
“GILA” MARKETING OPPORTUNITIES TO CHANGE THE FUNCTION OF ART IN A CREATIVE ECONOMY

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INTRODUCTION

Not only the manufacturing industry and service industry, the creative industry is one of the industrial sectors that has a great opportunity to grow rapidly in the Industry 4.0 era. The creative industry, which includes various forms of industry that emphasizes the creativity and thinking skills of the actors, has a close relationship with the culture that exists in that place. Indonesia's diverse cultural wealth offers great potential for the development of creative industries. The readiness of creative industry players is a key factor in facing competition from other industries. However, the technology that accompanies the Industry 4.0 era also offers many opportunities that can be exploited in the development of a culture-based creative economy. The challenges faced include limited human resource capabilities, copyright issues, infiltration of foreign cultures and a lack of respect for creativity.

This study uses the method of literature analysis and qualitative research to collect data from various sources related to the creative industries and the role of the arts. The results of the study show that the shift in the function of the arts and the creative industries can be observed through various aspects. Research tries to explain how the sustainability of the creative economy, such as culinary arts, cultural arts that sell handicrafts, social communities that exhibit dance, painting and other things offered by the general public. Sectors, sub-sectors and creative industry development (Incrat) according to Kristianto (2008), states that the Incraf sub-sector is based on three industrial concentrations, namely: (1) Creative business fields and creative industry culture); (2) Creative business sector (creative industry); (3) Intellectual property rights/IPR (intellectual property rights). There are 14 sub-sectors of violations in Indonesia by the Ministry of Trade of the Republic of Indonesia (Ministry of Trade of the Republic of Indonesia, 2008), namely: (1) Advertising; (2) Architecture; (3) art goods market; (4) Craftsmen; (5) design; (6) mode/mode; (7) film, video, photography; (8) creative play; (9) music; (10) performing arts; (11) publishing and printing; (12) computer and software/software services; (13) Television/TV and Radio and (14) Research and Development (Ministry of Trade of the Republic of Indonesia, 2008).

Incrat development is usually done using the triple helix model. Collaboration between academia, business and government. Several research findings explain this, including Leydesdorf and Etzkowitz (1998), a triple helix model consisting

of universities, industry and government is needed to support the creation of innovation and the public. Leydesdorf (2000), the Triple Helix Model is used as an analytical model to explain the relationship between institutions and policies that can be generated. First, art has become an important factor in branding and marketing products and services. Artwork is used to create a brand identity that is unique and appealing to consumers. Art is also used in marketing and advertising campaigns to attract attention and build an emotional connection with the audience. Second, art has become a source of inspiration and innovation in the development of products and services. Companies and creative industry players use art as a source of creative ideas and concepts. Traditional works of art can be turned into commercial products through a process of design and reproduction. Third, art has played an important role in creating unique experiences for consumers. In entertainment and tourism sectors, art is used to create an attractive environment and atmosphere for visitors. For example, street art is used to beautify cities and create new tourist spots. However, the changing function of the arts and creative industries also presents challenges. One of them is the commercialization of art which can threaten the integrity and authenticity of works of art. If art is only seen as a marketing tool or a tool for profit, then the aesthetic value and message of art can be marginalized.

According to Horas Djulius (2019, 20) in his book entitled *Economic Studies and Analysis of Creative Industries in Indonesia*, he said that the creative industry is an industry that originates from the utilization of individual creativity, skills and talents. It is used to create wealth and jobs that awaken and harness individual creativity and skill. According to Simatupang Togar in *Cucu Sutinah Magazine* (2020, 103) says that: The creative industry is an industry that relies on talent, skills and creativity which are the basic elements of each individual. The key elements in the creative industries are creativity, skills and talents, which have the potential to increase well-being by providing intellectual creations. So, from the above understanding it can be said that what underlies the creative industry is creativity, skills and talents to create a work or product that has value. The question is, how can this out of the box style (crazy) of marketing opportunity change the function of art in the creative economy? Marketing environment, according to Saleh and Said (2019: 10), the marketing environment consists of the task environment (companies, suppliers, distributors, retailers, and target customers) and the demographic environment, namely the economic, physical, technological, political, legal environment. and socio-cultural environment. According to Swastha the marketing environment is a component of strength outside the marketing aspect that can affect management's ability to build and maintain relationships with customers, which consists of the internal environment (micro) and the external environment (macro). According to Nurhayani and Sunaryo (2019: 24-28), the marketing environment is an activity that builds and maintains company relationships with customers who stood out of marketing, which greatly influences the success of relationships with target customers.

Another challenge is the balance between artists' freedom of expression and market expectations. Artists are often under pressure to produce works that sell well, which can limit their creativity. There are also questions about the influence of the economy on art as a form of freedom of expression. However, the changing functions of the arts and creative industries also offer new opportunities. Collaboration between artists and creative industry players can produce

interesting innovations and creations. Additionally, digital technology has opened doors for artists to create and distribute

The development of information technology makes changes to the company's business activities, including marketing activities. New marketing techniques are emerging, supported by the application of technological advances. The use of technology in marketing is called e-marketing. E-marketing is the marketing side of e-commerce, communicating something, promoting and selling goods and services via the internet. E-commerce is a sales system that developed after the discovery of the internet, where this system allows a product that is sold or marketed to reach the whole world, without the company had to set up branches in other areas. The marketing strategy is carried out by the company to increase the decision to make a purchase, the purchase decision itself is a consumer action to buy or not buy a product.

RESEARCH METHODOLOGY

This research uses qualitative case studies which according to Creswell in his book entitled "Qualitative Inquiry And Research Design" reveals five research traditions, namely: biography, phenomenology, grounded theory studies, case studies and ethnography. One of the traditions examined in this paper is the case study which is seen as a "very weak" research method. Researchers who use case studies are considered "odd" in their discipline because the level of accuracy (quantitative), objectivity and research power is considered inadequate. Both in the fields of psychology, sociology, political science, anthropology, history and economics as well as in the fields of practical sciences such as education, urban planning, general administration, management science and so on. In fact, it is often also applied to evaluation research which according to some people is a field of methods that is loaded with quantitative aspects. All of these are interesting phenomena to ask, if case studies have weaknesses, why do researchers use them? Therefore, this study will examine: What is a case study?; How to use theory and research questions in case studies?; How are case study data collected?; How to analyze case study data?; How to write a case study report?; How to carry out quality standards and verification in case studies?

The case study strategy according to Yin (2014) is an empirical investigation that investigates phenomena in real contexts when the boundaries between phenomenon and context are not clear, where different sources of evidence are used. The case study is a strategy used widely when the investigator has little control over an event, and when the focus is on a contemporary phenomenon in a real context. Yin also explained that a case study is a research design that can be used to trace the event in question without manipulating it. The reason is because case studies are based on the same techniques as the common ones by adding two sources of evidence, namely observation and systematic interviews. Case study research is not only good for investigating "how" and "why" questions, but is also very suitable for developing new theories and ideas and can also be used for theory testing and refinement (Voss et al., 2002). The main reason why the researcher chose the qualitative research method is that through this approach the researcher is expected to be able to describe in more detail about out of the box style (crazy) of marketing in the arts scene and overcome artistic innovation creativity which brings a gap between rationality and creativity. In-depth focus group interviews were conducted in the field. From the real conditions in the field, conclusions are drawn that are expected to be able to test

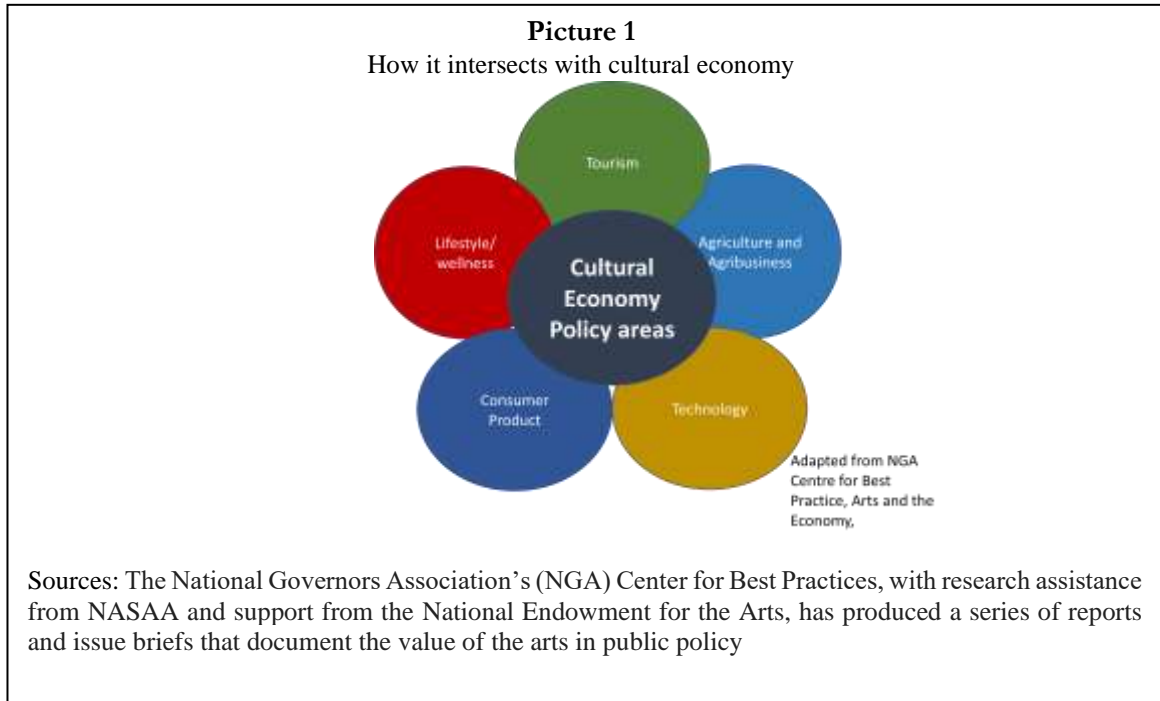
and develop existing theories about the opportunities for mad marketing to change the function of art in the creative economy in order to overcome the tension between rationality and creativity. The general characteristics of the research design provide the background for thinking about specific designs for case studies.

According to Yin (2015), multi-case case study research is research that uses more than one case. The use of more than one case generally aims to obtain more detailed data, so that the description of the research results is more detailed and in-depth. This design is also used to generalize the result concept or theory. So that the use of multiple cases can cover the weaknesses contained in the use of a single case which is considered not generalizable.

DISCUSSION

His research focuses on marketing the art of going big, turning trivial things into economic money both for himself and inspiring people who see the ATM concept of observing, imitating, changing (Indonesians call it "Amati, Tiru, Modifikasi") And Out Of The Box Style (Crazy) marketing is learning from the successor of STIE Mahardhika, namely Prof. Rahmady Radiany who is called the father of "Crazy Marketing" but the meaning conveyed is different from that in the translation, because it's crazy of the art of marketing with a broad horizon of sales that adopts the work of thought so it can't be translated and we at STIE Mahardhika call it "Gila" marketing". But over time, the word Out Of The Box Style (Crazy) experienced a shift in meaning to a more positive direction. Currently, the word Out Of The Box Style (Crazy which cannot be translated simply as crazy or mad) is often used to express admiration for something great and extraordinary. The predecessor Mahardhika who educated and taught us, namely Prof. Rahmady, passed on this knowledge to his own, namely M. Andri Radiany in validating the vision and mission in Mahardhika (2020) stated that marketing is always a process of selling a product or service, in which there is synergy of various methods and processes. so that sales transactions are achieved. Marketing is actually not only about the products or services being sold, a reliable marketing process is when we also convey the values that we are professional, the beliefs we have, and the knowledge we have to potential customers. So how to communicate products / services must be done effectively, efficiently and attractively. Therefore, marketing is always closely related to creativity. Combining the words Out Of The Box Style (Crazy) and marketing into one extraordinary unit of thought means bringing together two things that have their own level of uniqueness. Out Of The Box Style (Crazy) of marketing can be written that someone really likes or is crazy about marketing activities. In addition, the word Out Of The Box Style (Crazy) can also mean extraordinary and innovative. Marketing management is important to introduce or promote new ideas to the public. Ideas in the form of products/services can be introduced in an interesting way. The art of packaging new product/service ideas with different stages in marketing management, because at each stage there is an in-depth analysis so that a product/service can be well received by the public. Overall, the packaging design must be unique and different from competing products. Conformity The packaging design must match the product being packaged. For example, the form of bottle packaging for liquid products. The art of packaging products or services is a solution to attract consumers' attention because they are dealing directly with

consumers. Along with the times and increasingly fierce competition, the function of packaging which was originally only a container or protector has turned into a sales tool that gives an image to the product and creates what it sells. designer. In the art of packaging products, you also have to think about how to attract the attention of consumers and win the competition in the market.



So that in this context “Out Of The Box Style (Crazy) of Marketing” can be interpreted as enthusiasm, creativity and innovation which are believed to be important values in the process of life. Crazy marketing is the ability to make profitable choices in life, do everything wholeheartedly and not give up easily, the ability to take advantage of everything around to optimize appearance, pay attention to small things then focus then stimulate creativity to innovate. Industries in the creative economy require more innovation and creativity compared to other industries. This causes entrepreneurship in the creative economy industry to be supported by a process of innovation and creativity. Most industries in the creative economy have a high artistic level, this is related to the novelty of ideas which is the essence of creativity itself. The most influential marketing today is mobile video, no longer pictures/posters/photos. In addition, virtual reality, big data, interactive content, chatbots, social media are also very influential for marketing, and the current conditions in the marketing world do not change trends, but change paradigms.

This is supported by the research of Avril Joffe who is a development economist and head of the Department of Cultural Policy and Management, at the Wits School of Arts, University of the Witwatersrand. Avril's focus areas are the design, implementation, and evaluation of cultural policies; value, mapping and valuation of cultural economics for evidence-based policy making; strategic planning for the arts; cultural entrepreneurship; and, prioritizing arts and culture in urban and urban development. Picture 1 is an illustration of how to develop a common cultural policy framework and tools for fundraising for the arts and was

recently part of a ministerial-appointed review panel to rewrite South Africa's cultural policy. This description shows the potential to support the growth of various aspects of the creative industry, such as the creation of creative works of art based on traditional values of local technology and multimedia (television and film). Artwork with local traditional values is the result of collaboration with multimedia technology which has the opportunity to become an innovative product that can become a renaissance and a new era of modern society in Indonesia.

CONCLUSION

Marketing is said to be an art, it can be seen from the diversity and creativity, innovation and imagination packed into a beautiful whole in the marketing process to attract consumers. There are several reasons why marketing is considered an art, one of which is to attract consumers. Marketing is also considered an art because of the delivery of the marketing process in a non-verbal way (a communication process that involves subtle and hidden messages for specific audiences). Determining value here is a scientific process because it studies potential customers in various ways to earn profitable results for marketers, and can be done if you like extraordinary marketing, then Out Of The Box Style (Crazy) of marketing is the key answer in its role in the art of the creative economy. Art is a knot that attracts consumers, such as advertising jingles, "First impressions are so tempting then it's for you", this research only focuses on how to market products and services, further research on Out Of The Box Style GILA of Marketing “ might be directed at price, promotion and place

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