

Creative Network in Hand: Instagram's role in building the Creative Industry Network for SMSR Students Yogyakarta

Nawung Asmoro Girindraswari
 Yogyakarta State University
 Yogyakarta, Indonesia
 nawungasmorock@gmail.com, and

Trie Hartiti Retnowati
 Yogyakarta State University
 Yogyakarta, Indonesia
 trihartiti54@gmail.com

Abstract—Information technology facilitates human life in many ways. One of them is social media. The presence of Instagram not only triggers war and fame in social media, it is more about expressing the creativity of users with the platform or social media used. In addition, Instagram also encourages vocational students who work in the creative industry to develop more by appreciating the work of others, the media is well-organized, even the media to compete and even network art practically and easily enough in one hand through social media. This paper will discuss the role of Instagram in building Network of Creative Industry Marketing in SMSR Students.

Keywords—social media, Instagram, creative industry, vocational

I. INTRODUCTION

The development of human thinking, artworks will develop recently fast through the technology, as equipment to expressing yourself, in response to the people and environment. Technology have a share which is quite rapid in the development of artworks in which now who formerly limited only artifact, furniture, and sculptures worship is now beginning to evolve into a creative industry which easily be appreciated and understood. Artworks can be delivered in various medium interactive, start shaped graphic and animation [1, 2, 3].

Not only in Indonesia, the influence of technology brings a fresh for creative industry global society in general. Ease exchange information, the creation of the free market artwork with technology, as well as its upward course modern society perception made industrial creative in Indonesia has great potentiality. The government has supported and spend by making separate institutions is namely *Badan Ekonomi Kreatif* (BEKRAF), because the government realized creative industry is one of Indonesia future. With support like this, now we are just creative people across all genres that must be a business the ability to be able to compete on a global level.

Powers of competitiveness of a nation located at human resources. Through presidential instruction the instruction no 9 2016, he said the need for revitalization vocational high schools to improve the quality of human resources. Labor a defenseless competitiveness and skillful one of which may be born of vocational education high quality and relevant with demands of work a dynamic (link and match). Vocational high school is one of vocation educational institutions who prepares power skilled ready work. The ministry of

educations is required to continuously harmonize and adjust of SMK in accordance with the need the days of especially a field of technology and information.

Now the population internet users in Indonesia currently implemented more dominated by mobile equipment users to the level of very high penetration [4, 5]. The community is only used to read the press a printing of a newspaper, with a photo and pictures, but now people can read news easily as interesting and it is not boring. Now news has been able to serve with video, audio, and writing. Even though the video short duration, but the people is more interested to see in social media than having to watch television.

Conventional media with the rising started getting discarded by the community moreover by a young child. Social media can get through gadgets or a smartphone only with practical hands are perceived to be greater, easy, and fast in addition to email, a smartphone provide social media application that allows us to communicate in personal and together [6, 7]. The application of social media currently widely used and favorite of young people among others Instagram. The arrival of Instagram not only likely become a trigger of war exist and fame in social media, this is more to how express creativity the user with a platform or social media used.

For students who would like to struggle with art especially vocational education students' fields of expertise art and creative industry, Instagram make a big difference in building creative network. Activities and activity the use of Instagram can reach personal activity, the publication and commercial. Interaction in follower and following can be used as media publication whether it is non-commercial and commercial, particularly when account Instagram having the number of many follower and used as media space creative, appreciation work, exhibition, and promotion products or services. Even can made personal account was for paid promote and endorsement goods or services.

The rest of this paper is organized as follow: Section II presents related works. Section III describes material & methodology. Section IV presents the results and following by discussion. Finally, Section V concludes this work.

II. RELATED WORKS

A. Social Media

According to Kaplan and Haenlein in [8] define social media as a group-based program the internet built based on the ideology and 2.0 web technology and allow the creation and exchange user-generated content. Web 2.0 be basic platform social media. Social media is in is in various forms, including social network, internet forums, weblogs, social blogs, micro blogging, wikis, podcasts, pictures, video, rating, and social scratch. According to Kaplan and Haenlein [8] there are six kind of social media: collaborative project (for example, Wikipedia), blogs and microblogs (for example, twitter), community (content for example, YouTube), social networking site Facebook (for example, Instagram), virtual (game for example world of warcraft), and virtual social (for example, the second life). When the internet technology and mobile phone more forward then social media from very rapidly growing. Social media, a medium online that makes it easy for users to be able to communicate, share, interact, and participate [9, 10].

B. Instagram

Instant photos of Instagram are showing in the look. As for the "gram" derived from a "telegram", where a framework is to transmitted information to others quickly. So, it is with Instagram can upload photos using the internet network, therefore the information given acceptable quickly. Therefore, Instagram derived from an "instant-telegram" [11]. Now to access Instagram for example, could be done wherever and anytime only by using a mobile phone. So quickly people can access social media has resulted in the phenomenon large to the flow of information not only in developed countries, but also in Indonesia. Because the speed social media also began to replace the role of mass media unconventional in spreading news.

C. Network Creative

Howkins [12] through his book "Creative Economy How to People Make Money from Ideas. "Howkins' idea was inspired by Robert Lucas's thought that saw growth the economy of a region is largely determined by the level of productivity and the presence of people creative who have special talents with the ability to apply science to create an innovation. According to Howkins [12], "Creative Economy" is an economic activity rely more on ideas (ideas) (creative) to manage material sourced from the surrounding environment becomes economic added value Next, the concept of creative economy it was developed by Florida through both of his works, namely "The Rise of Creative Class" and "Cities and the Creative Class" [13] states that human resources (HR) creative is a requirement to fill roles in the creative industry. Creative industry is the way to build a creative economy or knowledge-based economy. And This economic model is an economic foundation built on the synergy between HR talents and natural excellence, which is characterized by rapid growth, high value added, and Creative Network's positive social perspective in this case is a creative network internet based through activities that rely more on ideas (ideas) for (creative) managing material

sourced from the surrounding environment into economic value added. In the case of Creative Network, the role of the teacher and the institution *Bursa Kerja Khusus* (BKK) owned by the school it is very important in motivating students to compare themselves and their work on social media.

D. Creative Industries in SMSR

Vocational Schools in Indonesia are expected to play a role in support the development of creative industries. Especially the eighteen creative industry sub-sectors developed in Indonesia include: Animation, Architecture, Design, Photography, Music, Crafts, Culinary, Fashion, Publishing, Film, Advertising, Interactive Games, Performing Arts, Technology information, television and radio, video. SMK Negeri 3 Kasihan (SMSR) Yogyakarta including the vocational secondary school in its development is divided into a number of specifications, i.e. the expertise of fine art (painting, design visual communication, animation, and sculpture) and craft (craft ceramics, textiles, and wood craft). In addition to being able to print the winning students of SMK Negeri 3 Kasihan (SMSR) Yogyakarta who are ready for work or go on to College High Country also continues to maintain the achievements mainly the fields of the creative industry. In the year 2013 SMSR Students seized the gold field of Graphic Design Technology (GDT) in the 2013 World Skill Competition in Leipzig, Germany. These achievements prove that the SMK Negeri 3 Kasihan Bantul (SMSR Yogyakarta) was able to compete at the international level.

The concept of study in SMKN 3 Kasihan (SMSR) production/services refer to the standards and the procedure that applies in the industry and is carried out in an atmosphere like that going on in the industry (see Figure 1). By implementing the competency gap Factory in leaching SMSR can make between the needs of industry and the resulting competence. In addition, the program existing at Technopark SMSR expected to be able to connect the world of education (CMS) with the world industries and agencies relevant to working with Teaching Factory in CMS. Technopark business incubation as in the CMS will develop Teaching Factory in order to adapt the development of the industry rapidly. Technopark will also promote the potential of areas relevant to economic development area and the ease of communication with the world of industry.



Fig. 1. A learning process in SMKN 3 Kasihan (SMSR Yogyakarta)

III. DISCUSSION

The Author has done a questionnaire to 80 students SMSR Yogyakarta with a wide variety of majors. The results showed that 70 students are active users of the application Instagram. 77 siswa using Instagram to find references to the works of art. 68 students upload their works to be used as feeds, branding and media business and 23 people involved.

A. Instagram as a medium to compete

Instagram as a medium of appreciation and inspiration work Use of the internet for learning is already a commonplace and a lot of help teachers, as well as make students quickly find the information required, even looking for reference for work. Works of art are also presented by the artists or notable designers who also have an account Instagram to enjoy and appreciation. Here some examples of workers digital art that many be used as a reference in the work include as depicted in Figures 1, 2, 3, 4, and 5.

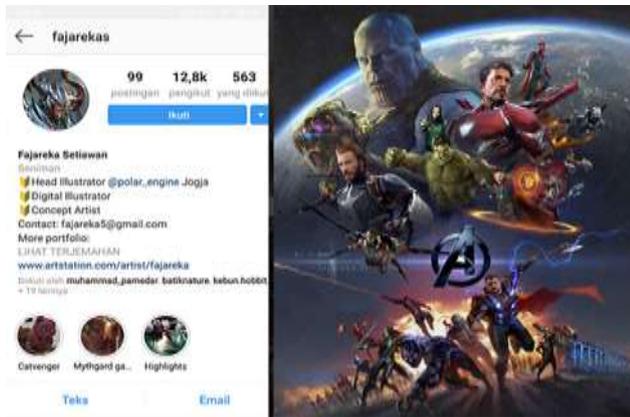


Fig. 2. The appearance of illustrator Instagram account digital @ fajareka that is alumni SMSR 2009



Fig. 3. The appearance of Instagram account international fashion videographer @ bramsky that is alumni SMSR 2010

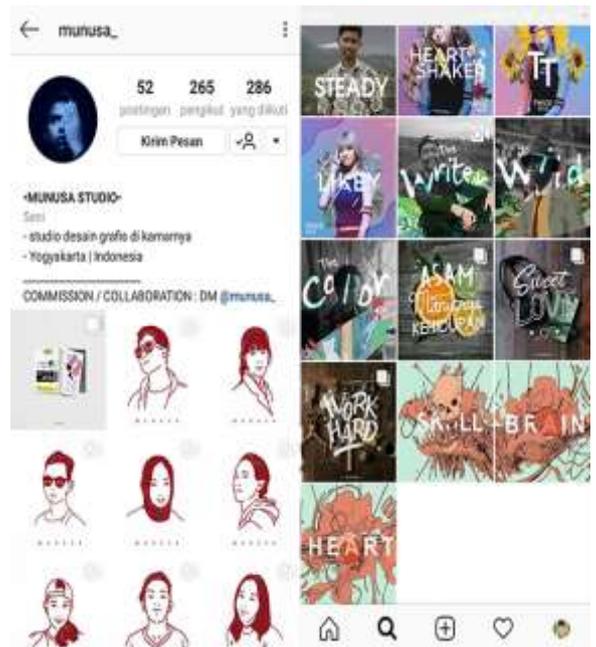


Fig. 4. Display account Instagram Muhammad Nursani students SMSR Jogja which exhibits his works through Instagram

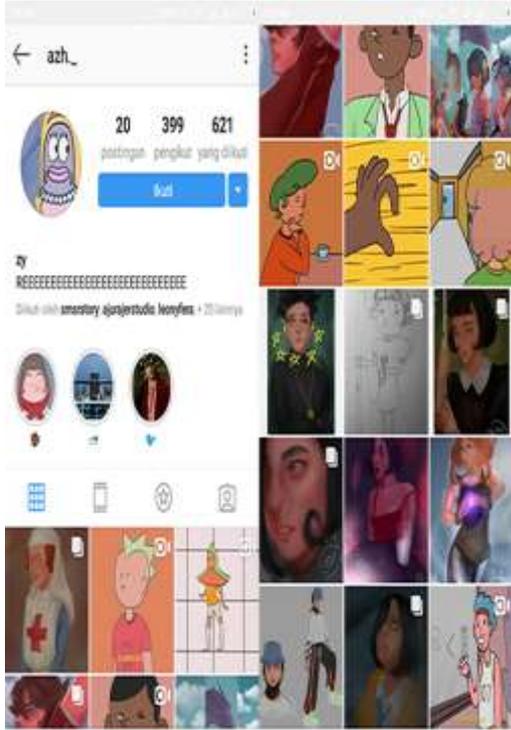


Fig. 5. Display account Instagram azh_ students SMSR Jogja which exhibits his works through Instagram

B. Instagram as a media business

Is not only used for the existence of self, through Instagram students can also connect with the industries they are interested in, and this is very helping to enter the world of work in the future. Here is Instagram from art and design students those who often upload their work for several accounts as depicted in Figures 6, 7, 8, 9, and 10.



Fig. 6. Instagram account display Bayu Prihantoro bayuprihantoro, an SMSR student, one of his projects was used for event events famous director Hanung Bramantyo.

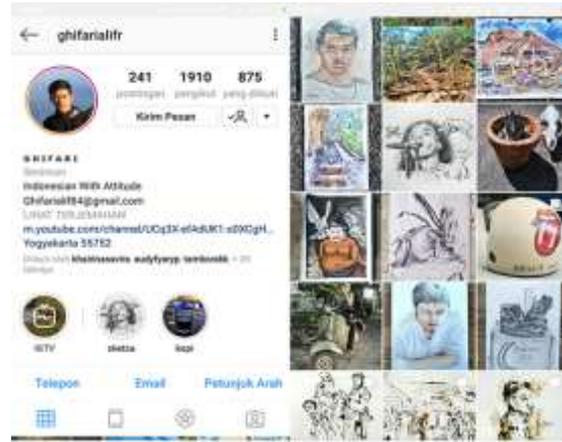


Fig. 7. Display of Ahkam Dwi @ahkamdwi student Instagram account SMSR, his work is often used for LINE webtoon

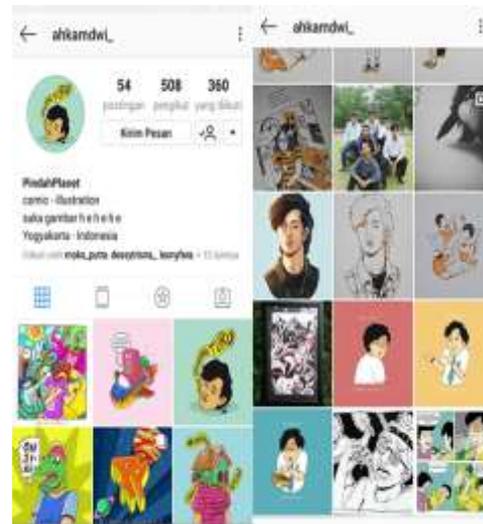


Fig. 8. Display of Azizah Instagram account @ SMSR students, exhibiting portfolio and project works animation on Instagram



Fig. 9. Display Instagram account official smsr @eventsmsr which is useful for accommodating works, events, and SMSR student network



Fig. 10. Display Instagram account official smsr @eventsmsr which is useful for accommodating works, events, and SMSR student network

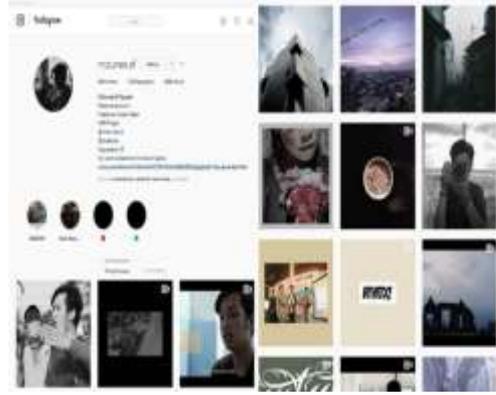


Fig. 11. Display of mizune/ mijun Instagram account @ Mizune.af which is often used to compete both photos and videos via Instagram



Fig. 12. News about contained in the newspaper People's Sovereignty ng victory mijun @mizune.af

C. Instagram as a Means of Competition

Competition works or contests both photos, videos, quizzes or even the design on Instagram is very mushrooming. Lots of events organized through Instagram feeds both general and student categories. This is an opportunity for those who are can use Instagram well (see Figure 11,12).

IV. CONCLUSION

Information Technology to facilitate the human life in many ways. One of them is social media. Social Media is commonly used for a variety of things in life, for example associated with other people, entertainment, networking with colleagues and between friends. The use of social media was not just changing the way people communicate, but also changed people do business, change the communication in government, the life of the community. Social Media Instagram in principle for students, artists or people who work in the field of Industry Creative not only used for the event the existence of the self, through Instagram that they can establish a relationship with the industry that they of interest to you. Instagram also encourages students to further develop with appreciating other people's work, business media, even media to compete in a practical and easy enough.

REFERENCES

- [1] Manovich, L., Malina, R. F., & Cubitt, S. (2001). *The language of new media*. MIT press.
- [2] Teoh, B. S. P., & Neo, T. K. (2007). Interactive Multimedia Learning: Students' Attitudes and Learning Impact in an Animation Course. *Online Submission*, 6(4).
- [3] Jackson, C. (2018). *After Effects for Designers: Graphic and Interactive Design in Motion*. Focal Press.

- [4] Liébana-Cabanillas, F., Muñoz-Leiva, F., & Sánchez-Fernández, J. (2018). A global approach to the analysis of user behavior in mobile payment systems in the new electronic environment. *Service Business*, 12(1), 25-64.
- [5] Yeung, H. W. C., Liu, W., & Dicken, P. (2006). Transnational corporations and network effects of a local manufacturing cluster in mobile telecommunications equipment in China. *World development*, 34(3), 520-540.
- [6] Al Mutawa, N., Baggili, I., & Marrington, A. (2012). Forensic analysis of social networking applications on mobile devices. *Digital Investigation*, 9, S24-S33.
- [7] Chatzimilioudis, G., Konstantinidis, A., Laoudias, C., & Zeinalipour-Yazti, D. (2012). Crowdsourcing with smartphones. *IEEE Internet Computing*, 16(5), 36-44.
- [8] Kaplan, A. M., & Haenlein, M. (2010). Users of the world, unite! The challenges and opportunities of Social Media. *Business horizons*, 53(1), 59-68.
- [9] Abawajy, J. H., Ninggal, M. I. H., & Herawan, T. (2016). Privacy preserving social network data publication. *IEEE communications surveys & tutorials*, 18(3), 1974-1997.
- [10] Chiroma, H., Shuib, N. L. M., Abubakar, A. I., Zeki, A. M., Gital, A. Y. U., Herawan, T., & Abawajy, J. H. (2017). Advances in teaching and learning on Facebook in higher institutions. *IEEE access*, 5, 480-500.
- [11] Atmoko, B D. (2012). *Instagram Handbook*. Jakarta: Media Kit
- [12] Howkins, J. (2001) *The Creative Economy: How People Make Money from Ideas*. Penguins Books, London.
- [13] Latuconsina, H. *Pendidikan Kreatif Menuju Generasi Kreatif dan Kemajuan Ekonomi Kreatif di Indonesia*. Jakarta: PT Gramedia Pustaka Utama, (2014)