

The Inheritance of Malay Cultural Arts through Education Technopreneurship

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Abstract. A more in-depth study of the life of the globalization era in this country, the implementation has some difficulties because it does not have the skills to make modernization an opportunity to survive. Civilization, moving until now globally, which prioritizes technology, science, and education. The inheritance of Malay cultural arts is a moment for the sustainability of human lifestyles, which is obtained through education based on Technopreneurship. Based on Posadas (2007) Technopreneurship is an attempt to generate the economy along with technological developments. The method used is to generate a business spirit in the development of ecotourism with the value of enculturation, socialization, education, and acculturation of Malay arts and culture. The process of education based on Technopreneurship in the inheritance of cultural arts, will help the way of thinking of the Malay community and will produce results in the level of changes in people's attitudes and behavior in generating the shared economy.

Keywords: Education; Malay Cultural Heritage; Technopreneurship

1 Introduction

After Indonesia has experienced the Covid-19 Pandemic for around 2 (two) years, Indonesia has entered a state of crisis in the economic field. Not only Indonesia, almost all countries in the world also has the same experienced. Conditions that began with a prolonged crisis in the medical sector also affect the economic field eventually. Indonesia's economic growth report in 2020 experienced a drastic decrease in comparison to economic growth in the previous year which was at 4.97%, decreasing to 2.97% (Quarter I 2020), -5.32% (Quarter II 2020), and -3.49% (Q3 2020). The economic crisis phenomena that Indonesia was experiencing can also be seen from the following figures data shown below on the level of open unemployment:



Fig.1. Open Unemployment in Numbers

In general, the Covid-19 pandemic has had a huge impact on human life, especially human nature, medical treatment and economics. The above table shows the increase in the unemployment rate that increased significantly during the pandemic. The number of business sectors that have experienced the pressure during the pandemic caused them to collapse and go out of business eventually. If this problem cannot be solved quickly and appropriately, this condition will only continue and worsen in the future. One of the preventative actions is to keep the community safe from infecting by carrying out social restrictions according to health protocols which is being implemented by the government. Almost all offline activities were stopped and switched to the online one. Working from home and studying system are two terms echoed by the government. All activities that can generate crowds are minimized or even stopped. This action left the impact on the community's economic aspect, the focus here is the doers and art workers.

Various forms of artistic activities cannot be seen during the pandemic. Arts activities that are holding in the community and society are postponed and stopped. Activities such as traditional ceremonies, art performances, festivals, competitions, and others, similar activities are cancelled. This condition makes art workers lose their jobs and experience the worrisome conditions, so the government intervenes to provide assistance. As of April 2020, one of the assistances is to provide assistance to 11,873 artistic workers activists through the Directorate General of Culture (Ditjenbud). Other parties such as the government, practitioners, academics, and the community began to think about the ways out of this difficult situation.

Entrepreneurs forcing to wrack their brains even more in finding solutions to this situation. The numbers of poverty, unemployment, and social inequality will continue to increase. Entrepreneurs upgrade their business under such difficult circumstances to help adapt and maximize other untapped potentials, such as maximizing technological advancement. Technopreneurship is a synergistic process of a strong ability to master technology as well as a thorough understanding on the concept of entrepreneurship (Sosrowinarsidiono, 2010).

Technopreneurship is also known as a process of business development, which involves using technology as the basis and expertise for implementing strategy and innovation. The concept of Technopreneurship does not only carry out inventions and innovations in the field of technology which is merely high-tech, but also along with developing human resources as well.

Sambodo (2006) distinguishes between small business, traditional entrepreneurs, and technopreneurs in the following attributes of motivation, leadership style, level of innovation, and market domination below:

Table 1. Entrepreneur Kinds

Aspect	Small Business	Traditional Entrepreneur	Technopreneurship
Motivation	<ul style="list-style-type: none"> • Life source • Security level • Work alone • Unique idea • Owner's personality 	<ul style="list-style-type: none"> • Motivation dominated • Idea and concept • Opportunities exploitation • Wealth accumulation 	<ul style="list-style-type: none"> • Revolutionary mindset • Competitive and risky • Success with the new and developed technology • Financial, honor
Ownership	<ul style="list-style-type: none"> • Owner / business partner 	<ul style="list-style-type: none"> • Stock control • Profit maximization 	<ul style="list-style-type: none"> • Market control • Small stock of the big one • Growing company's value
Leadership	<ul style="list-style-type: none"> • Way of life • Good relation • By example • Collaboration 	<ul style="list-style-type: none"> • High authority • The power of lobbying • Contribution reward • New management 	<ul style="list-style-type: none"> • Collective struggle • Visionary future success • Business progress sharing

Labor	<ul style="list-style-type: none"> • Small achievement • Low guarantee • Kinship • High risk 	<ul style="list-style-type: none"> • Local and global recruitment • Appealing compensation • Low mobility 	<ul style="list-style-type: none"> • Contribution and achievement rewards • Multicultural and high quality • Comes from well-known PT and research institutions • Young engineer interested in IPO, M&A • Financial, prestige
R & D and innovation	<ul style="list-style-type: none"> • Maintaining business responsibility • Owner's responsibility • Long cycle • Small technology accumulation 	<ul style="list-style-type: none"> • Not a top priority • Hard getting researchers • Rely on franchise and license 	<ul style="list-style-type: none"> • Leading in research and innovation, IT, biotech global • Technology resources access • Very advanced talent • The speed of launching product to market
Outsourcing and network	<ul style="list-style-type: none"> • Simple • Direct business lobby 	<ul style="list-style-type: none"> • Important but difficult to get an expert • General capability • Not always available on a global level 	<ul style="list-style-type: none"> • Outsourcing team development • Lots of offers • Science and technology park
Growth potential	<ul style="list-style-type: none"> • Economic cycle • Stability 	<ul style="list-style-type: none"> • Fast on national penetration but slow on a global one • Market leader in a short time with protection, monopoly, and oligopoly 	<ul style="list-style-type: none"> • Change of market with the new technology • Technology acquisition • Global alliance to sustain the growth
Targetted market	<ul style="list-style-type: none"> • Local • Compete with products in the market • Cost suppression 	<ul style="list-style-type: none"> • National market domination • A long market penetration • New products for new customers 	<ul style="list-style-type: none"> • Global market from the start • Science and techno park network • Time to market, presale, and post-sale suppression • Educating consumers of the new technology

According to the table above, it can be concluded that the concept of entrepreneurship has changed to adapt to the recent era. A Technopreneur described as a person who can combine technology and the market. Utilizing of technological developments in the business development implementation can optimize the process as well as the results. The expected result is the return of business in the community. So, the implementation of Technopreneurship concept is expected to help art workers and the arts in general to be able to survive and continue their business without being stopped by the current pandemic situations. One of the currently demanded concepts is the implementation of virtual art performances, especially Virtual Dance. Virtual Dance is interpreted as the modernization and existentialism in the midst of a pandemic that is useful for maintaining its continuity.

2 Research Methods

This research was conducted using a case study approach of qualitative descriptive methods. The data was collected online using case studies of Virtual dance performances. Virtual performances can be held by the government, the art community, SMEs, or even academics who represent the presentation of arts in the midst of a pandemic, both at the national and international levels.

2.1 Framework

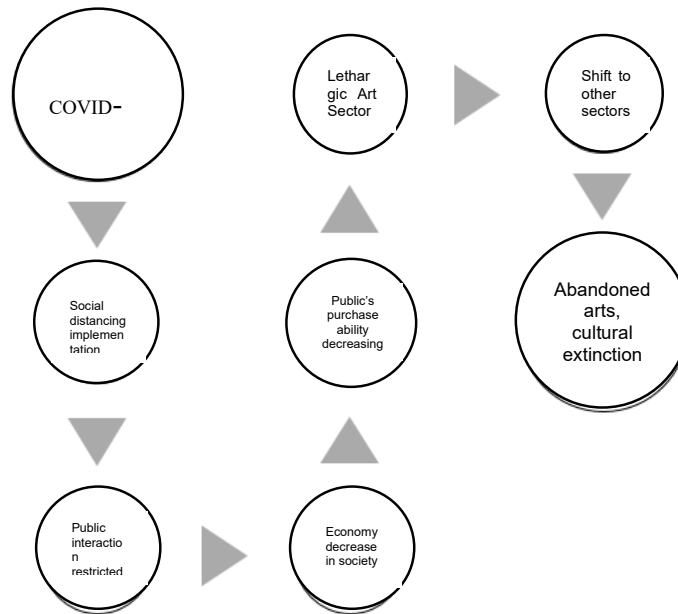


Fig.1. Problem

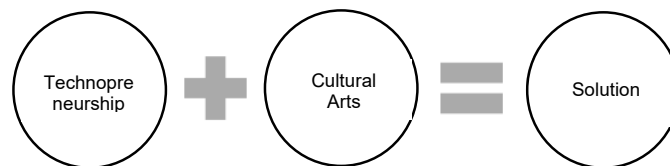


Fig. 2. Solution

3 Results and Discussion

A new activity that can provide space for cultural expression and promote and return to work for art workers is the use of virtual performances. Virtual performances are believed to be a solution to stay safe from the pandemic infections but still be able to interact with the wider

community, run the economic aspect and make the community prosperous. This kind of virtual performance is held by various parties, and the formulation of the activity concept is different. The following are the performances discussed in this research.

Table 2. Virtual Performances

Performance	Organizer	Implementation	Broadcast
<i>Gelar 46 Karya Seni Tari</i> in 4 hours and 60 minutes with 46 choreographers	Taman Mini Indonesia Indah	April 2021	YouTube: TMII Official
Malaysia's first Virtual Arts Festival: <i>Gerak Angin</i>	The Ministry of Tourism, Arts and Culture partnered with: Masakini Theatre, Sutra Foundation and Surprise Ventures	September 2020	YouTube: Gerak Angin

The selected performances are performed randomly and within the last two (two) years or the longest period after the start of the pandemic. The selected performances also reflect the implementation of virtual performances or the use of technology. The performance is not only dominated by dance, but may also be accompanied by other artistic performances.



Fig. 3. *Gelar 46 Karya Seni Tari*
(Source: Youtube @tmiiofficial)

Gelar 46 Karya Seni Tari is an art performance organized by Taman Mini Indonesia Indah (TMII) in commemoration of World Dance Day which is celebrated every April 29, coincide with commemorating the 46th anniversary of TMII. The performance featured various dance works from different regions of Indonesia, and collaborated with 46 choreographers. The dancers who participated in this event came from groups or studios that are members of the TMII platform and independent studios. The show presents dance creations from various cultures such as Sundanese, Betawi, to Chinese. The dance works are *Tari Cerana*, *Tari Kubus*, *Tari Songket*, and many more. There were also masterpieces from maestro Sulistyono Tirtokusumo, *Tari Srimpi Catur Sagutro* and *Tari Bedoyo Kirana Ratih*.



Fig. 4. Gerak Angin Festival
(Source: Youtube @gerakangin)

Gerak Angin is a performance for artists to express their work during the pandemic. The collaboration was carried out by Sabera Shaik (Masakini Theater Company), Vivek Menon (Surprised Ventures), Datuk Ramli Ibrahim (Sutra Foundation), and supported by the Ministry of Tourism, Arts and Culture. *Gerak Angin* is a traditional to contemporary art performance that is being held for 17 days (starting from 16 September to 2 October 2020). *Gerak Angin* represents the “Movement” “Wind” which means the awakening of energy among musicians, dancers, and other art workers.

The performances are presented in the form of Malaysian music, theater and dance. Some of the performances presented are: *Beringin Sakti 2.0*, *Storytelling Sang Kancil: How the Bear Lost His Tail*, *Ju4Ji2*, *Kipas Gemalai*, and many more. In addition to the data obtained from the two virtual events or performances mentioned above, the author also uses the data from Talk Show, *Bincang Santai Sore Hari*, which is an alternative program that utilizes technological developments for the continuity of education, especially in the cultural sector, that has only entered its second month of broadcast. October and November 2021 during this pandemic.

Cultural Tourism

The branches of the tourism development industry are marked by development centers and research focuses on customs, historical monuments, religions, folk festivals, and others. Tourism activities in the area can also promote economic growth in the area by empowering surrounding communities and introducing local culture and cultural heritage. The development of a good tourism ecosystem will promote sustainable growth. If an area can attract tourists to visit, it will create the activities of producing goods and services. Tourists will shop and develop the transportation, hospitality, crafts, culinary, and other fields. Referring to the Presidential Instruction No. 9, 1969, concerning to the Objectives of Tourism Development in Indonesia, there are 3 (three) main aspects, namely social, economic, and cultural aspects.

The social aspect corresponds with the absorption of labor and the creation of job vacancies. The economic aspect corresponds with foreign exchange earnings, investment, and taxes. The cultural aspect connects with the introduction and utilization of Indonesian culture, the community’s culture can produce the material and non-material valuable creations. In the end, the culture is maintained and developed constantly from generation to another generation.

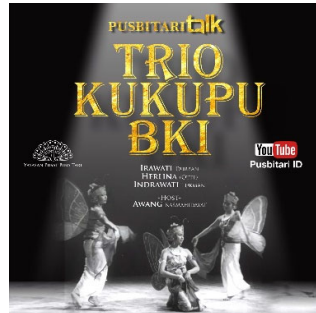


Fig. 5. Event's Flyer of Pusbitari Talk #4
(Source: Youtube Pusbitari ID)



Fig. 6. Event of Pusbitari Talk #4
(Source: Pusbitari ID)

Observation results of the 46th TMII art virtual dance performance case, one of the performances is *Tari Merak*. This traditional dance originated in West Java. Quoting from the Cultural Heritage page of the Ministry of Education and Culture, this dance was intended to entertain the KAA delegation at a reception in Bandung in 1955. The performance of *Tari Merak*, introducing West Javanese culture to national and international tourists such as West Javanese music, West Javanese traditional clothes, West Javanese patterns, and others.

Technopreneurship Implementation

Technopreneurship's connection with virtual dance samples is the development and adaptation of technological advances in business expansion. Utilization of the local community culture has stopped due to the restrictions on community interaction due to Covid-19, and the presence of technological advances can overcome these problems. The dance performance can be performed again through the use of virtual technology and remote performances. Art activists are inevitably forced to increase their understanding of the technological advances, by collaborating with people who are experts in utilizing virtual technology.

In a virtual performance, there are several groups involved to work. The first one is the art worker. In a dance performance, the main character is definitely a dancer and the dance performance itself. In the show, apart from dancers (obviously), it also involves fashion stylists, makeup artists, music directors, and dance choreographers. The second group is the event organizer group (EO) whose job is to ensure that art performances run according to the

professional planning. Performance administrative manager, food, promotion, publications, souvenirs. Third is the technician group, although it might handled by EO, but the technicians here are specialized in facilitating virtual technology. Technicians who are experts in implementing virtual events, such as cameraman, stage director, lighting director, designer, audio director, and others.

The implementation of virtual events requires a lot of human resources, so some vacancies have been created to meet their needs. The art activists has benefits from being able to do their creative work and the continuity of their well-being, the organizers benefited from getting the sustainability of their business and the public who can enjoy the beauty of art and entertainment.

Analysis of the education continuity by using technology in the BSSH talk show (*Bincang Santai Sore Hari*) implementation organized by *Pusbitari (Pusat Bina Tari)* under the management of choreographer Mrs. Irawati Durban Arjo (age 78), referring to the table of types of market participants in Sambodo (2006), especially the Target Market aspect that helps develop UMKM in making traditional forms of entrepreneurship as an effort to develop technopreneurship, thereby increasing innovation and market control. The goal of using technological development to achieve the educational process in BSSH activities includes all aspects of the target market, such as how the local UMKM can compete with the products on the market in terms of suppressing the cost of product procurement and operation.

The development of the traditional entrepreneurship in the form of *Pusat Bina Tari (Pusbitari)* becomes an opportunity to dominate the national market, which can be used as a market penetration in the long term, as well as making an alternative as a product for customers or lovers of BSSH activities. One of the products that can be created by the wider community, among others, is the preparation of book chapters, as a book for teaching materials and a reference for learning cultural arts. As a reference, the existence of that kind of books makes users (students or consumers), gain knowledge of how graphic design technology being packed, so that the existence of performing arts (eg *tari kupu-kupu* in West Java), can be known and recognized as an effort to preserve culture.

The accomplishment of cultural preservation efforts through these BSSH activities is the implementation of technopreneurship in developing various types of market participants according to Sambodo (2006). The BSSH event held during the pandemic has been a condition of the global market from the beginning, which is related to the existence of the technology park network. Emphasis on the right time for marketing or selling, and being able to see how it affects to the next event execution. This event will educate the consumers on the use of new technology through BSSH activities with *Pusbitari* directly or indirectly.

4 Conclusion

The educational process and technological developments are very important for us to develop during the pandemic, which is now still going on. The pandemic has significantly affected people's lives. The impact is in various aspects of life. Adaptation and innovation are a form of survival that must be taken seriously, including changes in work and works of art. Collaboration between the government, academics, practitioners, and the community becomes a synergy that cannot work individually. The harmony between them can produce new things, such as the creation of virtual works of art. The return of opportunities to work and express in society will forever cultivate rural art and also flourish for art workers.

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