

The Existence of Indonesian Craft in the Middle of DiY Craft Movement by Millennial Community

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Abstract: Art, especially crafts or known as *seni kriya* in Indonesia, has become part of the lifestyle of Indonesian people. Indonesian art of craft in the millennial period is increasingly developing in line with the times. The development of craft creates many derivative terms, one of which is, do it yourself craft or better known as DiY craft. Handicraft products, especially products labeled DiY craft are considered as something cool, unique and have their artistic value. This assumption eventually led to a new trend and taste in millennial society. The development of techniques, materials, and uses of DiY craft also influenced the development of the Indonesian art of craft. This paper was created to see a comprehensive picture of the existence of Indonesian craft or *seni kriya* and DiY craft in the millennial community, and explain about how DiY Craft's give some effect on developing Indonesian craft related to social and cultural contexts that occur in the Millennial community today.

Keywords: *existence, art, craft, DiY, millennial*

Introduction

Seni Kriya is a part of valuable cultural art in Indonesia. *Seni Kriya* is a part of the history of Indonesian culture. *Seni Kriya* also is known as a craft is a product that reflects the mindset and behavior of the people in his time, craft always develops according to the constellation of the times (Sunarya, 2015). The meaning of *Seni Kriya* or craft in this period has changed, compared to the meaning of craft in the past. Previously the craft was considered as a unique work of art and has a certain value. Craft art has characteristics that contain philosophical and functional aesthetic symbolic values as well as *grawit* in its making (Gustami, 1992). Along with the development of Indonesian art, craft art has become more flexible with a broader scope.

Craft art nowadays is not always synonymous with traditional works that have cultural and artistic value but also used in modern artwork that received some influence from western and eastern handicraft art. The way Indonesian people's accepting foreign culture brings innovation in the development of Indonesian art, including art crafts. The term *Kriya* was re-raised by STSRI "ASRI" (now ISI Yogyakarta), intended to accommodate the swift creation and innovation in creating art; besides the efforts to preserve the cultural heritage of art (craft art) of the past (Soedarso, 1990)

The word *Kriya* has not been used for a long time in Indonesian, the word derives from the Sanskrit language in the dictionary of Wojowasito meaning; work; deed; ... and in the old dictionary of winter interpreted as *damel (making)*, make (Zuhdi, 2003). *Seni Kriya* or craft art has a very broad meaning, and in the field of fine art, *seni kriya* known as an art that always associated with handwork that referred to handicraft. The word handicraft has a new term that is more modern and often used by the millennial, the word is DiY craft. DiY craft is an abbreviation of the phrase do-it-yourself craft, interpreted as all kinds of crafts that can be made by hand.

Craft has become a new cool, this kind of statement invites millennial interest in DiY craft. The spread of knowledge about DiY craft among millennials greatly influenced by advances in communications technology, which grew rapidly in this age. New information that is easily

spread through social media creates a new phenomenon in the world of art craft, which is the DiY craft trend. A wide variety of DiY craft products have emerged, new techniques, new materials, and increasingly diverse types of products have contributed to enriching the Indonesian art vocabulary.

As is known, the creation of crafts in the past has been motivated by the interests of magical rituals and patrimonial status symbols. Meanwhile, today's craft ... motivated by artistic achievement. As a result of these differences, the past and present craftsmen, produce differences in the form of their works (Zuhdi, 2003). In fact, craft has high flexibility to change and developing in global art. Craft art that is closely related to human life, directly or indirectly, had an impact on the social and cultural circumstances today. The flexibility of craft art influences the change and development of traditional Indonesian craft art.

Changes and developments affect many aspects of Indonesian traditional craftsmanship, such as changes in values, changes in the function, the development of products and the development of materials used in the manufacture of craftwork, those changes and development was led us to the type of contemporary craft art. Contemporary craft is a modern craft that still has a relation with traditional craft, contemporary artworks are found quite often in the work of DIY craft that is favored by the millennial generation.

The phenomenon of DIY craft as a trend in millennial society raises several questions, including the question of the existence of traditional Indonesian craft art during the rapid development of modern craftsmanship, and how the development of craft art influences the social and cultural conditions of today's millennial society. This paper will comprehensively discuss the DiY craft phenomenon in today's millennial society, by dividing the discussion into several sub-chapters, which will discuss the factors of change, the types of change, and the impact that occurs in the development of Indonesian Craft Arts and also its relationship with the modern DiY craft of millennials.

Method

This research uses a literature study as a method. This research is based on a literature study that examines the actual context of the art craft issue and exploring secondary data related to DiY craft. Craft art is a branch of art that is transforming both form and function, so it often becomes a long conversation or discussion regarding the status of position in the development of Indonesian art (Soedarso, 1990). Previously, craftsmen have a high position with the status of masters. The work of the masters develops to Javanese classical art which is considered to have a high value (Asmujo, 2000).

Nowadays, Indonesian traditional art craft is indeed different from the present art. The difference is the reason or motivation for making the art masterpiece. Currently, craft art has undergone many developments intending to create a craft art that fits in with the actual social conditions. Today's craft is not only motivated by ritual needs, or patrimonial status symbols, but also motivated by social conditions such as economic needs, new trends, and the need for a new identity of millennial.

Kriya cannot be separated from the three basic coverage in the culture, which is a form of ideas, behavior patterns and outcomes behavior (Sunarya, 2015). The ideas, mindset, and behavior of millennial society at this time are bringing up the new development of Indonesian art craft into modern art. In this increasingly advanced era, there is a lot of new information for millennial society including the information of craft arts. The information gained through many paths, including social media. Among the information from social media, there is information

and knowledge about DiY craft which is free to access. However, DiY craft has been considered as one of the derivatives of Indonesian craft art. DiY Craft brings change and also renewal in the world of Indonesian craft art.

In this section, we will explain the factors of change that occur in Indonesian craft art, the types of changes that occur along with the impact brought by the development of craft art, as well as its relationship with the modern DiY craft of millennial society.

Results and Discussion

Factor of Changes

There is no cultural source that has not been “contaminated” by other cultural practice, value, and identities. Even in the past, culture did not exist in a pure and original condition, but were constantly exposed to internal and external influences, some of which were violent such as colonization and colonialism (Melikian in Wong in Šabec, 2014). Based on that statement we can assume that the factor of changes in the world of Indonesian art craft can be divided into two parts, Internal factors, and external factors. Internal factors are more directed towards individuals who work in the world of craft art. While external factors include various aspects outside the individual such as social, economic and technological conditions that occur in millennial society.

Internal Factor

As the most educated generation in human history, millennial is potentially quite different from other generation and exhibit diverse and sometimes contradictory preferences and practices with respect to living and working (Brydges & Hracs, 2019). Millennial society that is considered as the most educated society in human history, is a society that has a broad view of everything that happens around them.

Critical thoughts and also the creativity of millennial society in expressing themselves have an influence on the birth of various innovations in various fields including art. That statement explains the internal influence of an artist's thoughts in solving problems, creating things and expressing art through works.

DiY pedagogy takes the idea of self-direction in a way that is consistent with the theorization of educational personalization (Bolstad et al., 2012). DiY craft as a work that takes ideas to create something using personal abilities by hand, encourages the artists to learn, practice and develop themselves, in creating a change. The DiY craft can be said is one of the driving factors of the emergence of craft art change factors internally.

External factor

External factors of changes in art crafts consist of various aspects outside the individual such as environmental, social, economic and technological conditions that are related. Despite, the changing lifestyle and social media intervention had shifted the orientation of craft product. Craft product is commoditized and became less traditional look (Junianto, 2017). Social media is increasingly being placed at the forefront of creative expression of social movement activism (Mainsah, 2017).

Millennial society as a modern society sees craft art as a work of art that has potential in various fields, one of which is economics, with the help of advanced technology, especially social media technology, craft art will be developing more easily. From the existing statements,

it can be seen that factors of the social environment, economic conditions, and technological progress influence the changes in Indonesian art craft.

Types of Change

Changes that occur in the development of craft art related to the development of DiY craft, including the existence of changes or developments in terms of techniques, materials, and types of products. Indonesian craft techniques adapt some of the western or eastern DiY craft techniques such as knitting, crocheting, macramé, tapestry, and so on. Changes and developments that can also be seen are the increasing variety of materials used as materials for the creation of craftworks. DiY materials usually derive from the transformation of the unconventional source (e.g., grown vegetables, animal constituent, basic mineral, recuperated waste or modification of standard material with any available technology)(Ayala-Garcia & Rognoli, 2017).

The material used in art craft and DiY craft is increasingly diverse with the help of advanced technology. Besides, environmental conditions also influence the enrichment of craft materials, for example with the reason to help preserve the environment, crafter often uses recycled materials. The type of product was also changing, starting from the form to the function of the product. The resulting shapes are increasingly varied according to their functions, for example, ceramics products that are now applied to jewelry and functioned as fashion items. □

Benefits and Potential of Change

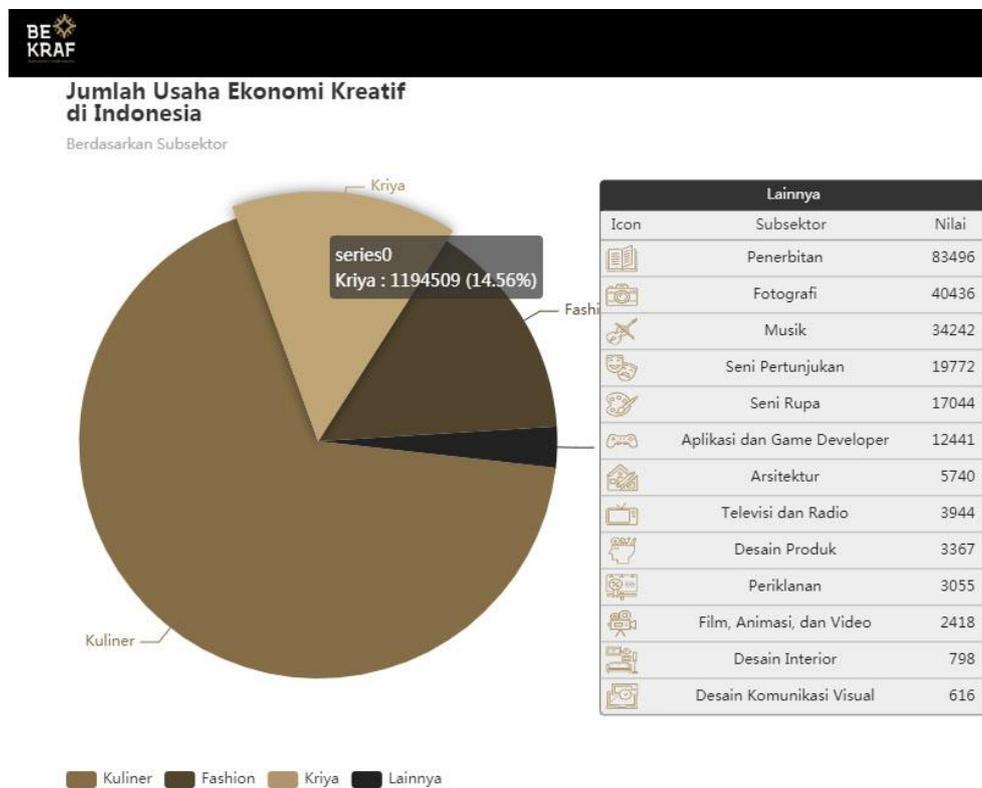


Figure 1. Chart of the number of creative economy ventures in Indonesia (bekraf.co.id)

The figure above shows the number of Indonesia's national creative economy businesses. Creative business entities in the craft sector are in the 3rd position after culinary and fashion

businesses with a percentage of 14.56% or 1,194,509 business entities. According to the national bureau of statistic report in 2015, the creative sector contributes 7.38% of the overall national economy, or equivalent to 852.24 trillion Rupiah and gain 4.38% growth from the previous year (Junianto, 2017). One of the economic developments in the creative field is supported by the craft industries, from the development of the creative economy over the past few years, it can be seen how great the potential of the craft is for the development of the Indonesian economy. With the development of craft art, especially the art of DiY craft, will generate new artists and open up more potential creative businesses that will bring Indonesia's creative economy into more advanced.

Aside from its influence and potential in economic terms, the changes that occur in art craft, forming a new identity for Indonesian art craft and strengthening the existence of Indonesian art craft in the international art world. Increasingly diverse types of products, craft materials, and increasingly diverse manufacturing techniques, increasingly add the diversity of Indonesian craft art vocabulary. New techniques that are applied to new materials create new types of work, will continue to develop along with the changing of times, the creativity of artists and the needs of the people in their time.

Conclusion

Indonesian Craft Art or Seni Kriya Indonesia is on the right track in terms go global trends. At this point, the craftsmen increasingly follow the development of global art without leaving the Indonesian cultural values. Although modern artworks are easier to find, this does not mean that traditional artworks lose their existence, because at this time many contemporary craft artists still carry the traditional values in each of their art products. □

With the changes in Indonesian craft, some impacts on Indonesian people's lives can be felt. Among them is the economic impact. With the development of the economy through the art crafts, it brings good influence on craft artists, both traditional craft artists, and modern craft artists. Changes that occur in the scope of Indonesian art craft also enrich the Indonesian art craft vocabulary.

With the growing recognition of the art of DIY craft in the midst of the development of Indonesian and world art, it is basically one of the forms of the existence of art craft in the middle of Indonesian millennial society

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