

Creativity Concept of The Sea Culture Festival on Berhala Island Serdang Bedagai

Mukhlis¹, Amilia Hasbullah², Ahmad Hermanto³

{perigi.music@gmail.com¹, amilia.hasbullah@gmail.com², ahmadhermanto@unkris.ac.id³}

Universitas Krisnadwipayana, +62 813 6166 8207¹, Universitas Krisnadwipayana, +62 819 9703 1980², Universitas Krisnadwipayana, +62 818 0909 1075³

Abstract. Creativity Concept for the Sea Culture Festival on Berhala Island, Serdang Bedagai As a region that has many islands, North Sumatra Province, precisely in Serdang Bedagai Regency, has a remote and outermost island called Berhala Island. This island, which is located between Indonesia and Malaysia, has potential that is worth developing. For the first time, an organization called Telangkai is holding the Berhala Island Sea Culture festival on 16-19 September 2022. The festival features various activities such as cooking, traditional games, music, dance, theater, kite flying, exhibitions and rituals. This activity involved 100 participants. The aim of this research is to determine the concept of creativity carried out by the organizers of the 2023 Ocean Culture festival. The method used is qualitative methods by conducting interviews with organizers including conceptors, artistic directors, trainers and participants. It is hoped that the contribution of this research will be a reference for organizers in presenting a festival based on tourism on the outer islands.

Keywords: Creativity, Sea Culture, Berhala Island

1 Introduction

Creativity can be as simple as showing something extraordinary to others who don't notice it (Judkins: 2017). There are many phenomena that can be seen every day and can be used as ideas or suggestions for creating something. Let's just say a country called North Sumatra or to be precise in Serdang Bedagai Regency. This part of Deli Serdang Regency has an outermost island that borders the Melaka Strait, namely Berhala Island. This island, which covers an area of 17.4 hectares, is located in the Tanjung Beringin sub-district and takes about four hours from the mainland. Apart from having a variety of marine life, this island is also famous for having a turtle hatchery. However, in reality, Berhala Island is very difficult to reach. Apart from inadequate boat access, the government has not maximized the island's potential. There are at least a few things to pay attention to.

Types: The industrial era 4.0 requires humans to have adaptive abilities in all fields, especially work. Because the digital era prioritizes machine capabilities, job opportunities are increasingly narrow and the level of competition is increasingly high. This condition, which is better known as the disruptive era, forces humans not only to use trained energy and abilities, but forces the human brain to think tactically and strategically. In other words, demands for disruption must be solved with creativity. What exactly is creativity? In the past, creativity was often interpreted as a very mysterious thing, which only certain people possessed as a gift

from God. Creativity is the ability to combine parts or factors that were previously separate into a whole new combination, which is done to solve problems or work of art.

In solving tourism problems on Berhala Island, you must use a creativity approach. Creativity is a creative solution based on ideas that can solve problems. Because apart from being physically beautiful, Berhala Island also has a diverse ecosystem. If it is not used, it is feared that it will be lost, and may also be taken by other countries. In creativity there are concepts, designs and prototypes that can be created to popularize Berhala Island. For example, if we want to design a place well before holding an event, we have to look at the topographical dimensions. This is so that the content or event materials are adapted to the topographical conditions of the place. Apart from that, it can also be a study for researchers, ebe=ven management and government to create event calendars and other cultural activities.

2 Method

The method used in this research is a qualitative research method and a qualitative descriptive research type. According to Sugiyono (2019:206) "The qualitative descriptive method is a research method based on postpositivism philosophy used to research the condition of natural objects where the researcher is the key instrument for data collection techniques, data analysis is inductive/qualitative, and the results of qualitative research emphasize more meaning rather than generalization.

3 Results and Discussion

a. Drifting Sassy

The series of activities for the 2022 marine culture festival include the sea remembrance ritual process, then a traditional culinary or exhibition festival, a fashion parade and music and dance performances. Starting from the tradition of the sea remembrance ritual, which basically already exists in the Malay community under the name of the sea herbal medicine tradition, which is carried out by the Malay community as a symbol of gratitude to the creator for the good fortune that has been given from the sea, remembering that the Malay community is part of the coastal area of the source. His livelihood comes from the sea, namely catching fish.

Every year, the sea herbal medicine ritual is carried out by the community, but in the 2022 sea culture festival, this tradition has been modified a little by making a celebration of carrying the lancang in a new way, usually in the sea herbal medicine tradition the procession of washing the lancang is filled with dishes or food offerings in the form of heads. buffalo, yellow pulut, flowers, etc., are then thrown into the sea as a form of offering to the ruler of the sea. However, at the marine culture festival, to take on a broader spirit, the offerings are replaced by letters written by fishermen and other people as a hope for a better life, so they are more universal in the form of hopes for society, the nation and the world. The letters were put into a bottle and floated away in a lancang, namely a miniature canoe. The miniature canoes at this marine culture festival were designed a little differently with a more artistic concept by Mr. Fuad Erdansyah so that they have a koppat style with striking colors, namely yellow, red, green and blue so it has a more eccentric feel.

b. Mak Inang Kampai Island

Mak inang Pulau Kampai is a Malay dance that is still played at festivals, competitions and other Malay traditional rituals. Mai Inang Kampai Island in the Pulau Berhala festival is

constructed visually. This change in perspective is to see Malay dance from a future perspective. The effect is when the author imagines the astronauts who landed on the moon. Basically the author changed the visuals by adding lighting to each dancer. The results displayed change the impression (image) of the person who sees it. The stiff impression that is obtained means that Malay dances not only seem classical, but also as if they were played by people of different (western) cultures and also as if they were played by robots.

The next innovation or creativity is presented in the Mak Inang Pulau Kampai and Sarampang Twelve dance performances. These two dances are traditional dances that are popular among the Malay community and are often used at entertainment events and celebrations and are dances that already have certain standards. However, at the marine culture festival we make creativity or innovation in its presentation, where usually the Mak Inang Island Kampai and Sarampang Twelve dances use Malay clothing complete with songket, cloth and tengkuluk, but at the Sea Culture Festival the Mak Inang Island Kampai and Sarampang dances Twelve combines it with glow in the dark technology, which means a procedure where the dancer is attached to an LED light device so that it looks like a robot, and this imagines a futuristic concept and we imagine that in the next 40 or 50 years Malay dance will use technological concepts like this without eliminating the original traces are traditional but the packaging is fresher and newer so that in accordance with the times, it has freshness in the form of its performance.

The value of creativity in the sea culture festival on the island of idols by the Telangkai community is actually reflected in the basic concept, namely holding a sea culture festival on the uninhabited outer islands of Indonesia. In our opinion, this is the first festival in Indonesia to be held on an uninhabited island and without involving an audience, so the concept is that all performers and committee members are taken across the ocean to the island complete with all the performance equipment such as stage, sound system, artistic layout, etc. then present a performance. festival in the middle of an uninhabited island. The concept of creativity is also experienced by responding to the nature of the island of the idols itself, such as the stage layout which usually uses planks/wood as a base or base for the floor, but because the island of the idols is decorated or filled with very white and clean sand, we left the stage floor with sand without it is covered with wood/boards so that a natural impression appears and becomes a new stage concept.

On the other hand, if the festival usually pursues commotion or noise, this sea culture festival on the island of idols has an element of silence or wisdom, but after it is carried out it can create a new impression for the listeners. Based on several interviews with people who participated, they said that there is an impression of focus when watching a performance, which is starting to disappear among us when watching an event, performance or concert, people are busy with their cellphones, creating stories, captions, etc. Regardless of what is being performed, at this marine culture festival they will once again feel the pleasure of interacting directly with the dancers, the musicians, enjoying every sound and movement and enjoying each performance in detail, this is precisely what we think is the offering an alternative form of performance in the digital world that really haunts us now, the Island of the Idols Festival takes its theme from the culture of the people in the coastal area, especially in the Sergai district, the island of the idols is located in Serdang Bedagai which is about 30 miles from the village of Tanjung Beringin, this time is to display cultural attractions ranging from performing arts, musical arts, to aspects of fine arts

c. Malay Culinary

Many Malay culinary delights are made at the Pulau Berhala festival. Among them are *sombam bant* with spices consisting of ginger, coconut, chili fish, onions and others. *Bantut sombam* is cooked by grilling until it releases a fragrant aroma from the fish.

d. Releasing Turtles

Turtles are a bonus biota on the island of idols, at least one day the turtles produce eggs. with the aim of releasing turtles as a symbol of preserving marine biota so that they can develop, turtles are also a very important ecosystem in Indonesian waters. With this event being held, visitors are starting to become interested and at the same time promote the existence of turtles on Berhala Island.

e. Pantomime

The Process of Creating a Sea Cultural Festival Pantomime was born from a reflection of the culture that exists in Indonesia. Through the festival activities, the director took an acting approach, in this case using Stanislavski's acting work. In this case, carrying out work as an actor is required to fill values intellectually, culturally and physically. In this series of festivals, the creator with the creative team carries out the work of an actor to get to know the actor himself as a role and to get to know the actor himself according to the needs of himself personally. In this case, the creator also takes a cultural approach and how an actor uses cultural bodies, local bodies in the visual acting that will be offered. Physically, actors are also required to respond to natural conditions, the conditions of the surrounding environment. In this case the issue raised is ecology, especially the waste in Indonesia which accumulates every year.

Indonesia itself has a problem of poorly managed waste distribution. Through creative work, we are able to respond creatively to what is expressed in the work of the body and culture as well as responding to conditions in defense of the culture itself through pantomime texts. Through pantomime work. The creator wants a work of art to create an identity based on local values. Pantomime itself originates from western culture and is then transformed through cultural texts, local texts which become an identity. This identity becomes a narrative in a culture in Indonesia.

Through the body of pantomime, how do we present a work of creating expressive movements in a cultural expression that can be read in codes, symbols and texts that were previously social, how actors can work with three principles of thought, both emotionally and physically, are able to elaborate it into a form of performance in terms of This is of course by acting dramatically. So this performance presentation is managed audio-visually, of course it aims to be able to promote an idea, thought or form of reflection on the development of pantomime art and also how to revive culture through the territory in the Malacca Strait, with the presence of pantomime from a historical perspective it can highlight that Indonesia has a wealth of resources. geography and biodiversity are increasingly decreasing in quantity and quality.

The concept of costume arrangement gives more freedom to an actor based on observations in the field as to how he is able to reinterpret existing codes in a social and environmental context. utilize costumes found in the beach environment (recycle), reprocess them (reduce). The focus is that actors are given the freedom to choose costumes that suit their character and existing conditions. The make-up artist still uses black and white, which aims to emphasize the expression, because the location can be seen from a distance. This work is five minutes long, to be more minimalist, detailed and spontaneous by relying on ideas, emotions and physicality.

f. Exhibition

Art products will not be successful if they are not exhibited. The function of the exhibition is apart from being an expression of art, in this case the artistic concept that is built is an artistic concept based on the identity and culture of coastal communities. or 2 to 3 dimensional, namely in the form of painting or live painting on canvas and then presenting 3 dimensional works, which are a compilation of local materials which are constructed into 3 dimensional works which are more or less often referred to as souvenir works. These works are then exhibited or displayed around the island of idols during performances or when the marine culture festival is taking place, while the artistic concept of performing arts includes sailing into the sea, so here a replication of a canoe is built which is a representation of the means of transportation at sea. .

g. Fashion Shows

Fashion shows are a new thing, especially in the Malay community. However, this time's fashion does not show anything that departs from Malay traditions. However, it is more about exploring the potential that exists in Malay culture. In Malay society it is known as songket. Malay songket consists of various motifs dedicated to clothing, from tanjak to ornaments. The ornaments are like bamboo shoots, ducks coming home in the evening. There were ten designs displayed at the Fashion Show, both in pairs and individuals.

Table 1. Events on The Berhala Island

EVENTS	ACTIVITY
Drifting Sassy Mak Inang Kampai Island	Drifting away a canoe containing a letter in a bottle. Malay dancer with Glow in The Dark technology
Malay Culinary Releasing Turtles	Cooking typical Malay food Releasing turtles as a symbol for preserving marine biota
Pantomime	Play on the shoreline and on rocks in the ocean
Exhibition	Displays canoe replication
Fashion Shows	Showing Malay songket fashion

5 Conclusion

The existence of the idol island must be maximized not only as a tourism function but also to maximize ecological potential and as state defense, considering that the idol island borders Malaysia. Activities consisting of a. Menghanyut Lancang, the procession of washing away Lancang is usually filled with dishes or food offerings in the form of buffalo heads, yellow pulut, flowers, etc., then thrown into the sea as a form of offering to the ruler of the sea, b. Mak Inang Pulau Kampai, one of the Malay dances which is still played at festivals, competitions and other Malay traditional rituals, c. Malay culinary delights, some of the culinary delights made at the Pulau Berhala festival, include sombam bant with spices consisting of ginger, coconut, chili fish, onions and some, d. Releasing Turtles, the aim of releasing turtles is a symbol of preserving marine biota so that they can develop, turtles are also a very important ecosystem in Indonesian waters. With the holding of this event, visitors began to become interested and at the same time promote the existence of turtles on Berhala Island, e. Pantomime, in this case the work of acting as an actor is required to fill values intellectually, culturally and physically. In the series of festivals, the creator with the creative team carries out the work of an actor to get to know the actor himself as a role and get to know the actor himself according to the needs of himself personally, f. Exhibition, the function of the exhibition is apart from being an artistic expression, in this case the artistic concept that is built is an artistic concept based on the identity and culture of coastal communities, visually the concept is implemented in the form of works of art in the form of 2 to 3 dimensions, g. Fashion Show, this time's fashion does not show anything that departs from Malay traditions. However, it is more about exploring the potential that exists in Malay culture. In Malay society it is known as songket. This festival is an effort to maintain the existence of the island of idols so that it can be maintained and can be used as a mainstay island in Indonesia.

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