

# **THE MANAGEMENT OF CREATIVE INDUSTRY IN STUDIO EDHI SUNARSO YOGYAKARTA**

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## **ABSTRACT:**

The main target of the research is to get data from the industrial management of Edhi Sunarso creative art that is located at Yogyakarta, because his creative industrial achievement is very phenomenal to the world class and legendarist. The research method used are etnografi and the research analysis is descriptive qualitative. Data gathering techniques used data reduction procedure through interview, observation and documentation. Data analysis flew through data reduction procedure, presenting data and drawing conclusion. The research result of Edhi Sunarso' creative art industrial proved reach up the top of glory through inovative management, starting from the management concept of painting, statue, technology and history. The Product of his crteative industrial mainly the beauty quality, functional and market'need. Edhi Sunarso' projects has characteristic of big monumental, artistic, exspressive and heroic. His workings were mounted at many big cities or even at the world, he got many awards that came from his own country and oversea. The highest award came from President, Governor, Art community and civitas academica such as: Empu Ageng award from ISI Yogyakarta.

**Conclusion:** The industrial management of Edhi Sunarso' creative art has reached up the peak of the glory because of the inovation, mainly in team work cooperation that involved the experts in their different field, They made collaboration and produced monumental and amazing working. The inovative stepping suggestion of Edhi Sunarso, its better to be the good model for the other industrial to reach up the spectacular achievement.

Edhi Sunarso is a former fighter, develops creative industry in Studio Edhi Sunarso Yogyakarta. This research aims are describing the management of creative industry in Studio Edhi Sunarso Yogyakarta, as well as the role it plays and the contribution it gives to the national economy. This research uses descriptive qualitative method. Its datatake the form of information on the management of Edhi Sunarso's creative industry which are obtained through in-depth interview, observation, and documentation. The data are analyzed using an Interactive model. The research results and discussion indicate that the management of creative industry in Studio Edhi Sunarso has natural and amicable nature. Its historic diorama

**product has been a trend in the making of diorama in nearly throughout Indonesia, which in turn has positive impact on the empowerment of community and their economy in the national economic sector.**

**KEYWORDS:** awards; Industrial; Inovative; legendarist, creative industry; management; national trend; Studio Edhi Sunarso.

## **INTRODUCTION:**

Recently, creative industry has been a hot topic for the world's community since it can significantly give some contribution to the national economy. Gordon (in Mitchell, 2016) suggests that the success of creative industry, particularly the one related to information and communication technology (ICT) is deemed by the government as the main driver of future national economic development.

According to Offiah (2017), one of initial attempts to define creative industry is made the England's Department of Culture, Media, and Sport/DCMS). In a document published in 1998, DCMS describes creative industry as "an activity which derives from individual creativity, skills and talents, and which has the potential of wealth and creation of job vacancies through the generation and exploitation of intellectual property".

People's handicraft industry has been an important commodity in Yogyakarta, in addition to other modern industries and services. According to the Governor of DIY, Sultan Hamengkubuwono X, Yogyakarta with the support of its creative human resources, enriched with ethnical designs, has many value-added products and these products have been worldly new handicrafts and new 'art of craft' in this case traditional handicrafts with modern touch will be acceptable universally (Tri Suerni, 2011).

Daubaraite and Startiene (2015) stated that the findings of this research give the basis

for funding target to nurture and develop the impact of C1 on national economy.

Dennis Kusters, Nicolina Prab, Yves-Simon Gloy (2017) said that smart industry products have the great growth potential. According to market forecast, the global market for smart textile will grow from USD 0.1 billion in 2015 to around USD 3 billions in 2026.

Mark Lorenze (2016) argued that film industry is a paradigmatic example of how a cultural economic organization is formed by balancing creativity and contextual issues. In film industry, organization is far from being resolved by creative issues and content production: costs issues, chances and collection also play important roles. By analyzing the creativities and contexts in film industry.

The main strength of creative industry in Indonesia lies in the arts and cultures which come from tens or even hundreds of ethnical cultures spread throughout the archipelago. Edhi Sunarso's phenomenal achievement is that he becomes one of creative industry proponents in Indonesia.

Yogyakarta, as a cultural city has many world-class initiators of creative industry, including: Sapto Hoedoyo, in Gallery Jl. Solo-Yogyakarta, who in 1985 received the predicate The Ten Best Interior During The Scandinavian Travel & Tourism of The World, and became its Champion (Megantara, 1993, P. 72) and H. Amri Yahya who is famous and quite frequently holding world-traveling exhibitions such as in United States, Italy, Canada, Middle East and Southeast Asia with his creative industry of Batik Painting Yahya (2001).

Edhi Sunarso (ES) is a legend with his monumental, artistic, heroic and expressive statue works (Djin Oe Hong, 2010:21). His works have been displayed in many major cities in Indonesia and around the world. Edhi Sunarso even receives the highest academic honorary title as "Empu Ageng/The Big

Master” in 2010 from ISI Yogyakarta (Susanto, 2010:33).

His monumental statue works immortalize historical and nationalistic moments. His works include the Welcoming “Selamat Datang/The welcoming” statue at Hotel Indonesia Traffic Circle, Jakarta, The Releasing of West Irian/“Pembebasan/The Liberation of West Irian” and “Air Space/Dirgantara” statues and the historical diorama in the National Monument or Monumen Nasional (Monas), and so forth. Edhi Sunarso is maestro with his own typical impressions (Mamesah, 2010: 20).

Creative industry includes those activities deriving from individual creativity, expertise, and talents with a potential of improving welfare and opening work opportunities through the creation and commercialization intellectual property (Editor Team of Creative industry MGB, ITB). There are most important points in creative industry, i.e. a) Creativity, skills, and talents: It is based on human brain, namely creativity (either artistic or non-artistic such as science), b) welfare improvement: a concept in reaching welfare, and c) IPR-based creation and exploitation (Law and Human Rights) (Sueni, Tri, 2011).

Simatupang (2008:69) explained that creative industry is an industry with some reliant on talents, skills, and creativity which are the basic elements of each individual. The main elements of creative industry are creativity, expertise, and talents with a potential of improving welfare through the offer of intellectual creation.

Hardi (UGM researcher) stated that Yogyakarta is indeed conducive to develop creative industry. The businesses developing in Yogyakarta are services which support tourism and hospitality. Handcrafts are one of local products mostly sold to support tourism activities. There are at least 76 thousands MSMEs (Micro, Small and Medium Enterprises)

running their businesses in many fields of industry in Yogyakarta. They need an easy access to capital. Therefore, the government or banking institutions ought to facilitate their access to capital to support the creative industry in Yogyakarta (<http://www.metrotvnews.com>, accessed on October 21, 2017). Revathy et al (2016) said that capital is one of those factors which will determine productivity, and this productivity, in turn, will have some impact on the company's revenue.

Management is an effort of using a number of others to achieve predetermined goals effectively and efficiently. Effective means that the goals can be achieved as planned and efficient means that the existing tasks are done correctly, in an organized way, and as scheduled (Tery, 1983). Below are several things to be the main benchmarks of management. Production management is the arrangement and planning related to availability of both raw materials and finished products which are ready to be marketed in a company. The management in production deals with how the production process can run well so that it can produce an excellent products or services in which customers are interested.

Meanwhile, this research aims are (1) describing the management of creative industry in Studio Edhi Sunarso Yogyakarta; (2) describing the role and contribution of Edhi Sunarso to the national economy.

## RESEARCH METHOD:

This research uses descriptive qualitative approach. Descriptive qualitative research seems to be appropriate to make a description or illustration in a systematic, factual and accurate manner regarding some facts, natures and relations among phenomena related to the development of industry in Studio Edhi Sunarso Yogyakarta. The data are collected through interview, observation and

documentation. The data analysis technique used in this research is Miles and Haberman's (1984:23) interactive analysis model. The data analysis is done in four steps, namely data collection, data reduction, data display, then conclusion drawing and verification.

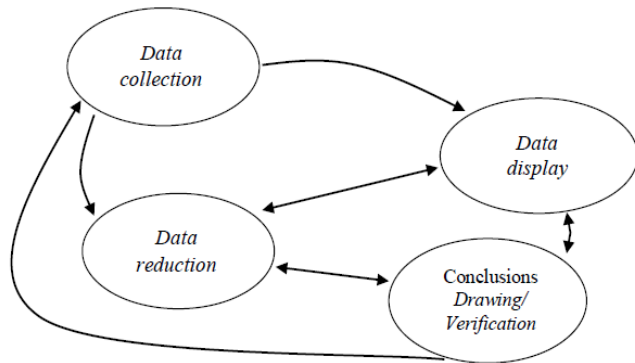


Chart 1. Interactive Data Analysis model (Miles & Huberman, 1984:23)

The above chart shows that the data analysis process in this research begins with collecting data, then the data are reduced, displayed and finally conclusions are drawn and verification is made.

## RESULT AND DISCUSSION:

The research result on creative industry in Studio Edhi Sunarso Yogyakarta will be presented as follows;

### 1. MANAGEMENT OF CREATIVE INDUSTRY:

Edhi Sunarso as a initiator of creative industry uses natural and amicable management. In Studio Edhi Sunarso which has been a center for creative arts industry, no organizational structure is found as would commonly be present in other industries in general. Other industries will actually have an organizational structure consisting of industry's leader assisted by a number of personnel, each of whom have their own duties and responsibilities as mandated by their functions.

Edhi Sunarso as the industry initiator has owned a partnership as a reliable team

work unit comprising of many experts from different disciplines. These people excel at drawing, painting, sculpting, history and technology. When Edhi Sunarso received an order, the team work unit would be invited to discuss about the plan to execute the project until the project is completed. When the project is finished, these experts would be back to their own home base because they worked arbitrarily, with no strings attached to Edhi Sunarso's industrial organization (Mikke, 2010).

The welcoming/ Selamat Datang monument project in Hotel Indonesia Traffic Circle, Jakarta, becomes an important test for Edhi Sunarso. It is the first statue monument he works on in large scale, of nine meter length, and using bronze as the material with casting technique. To deal with the issues of being in the first experience of everything, he relies on his intuition and intensive communication with a number of technical executors (Susanto, 2010:47).

In working on his major projects, Edhi Sunarso always hires his colleagues as well as those students he is nurturing. Eccentrically, when working on the project, Edhi Sunarso is voluntarily mingling with them, and even eating and sleeping in the same project site with them. Edhi Sunarso is also directly involved in working on the project, just like his workers. What can clearly be seen is that they have closed relationship with amicable atmosphere.

In terms of the management of his monumental products, Edhi Sunarso has been an expert. It begins with designing the diorama product of Indonesia's national history. Edhi invites a number of experts excelling at drawing, sculpture, history and technology. Edhi Sunarso divides the authority/ delegates the tasks according to their field of expertise.

Edhi Sunarso with his team work unit can complete the diorama project flawlessly. It

even becomes his glorious top masterpiece. The project then becomes the trend of the making of historic diorama almost in all parts of Indonesia and it has even been a “cultural heritage”. The success of collaborating artists and historians has finally been the esthetic momentum of historic event (Susanto, 2010).

## 2. EDHI SUNARSO'S CREATIVE INDUSTRY:

The creative industry in Studio Edhi Sunarso has been highly popular. They worked on many monumental, great, expressive, symbolic and heroic featured products (Oe Hong, 2010). These featured products are continuously ordered to an overwhelming extent. These featured products have been worked on in nearly all parts of Indonesia, such as ABRI Satria Mandala museum (1972), History Monument of Pancasila Sakti of Lubang Buaya (1975-1980), the Panglima Besar Sudirman (Great Commander Sudirman) in Bogor. The project of making monuments has been extensive, ranging from The Welcoming/Selamat Datang monument in Hotel Indonesia Traffic Circle, Jakarta, to Releasing West Irian/Pembebasan Irian Barat and Air Space/Dirgantara monuments, to Pahlawan Nasional Slamet Riyadi (National Hero Slamet Riyadi) monument in Ambon, to Ida Bagus Jaya monument in Bali, to Pahlawan Yos Sudarso (The Hero Yos Sudarso) monument in Biak, and finally to Tugu Muda in Semarang (Anusopati, 2010:110-112).

The Tugu Monas (National Monument) project in Jakarta (1957-1962) is said to be an esthetic monument in historic event. The construction of a series of artistic-themed monument works serves as a record of historiography in the field of arts. This is actually true particularly when President Soeharto reigns when Tugu Pahlawan Sepuluh November Museum in Surabaya and Gunung/Mount Merapi Museum in Kaliurang, Yogyakarta are built (Ardiati 2010:109).

Edhi Sunarso as a initiator of creative industry has an eccentric, friendly, familiar, easygoing, creative and innovative personality with so huge talents. It is highly reasonable that his persistency in craftsmanship at high level has brought Edhi Sunarso to his production of many masterpieces and winning awards at both national and international levels. These awards come from many non-government organizations, institutions, and governments such as the ones from Regional Leaders like Regent/Mayor and Governor, Minister, and even the President of the Republic of Indonesia. He also receives the highest academic award from ISI (Institut Seni Indonesia) Yogyakarta in 2010, i.e. Edhi Sunarso is awarded with “Empu Ageng”/master/expert title which is equivalent to Professor title (Susanto, 2010: 33).

One of the awards for his best works is given to his phenomenal Nude (1957) which he makes in India. This work receives The Best Exhibit award and wins the gold medal in “All India Fine Art Competition an Exhibition”. The form of this work is a result of abstraction of female figure, yet the female body posture in this statue is no longer visible, only some elements within it imply the graceful part of a female posture (Anusopati, 2010:82). His list of achievements and awards can be reported as follows.

- (1) In 1953 Edhi Sunarso is named the runner-up in a worldwide sculpture competition in London, England.
- (2) In 1956-1957, Edhi Sunarso consecutively received gold medals with his best sculpture work in India.
- (3) In 1981, Edhi Sunarso received an award from the President of the Republic of Indonesia
- (4) In 1998, Edhi Sunarso received an award from Paku Alam VIII Yogyakarta.
- (5) In 2003, Edhi Sunarso received Charter Award from the President of the Republic of Indonesia.

(6) In 2010, Edhi Sunarso is awarded the title Empu Ageng from ISI Yogyakarta (Susanto, 2010:179).

### THE ANALYSIS OF EDHI SUNARSO'S CREATIVE INDUSTRY:

Creative industry products generally have some impact on the steps of national economic developments, i.e. eliminating unemployment, creating job vacancy, contributing to community's revenue in general.

Edhi Sunarso's creative industry has, as any other creative industry in general, some impacts in creating job vacancy, increasing the revenues of creative industry actors which are evenly distributed in nearly all parts of Indonesia, contributing to national economic sector. Edhi Sunarso's creative industry products even have double impacts. Firstly, it has an impact on economic sector. With its industrial productivity, it can increase the revenue of creative industry initiator. It has significant influence when the trend of making diorama occurs in almost all major cities in Indonesia.

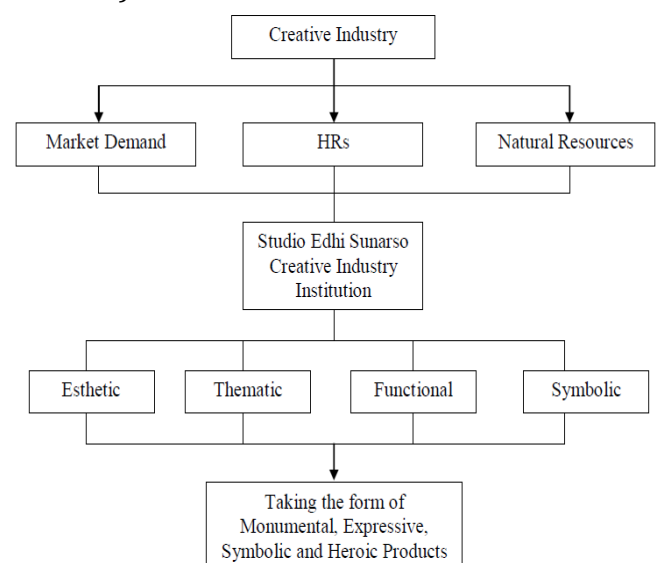
Secondly, it has an impact on non-economic sector, particularly in the spiritual sector of Indonesian people. Edhi Sunarso's products are monuments, diorama, and sculptures of national heroism. It symbolizes patriotism and state defense. Essentially, those heroes died as martyrs. They sacrifice their lives for Indonesia as a country and nation. They have tremendous contribution in taking parts in the struggle for independence, setting the country free from the colonial Dutch, England and Japan.

Specifically, Edhi Sunarso's work products in the form of hero sculptures, monuments, and diorama contain spiritual and patriotism values which display and expose national hero figures. It can give great contribution as a source of inspiration for

Indonesian people in such values as loyalty, nationalism, and sacrifice aspiring them to care and unite for the Unitary State of Republic of Indonesia (NKRI). It is here that the contribution made by Edhi Sunarso's works lies, serving as the source of inspiration every single citizen of Indonesia needs in order to grow and gear up the spirit of patriotism and love to their homeland.

To many people, Edhi Sunarso is a great artist. For Bung Karno, the first President of the Republic of Indonesia, he is a former fighter for independence who continues to struggle through his profession as an artist. In the past, preparedness and alertness were embodied in the high desire of a guerilla to fight the enemy. Nowadays, it takes the form of a dedicated artist who keeps on pushing forward the development of nationalism spirit (Wardoyo SJ, 2010:100).

The monuments in Jakarta during 1957-1962 era could be said as the first esthetic moment in historical events in Indonesia. The construction of artistic-themed monument works which were done for the first time by Indonesian people on their own land serves as a histography in the field of arts (Ardianti, 2010:104).



Management of Creative Industry in Studio  
Edhi Sunarso (Paintings, Sculpture,  
Technology, and History)

## THE CONCLUSION:

Based on the research result and analysis above, the following conclusions can be stated. Firstly, the management of creative industry in Studio Edhi Sunarso is of natural and amicable nature and its historic diorama product has been a national trend. Therefore, it is reasonable that the model of historic diorama making by Edhi Sunarso is nearly always followed by other artists throughout Indonesia.

Secondly, the products by Edhi Sunarso do not only make their artists popular and receiving the highest awards from many officials from regions such as Regents/Mayors, Governor, Minister and President/Head of State, rather it also results in community's economic empowerment. Edhi Sunarso is not just a (creative) industry actor; but he also plays some role in increasing some people's revenues.

His featured creative industry products are great, expressive, symbolic and heroic monumental works. His creative innovations has been deservedly awarded by many institutions both at national and international levels. Moreover, thanks to his monumental and incredible works which has been a national trend, so that Edhi Sunarso is awarded the highest academic title from ISI Yogyakarta as "Empu Ageng/The Big Master".

**Remember Well and Bear in Your Minds  
That: The Honesty and Bravery Will Lead Us  
to the Paradise  
Thank You**

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