Steps using Digital Kultur for Festival Organizer
(Source: private documentation)

2) For Judges or Assesment Team

From the standpoint of the assessment team or the judges, Digital Kultur applications enable them to give judgment and decisions without interference from any party, because it is done online and a special account that is given to individuals.

After the judge's log into the application, audition participant data will immediately appear in the form of recorded videos uploaded online. The judges just click on the video view to see the appearance of the participants. If it is finished, the jury only has to choose yes or no, and provide comments in the column provided, then the results of the assessment are immediately submitted by pressing the submit sign.

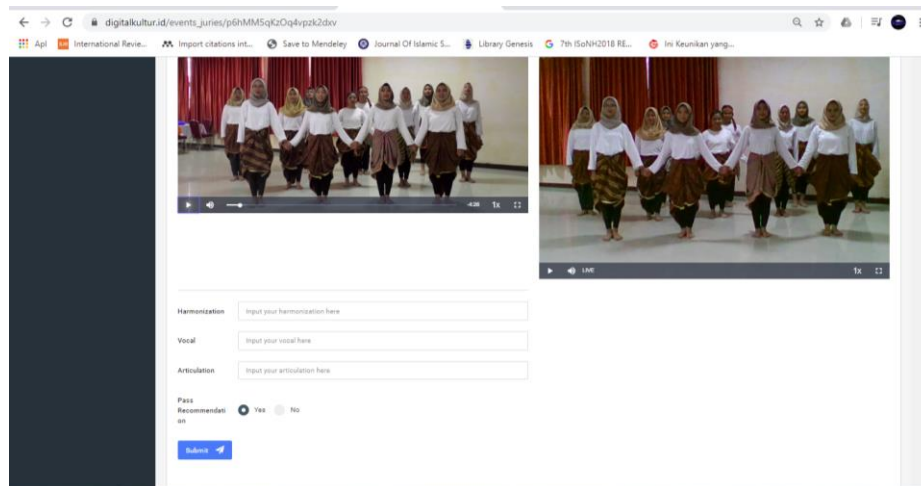


Figure 4. Assesment page in Digital Kultur application.
(Source: www.digitalkultur.id)

The results of the judging are guaranteed confidentiality because after being submitted by the jury, the assessment is immediately recorded in the Digital Kultur system. The organizers will only get the data of participants who qualify for selection, while the assessment result is not given. only the application system administrator can access the assessment through several security stages.

3) For Participants

The use of digital culture applications for participants conducted through several stages which are basically easy to follow. Starting from the registration process to log in to the website, and then choose the event or a festival to attend. After selecting the event, participants were asked for re-registration in selected festival page. This is done as a form of certainty of participants in following the festival.

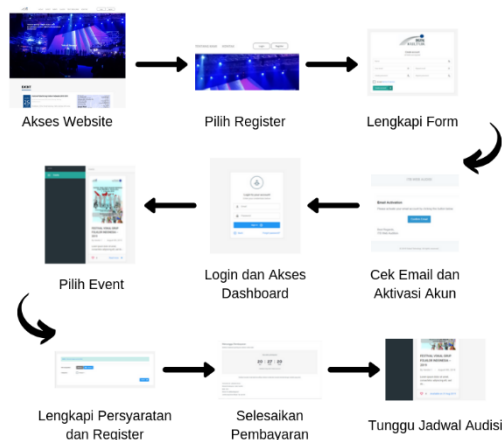


Figure 5. First step for participants using Digital Kultur application
(Source: private documentation)

After re-registration, participants will be asked to complete the festival fee payment form. Payment can be made by bank transfer or other payment gateway provided by the Digital Kultur system. If the payment has been made, the system will direct participants to the account page. There will appear a festival logo with the inscription audition. That is, participants live audition in accordance with the time specified by the organizer of the festival.

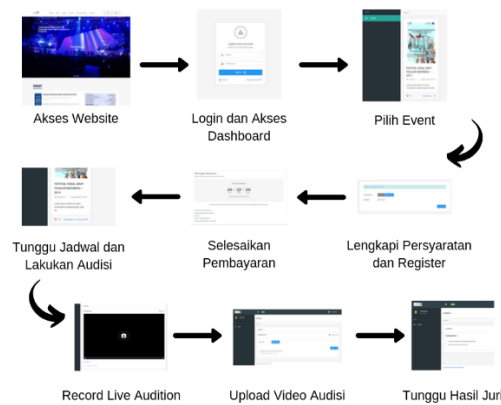


Figure 6. The Audition step for festival participants.
(Source: private documentation)

Participants audition or selection according to the schedule that has been done by the organizing team. The audition process is carried out in two stages: first, conducting a live record directly from the application page; second, uploading video files that have been previously recorded. The audition process by sending video in two stages is carried out as an anticipation if something goes wrong in the live record process. In addition, this was done to make it easier for the judges to make an assessment, especially related to the participant's originality in displaying their artwork and performances. After the video is sent, the participant is just waiting for the results of the audition announced on the Digital Kultur website.

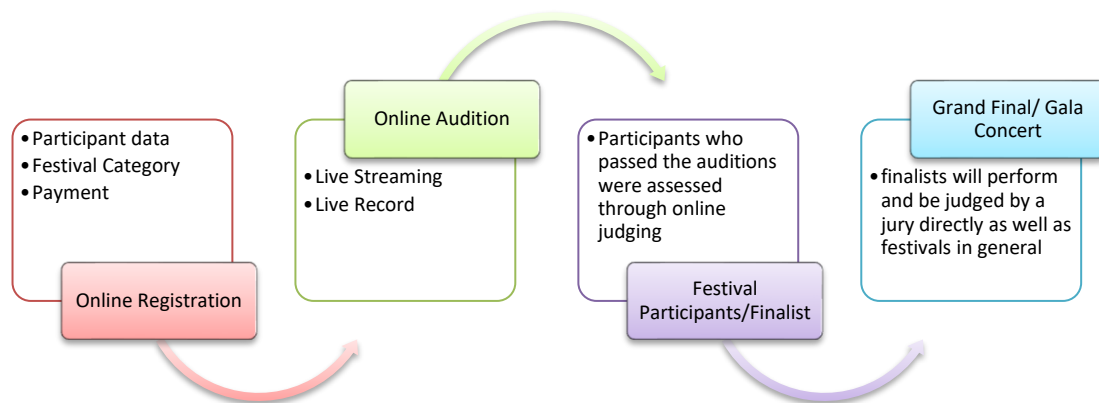


Figure 7. General Stages using Digital Kultur for Participants
(Source: private documentation)

The main point of using this application is the effectiveness and efficiency of the operational time of the festival, and it is a plus for the existence of Digital Kultur. The target of Digital Kultur as an Application for Organizing Performing arts and Culture Festivals in the Creative Industry Framework 4.0 in Indonesia, is that the application can be used by several parties, including:

1. Creative Industry Sector (music and performing arts)
2. Institutions (formal and non-formal) engaged in the arts and culture
3. Artists / Musicians / Culture / Art Performers
4. Production House and Talent Search
5. Regional Government; especially those engaged in the arts and culture
6. Community of arts and culture
7. Society

Conclusion

The Digital Kultur application can be an integrated system in organizing cultural festivals that support the development and advancement of the creative industry in Indonesia. Through this application, the values of local wisdom can be integrated in any musical and cultural festival with community involvement are increasingly wide-ranging. That is, the participants' opportunities for greater participation are available for everyone and they can be applied in all regions of Indonesia, from Sabang to Merauke, and from Mianggas to Rote Island. The existence of Digital Kultur is not only an intermediary for the implementation of

music and cultural performances in the digital era but can be a vehicle for developing arts education based on local wisdom, conveyed through local indigenous culture that are integrated with learning materials. This is intended so that the concept of inheritance or transfer of knowledge rooted in local culture as a national identity can be implemented effectively and efficiently

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