

SOCIAL MEDIA AS A PLATFORM OF PERFORMING ARTS EDUCATION DURING COVID-19 PANDEMIC

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Abstract : *This article aims to describe the use of social media as a platform for performing arts education. The main problem in this research is social distancing due to the Covid-19 pandemic, which causes performing arts activities must be presented without audiences (online performing arts). Social media is an alternative media for art creator (artists/ choreographer/ musician) to present their work and deliver the messages to the audience. The question in this research is whether the social media can replace the role of performing arts to deliver the messages from the creator to the audience. This study used qualitative research methods. The objects involved in this study were videos of performing arts on social media. Data was collected thorough documentation, and literature review. The results of the study describe about the communication form between performing arts elements (creator and audiences) of the show presented on social media.*

Keywords : *social media, performing arts education, covid-19 pandemic.*

1. INTRODUCTION

Research on performing arts in the era of technological development has been widely carried out. First, research on "The use of new media technology in performing arts" explains that developmental media technology can provide a new form of presenting a performing art with a combination of digital media. With the development of technology such as smartphones, the process of presenting performing arts to the audience can be easier. This study is more oriented towards the creative process carried out by the creator in creating and presenting performing arts digitally, and has not yet explained the impact of the use of digital media on the audience in performing arts. The making of performing arts by creators provides an opportunity for creators to be more creative in presenting a work to the audience (Bulut, 2018: 77)

Performing arts in the digital era are presented through social media as a medium of communication. The results of research on the study of the effectiveness of social media as a

communication medium explain that social media is one of the communication tools in the social field, with social media an individual can convey messages by involving a broad audience. The results of the study are more oriented towards verbal communication, namely a form of communication conveyed through words, and have not discussed visual communication, for example through pictures or an art performance (Baruah, 2012: 9).

Based on some of these studies, this study will discuss the communication process between the audience and the creators through performing arts presented in social media. As for the focus in this study is how the communication process and the form of appreciation made by the audience towards the performing arts presented. The selection of this topic is based on the condition that performing arts must be carried out online due to the Covid-19 pandemic. The Covid-19 pandemic has an impact on various aspects of human life, one of which is performing arts. Social distancing, which is implemented as part of the Covid-19

prevention protocol, causes all kinds of human activities to be carried out online. Various kinds of long distance communication media platforms suddenly "boom" because of this condition, such as zoom meetings, google meetings, and various social media. These media are used to avoid face-to-face activities in daily human activities. Due to social distancing, art performances must also be held online.

Performing arts are collective works of art that involve individual or group action at a certain place and time. In a performing art, there is a communication relationship built into a show between the artist (creator) and the audience. A show has a message to convey between the creator and the audience, to voice the anxiety experienced by the creator in the form of a work. These messages are conveyed in the form of various kinds of works of art, such as music, dance, theater, opera, and so on. Therefore, the message that is built into a show is the most crucial thing. This is because a performance without the audience will be meaningless.

The performing arts of music, dance, or theater are always connected with the community as an audience. A performing art requires an audience, listeners, observers who will give appreciation, response or recipes for the artwork (Hadi, 2012: 1). In a performing art, there is a message conveyed by the creator to the audience, and the audience builds the meaning of what is seen. Thus, communication between creators and audiences becomes important in a performing art. A show will have no meaning without the audience present.

The Covid-19 pandemic has caused a performing art not to be held directly by presenting creators and audiences at the same time and place. Social distancing, independent isolation, by avoiding crowds are the reasons for not holding a show. Thus, new alternatives have emerged in presenting a work of art in the form of online performances, by utilizing various social media platforms.

The term of social media can be defined as a term used to describe the interaction between groups or individuals in which they produce,

share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities (Akram & Kumar, 2017: 347). The use of social media can overcome the limitations of space and time, where a person can still interact without meeting face to face. This can be used as a solution for organizing shows during the Covid-19 pandemic to maintain social distancing. During the Covid-19 pandemic, performing arts underwent a change of form, namely by presenting works through social media in the form of photos or videos. However, whether the use of social media as a remote performing arts platform can maintain the communication process of the two important components in the performing arts (creator, audience). Furthermore, whether the message that the creator wants to convey can be accepted by the audience, and how can the elements in a performing art be fulfilled in the social media platform.

Based on these problems, a research and study on the use of social media as a substitute platform for

performing arts is needed. This study aims to determine whether the components and elements of an online performance art can be fulfilled. The research was conducted using performance art works presented through social media (youtube) as the object of research. It is hoped that the results of this research can become a reflection material for creators to maintain aesthetic values in presenting a work, even though it is carried out online.

2. REVIEW OF LITERATURE

2.1 Covid-19 Pandemic

Corona Virus Diseases (Covid-19) is caused by Severe Acute Respiratory Syndrome virus. This virus was first discovered in December 2019, in Wuhan City, China. In the first report, there were 5 patients who were treated with Acute Respiratory Distress Syndrome (ARDS). In less than 1 month, this virus has spread in various other provinces in China, Thailand, Japan, South Korea. Then within 2 to 3 months the virus spreads very quickly to various countries around the world, including Indonesia. On March 12,

2020, WHO declared Covid-19 a pandemic, because the number of positive cases and the death rate increased rapidly (Susilo, Rumende, Pitoyo, et al., 2020: 45).

Various kinds of efforts were made to prevent the transmission of Covid-19, such as social distancing and self-isolation. Social distancing and isolation are attempts to stay out of the house, keep your distance, and avoid crowds. With this effort, someone will act as an isolate who also has a negative connotation, has no power, is lonely, and boring. However, social networks without an isolate role will have high ties and density so that there are many opportunities for viruses to spread to network members. Social networks where many members carry out isolation have fewer ties and low density which makes the chances of spreading the virus lower (Mona, 2020: 117). The social distancing that must be applied by the community has an impact in the form of changes in the lifestyle of the community, where all interaction activities are carried out online, such as office activities, student learning activities

in schools, seminar meetings, workshops, to the order in the field of performing arts.

2.2. Performing Arts Education

Performing art is a work of art that aims to present a work of art to the public (to present arts work before an audience. These works of art can be in the form of music, dance, theater, or a combination of various forms of art. Performing arts always relates to the community as the “audience.” A performance art is meaningless without an audience, listeners and observers (Hadi, 2012: 1). Audience elements in a performing art give appreciation, response to works of art. The presence of the audience in a performing art is an element that must be presented. Through the activity of watching performing arts, an individual (audience) has the opportunity to improve his aesthetic, interpretative, and social psychological qualities (Wlamsley, 2019: 7).

The presentation of the performing arts has two interrelated things, namely text and context. Text is related to the form (surface

structure) of a work, while context is the content or deep structure that is not visible (Hadi, 2012: 7). In this case it can be interpreted that text is a form of art that can be seen empirically, and brings with it the "context". Context is divided into 2, namely substantial context and content context (Hadi, 2012: 41). Substantial context is a context that relates to the basic themes of a work, for example rhythm, music, tempo, and harmonization in a musical work of art. The context of the content can be interpreted as a function of the artwork, such as the meaning, value, and certain messages to be conveyed. In performing arts, the audience translates the text and context of what they see, then responds in several forms, such as comments, criticisms and suggestions, or just a feeling of pleasure from what they see. Therefore, in presenting the performing arts, it is necessary to consider what message the audience wants to convey or what form of entertainment to be served to the audience. This further strengthens the argument that there must be communication between the presenter

and the audience in a dance performance, music performance, drama, or a combination of the three.

One of the activities that the audience can do in order to communicate with the work is appreciation. Art appreciation is the process of appraising or appreciating a work of art carried out by the audience or connoisseur of art (Rondhi, 2017: 15). It is intended to provide an aesthetic experience for an individual. The process of appreciating works of art is also influenced by knowledge, aesthetic sensitivity, and an individual's perception of something. In the context of art education as aesthetic education, appreciation is an activity that aims to cultivate the feeling of an individual as a medium in fulfilling learning objectives in the realm of affective / attitude (Pamadhi, 2012: 29).

In the era of globalization and technological developments, the audience has a wider space to watch various forms of performing arts and carry out appreciation activities. Digital communication technology makes it easy for the audience to have

many references in watching arts performances, both entertainment and socio-political matters (Wlamsley, 2019: 6). This rising power means that audiences are growing interest to media and social media platforms. It can be seen that, with the rapid development of communication technology, the audience has alternatives in watching performing arts through various kinds of electronic communication media or social media. Audiences can carry out appreciation activities anytime and anywhere because watching performances can be done online.

2.3 Social Media

The term of social media can be defined as a term used to describe the interaction between groups or individuals in which they produce, share, and sometimes exchange ideas, images, videos and many more over the internet and in virtual communities (Akram & Kumar, 2017: 347). Through social media, a person can communicate virtually without having to meet face to face. This can overcome the limitations of

space and time for individuals to continue to interact.

Social media provides various functions for an individual. Some of these functions include: 1) forming self-identity; 2) establish conversations between individuals or groups; 3) a place to share moments; 4) knowing the whereabouts of other people; 5) as a medium to maintain a good relationship; 6) forming a social group; and 7) build self-reputation (Wolf, Sims, & Yang, 2017: 5). These seven functions are realized through various social media platforms, such as Facebook, Twitter, Instagram, WhatsApp, YouTube, and so on.

Various kinds of social media platforms have features that vary according to the function of social media. For example, Instagram is a social media for a beauty blogger to do personal branding, promote themselves and build external relationships (Liu & Suh, 2017: 12). Social media Facebook is a social media that not only functions to interact online, but can also serve as a medium of entertainment, build self-reputation, to a competition to show oneself between individuals (Ryan,

Chester, Reece, et al., 2014: 133) . YouTube social media is not only a medium for sharing videos, but is also used for an individual to promote himself in the arts, present music, and establish relationships online with the audience (Ayari, 2011: 1). Based on the form and function of each social media, it can be applied in various fields, such as education, business, art, and others.

3. METHODS

This research uses qualitative research. Qualitative research seeks to investigate an issue or phenomenon and analyze it using a narrative approach (Creswell, 2014: 28). This method is used to describe the data obtained through documentary study of the artwork presented through social media, and to analyze the audience's behavior in responding to the artwork. In addition, literature studies are used to examine the sources related to the communication of presenters with the audience. The object used in this research is a performance art video uploaded via social media YouTube. The data were analyzed using interactive data

analysis including: 1) data reduction to sort out the data according to the focus of the study; 2) Presentation of data (data display) to present data that has been reduced; and 3) Drawing conclusions / verification (conclusion drawing / verifying) (Emzir, 2012: 134). In qualitative research, data is analyzed using a narrative approach to describe stories collected from individuals / research subjects (Cresswell, 2014: 28).

4. RESULT AND FINDINGS

Social distancing has a significant influence in changing the form of performing arts. Audience in performing arts cannot be presented directly due to social distancing. Thus, during the Covid-19 pandemic, the form of presentation of works in performing arts was done virtually either in live performances, or in the form of videos uploaded to social media. The social media that is widely used as a medium for presenting works is social media that has video sharing features and can be accessed easily by the audience.

Various social media platforms are used by people around the world. One

of the results of a survey of the most popular social networks worldwide as

of July 2020, obtained the following results.

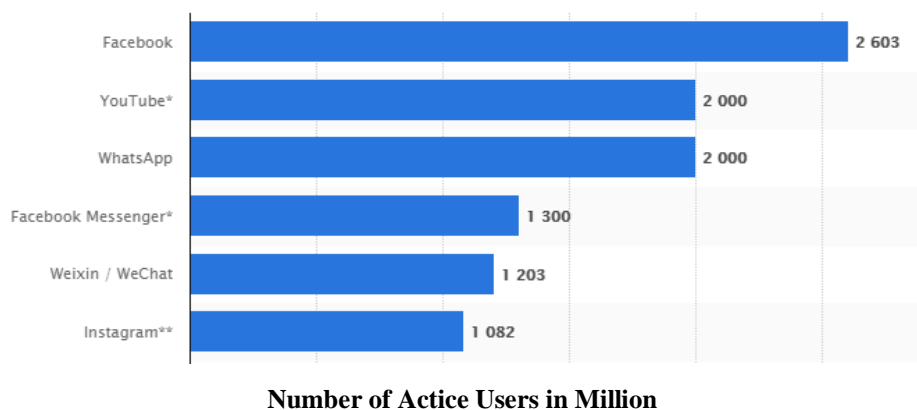


Figure 1: The Six Most Popular Social Networks Worldwide As Of July 2020, Ranked By Number Of Active Users (source: <https://www.statista.com/statistics/272014/global-social-networks-ranked-by-number-of-users/>)

From this graph, we can get information that the six most popular social media in the world are Facebook, Youtube, Whatsapp, Facebook Messenger, Wechat, and Instagram. The six social media have their own characteristics and are tailored to the needs of their users.

During the Covid-19 pandemic, the use of video sharing-based social media was used as a medium to present someone's artwork to the audience. These social media include Instagram and Youtube. Instagram as a social media is used as a medium for sharing photos, videos, and moments, while YouTube is a

social media for sharing videos. Both of these social media have like and comment features to present the audience directly. Audiences can respond to what they see by providing likes and comments on the video.

In the context of performing arts in Indonesia, social media Youtube is the social media used to present works to audiences. Youtube is a social media that has a long video duration, so it will make it easier for someone to present their work, either live streaming or not. Some of the performing arts which are presented through youtube social media such as organizing various dance

competitions or festivals, orchestral performances, and virtual theater performances. The virtual show was carried out in an effort to prevent the

transmission of Covid-19 through social distancing. Some examples of online / virtual performances can be seen in the following picture.



Figure 2: The 27th Virtual Theater Performance by Teater Ungu Semanggi.
Title of work: "Aku Punya Sayap".
(Source: <https://www.youtube.com/watch?v=QJip-V0P6zA>)



Figure 3: Dance Performance in Virtual Dance Competition
Title of work: "Beksan Nir Corona Keraton Yogyakarta"
(Source: <https://www.youtube.com/watch?v=f879Vw4cSvo>)



Figure 4: Music Performance "Indonesia Raya, by Isyana, Andmesh, Judika, Sara Fajira, Erwin Gutawa Orchestra (Virtual Collaboration).
(Source: <https://www.youtube.com/watch?v=UbF6Uf37XN0>)

Based on these images, online / virtual performances as a medium for presenting the work present the audience without being face to face. The audience response to the work is

written in the comments column. The following is an example of the audience's response to the work being watched.

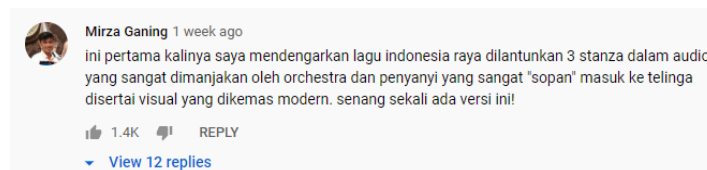


Figure 5. Audience Response to Performances Watched Online via Youtube Social Media.
 Sumber (<https://www.youtube.com/watch?v=Ubf6Uf37XN0>)

The form of response presented by the audience to the shows that are watched online through YouTube has a variety according to the background of the audience. The number of comments on each show varies, depending on the quality of the show presented. The more interesting the show is, the more comments will be generated from the audience. It can be interpreted that the audience is able to appreciate a performance art even

though they do not see the show presented directly.

The presence of the audience in online / virtual performing arts can also be identified from the viewers' features on social media. The following are some online performing arts obtained from YouTube social media along with the number of viewers to identify the number of viewers.

No.	Title of Performing Arts on Social Media	The Number of Viewers (in Thousand)
1	Pagelaran Seni Pertunjukan Virtual Bedigas Laras	9.6
2	Pertunjukan Seni Virtual #UntukSatuIndonesiaku	410
3	Lomba Tari Virtual: Beksan Nir Corona Keraton Yogyakarta	75
4	Indonesia Menyanyi Virtual Choir	581
5	20 Karya Terbaik Jejak Virtual Aktor	1.8
6	Simfoni Raya Indonesia-GBN 2020 Feat. Raisa	4.3
7	Kolaborasi 100 Anak Indonesia "Aku Anak Indonesia"	21
8	"Indonesia Raya Isyana, Andmesh, Judika, Sara Fajira, Erwin Gutawa Orchestra (Kolaborasi Virtual).	290
9	Pagelaran Pati Virtual	1.3
10	Drama Tari Arja Pamor Bubuk	2

Table 1: List some examples of Performing Arts on Social Media

Based on this table, the use of social media as a platform for presenting artworks has an unlimited audience capacity. Anyone can watch the show virtually with flexible time and place. So far, the performance hall has become the only place to carry out work presentations, and the number of audiences will be limited according to the capacity of the venue or theater. However, with online / virtual performances, the audience size can be optimized.

5. DISCUSSION

The conditions of the Covid-19 pandemic provide a new order for the implementation of performing arts in presenting a work. Social media is an alternative as a medium for presenting works between creators and audiences. However, the presentation of works online / virtual actually has a very positive impact. Audience as the most important part of a show can be presented very easily. With performances presented

on social media, anyone can see and appreciate the work.

Art appreciation is the process of appraising or appreciating a work of art carried out by the audience or connoisseur of art (Rondhi, 2017: 15). Appreciation is carried out by the communication process between the

audience and the work being watched.

In communication theory there are 2 important components, namely the sender and receiver. The communication process according to Shannon (Danesi, 2012: 316) can be described as follows.

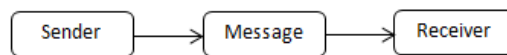


Figure 6: Theoy of Communication

The communication process between the audience and the creator can be said to be the process of building meaning or capturing the message of what the creator / player wants to convey. The communication process is then expressed in the form of appreciation for the artwork. A person will not be able to appreciate a work of art without communicating with it.

The communication process between the audience and creators in online / virtual performing arts can be built through response features such as likes and comments on the YouTube social media. It can be interpreted that the audience's involvement in

appreciating the work seems more real. If the show is watched live through the performance stage, it is not certain that the audience will be able to express their appreciation for the work. Through the comments column on social media, the audience can convey directly to the creator, such as comments on the work, feelings of likes and dislikes about the work, feelings of happiness and amusement towards the work, and so on. Through this communication, the creator or art actor involved in the show can find out whether the audience is entertained by the performance, and whether the message from the show can reach the

audience. In this case, aesthetic sensitivity as the goal of performing arts education can still be achieved properly.

The activity of watching performing arts is an aesthetic experience for an individual in reading the text and understanding its context. Someone's experience when watching an art performance in an online/ virtual way will be different from someone's experience if watching it live. The text and context of a performance art work is performed when an audience is directly exposed to the artwork. The text and context of a work of art are two things that complement each other when someone interprets the work being watched.

Text and context become a unity of a work that cannot be separated. The most important thing in online / virtual performing arts is how the text and context of the artwork can be presented properly so that it can be accepted by the audience. It is the task of a creator (musician, director, or choreographer) to form art texts that are able to meet the requirements of a

performance. If an art text can be presented well, the context of the work will follow and the message can be conveyed to the audience.

In dance texts, for example, elements of art texts such as costumes, make-up, lighting, property are important components that must be prepared in an art performance. In online / virtual performing arts, these elements require greater effort so that what the creator wants can be manifested in his artwork. Another example, in the art of performing music, a composer presents a work through an orchestra. Elements of art texts such as visualization of the orchestral format must be realized so that the audience can understand and enjoy the performances presented. Based on these two examples of events, online / virtual performing arts not only provide space for the audience to appreciate, but also provide challenges for creators and also art actors to develop their creativity. This provides a new format for performing arts.

6. CLOSING

6.1 Conclusion

Social media is a new platform for performing arts to present works of art during the Covid-19 pandemic due to social distancing factors. However, the audience as the most meaningful component in the show can still appreciate the work. Appreciation for the work can be conveyed through the like and comment features on social media such as YouTube. Thus, it can be concluded that the communication process between the creator and the audience can still be established even though the show is held online / virtual.

6.2 Suggestion

This research examines the use of social media as a platform in performing arts during the Covid-19 pandemic. However, the experience of watching shows online will be different from watching live shows. Therefore, the next research can be focused on comparing the audience experience in watching live shows, by watching shows online / virtual.

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