

Charisma Dancer: Creative Process in the Era of Creative Industry

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Abstract: *The era of creative industry has currently affected the artists in Indonesia, especially in Surabaya. As with Charisma Dancer Surabaya which has settled for 15 years, Charisma Dancer Surabaya is able to exist and compete with other dance studios. In this study researchers used qualitative research methods with data collection techniques through interviews, observation, and documentation. The product produced by Charisma Dancer Surabaya is creating not only modern dance, but also contemporary, thematic, cabaret, background, artist, and traditional dance. Haris Slamet is a choreographer whose source of ideas comes from the audio stimuli that comes from the music of his accompaniment. The result of the creative process produced by Haris Slamet looks simple, easy to recognize, but looks neat and interesting. Produce a work of dance that is simple, interesting, and it can be enjoyed by the community, and it has a high selling value.*

Keywords: Charisma Dancer Surabaya, creative process, creative industry

1. Introduction

Along with the development of modern civilization that is increasingly complex and modern, it also affects the economic development of the people of Surabaya, especially for the artists who are struggling in the era of creative industries recently. Artists in Surabaya are competing to produce a work of art that can be enjoyed and appreciated by the wider community. Surabaya, in particular, also holds many performing arts products such as dance art. Various traditional and modern dance art products still survive in Surabaya, for example Charisma Dancer Surabaya. Charisma Dancer Surabaya has existed for 15 years since it was established on December 31, 2002 located at Jalan Tengger, Petemon Kali, Surabaya. It was founded by Haris Slamet from Ternate. Charisma Dance Studio name itself is taken from the owner's name, namely Haris Slamet. He is not an art-educated person, but with his strongly supported capabilities, he is able to establish the Charisma Dancer Surabaya Dance studio in the entertainment world. Based on the results of observations in various sanggar in Surabaya, it seems a dance produced by Charisma Dancer Surabaya dance studio uniquely not found in other dance studios. Charisma Dancer Surabaya Dance studio is able to create dance works with unique characteristics that are easily recognizable to the public. Characteristic of Charisma Dancer Surabaya's dance performance is able to create a modern, traditional and contemporary dance. In addition, studio Charisma Dancer Surabaya also always looks glamorous in every show. Despite of the phenomenon above, the research will be focused on the work of Charisma Dancer Surabaya Dance studio. The analysis will be focused on the creative process of Charisma Dancer Surabaya studio. Therefore, this research is about "Charisma dancer: Creative Process in Creative Industry Era"

In this research, the researcher describes how creative process of Charisma Dancer Surabaya Dance studio is worked in producing dance work. The purpose of this research is to reveal the creative process of Charisma Dancer Surabaya Dance studio in producing dance work.

2. Method

The research is a qualitative research, in accordance with the object under study is the creative process dance studio in Surabaya. The objective of the research is the Creative Process of Charisma Dancer Surabaya Dance studio in producing creative dance work, located at Jalan Tengger, Petemon Kali, Surabaya. The data is collected in a various ways of observation, interview, and documentation.

The observations were conducted directly to observe the process of creating dance works, such as the process of practicing, how Haris Slamet in producing dance works and when the Charisma Dancer Dance Studio hold a performance from the rehearsal to the show. Interviews conducted by the researchers with main sources from Haris Slamet as the owner and the choreographer Charisma Dancer Surabaya Dance studio. However, the interview is also conducted with the assistant manager studio, Imam Busiri and some dancer and event organizer. Furthermore, the documentation in the form of document data contains the process of practice, schedule performance, dance themes, photographs and videos both from the dancer's appearance and from the audience. The documentation was made by the researchers when Charisma dancers were on the backstage in full costume.

3. Discussion

3.1 The Origin of Charisma Dancer Dance studio

Dance Studio Surabaya is known as one of the famous studio in Surabaya, the existence of Charisma Dancer dance Studio was originated from the dancers from various background that comes from the instructor gymnastics, traditional dancers, students, office workers and housewives. Charisma Dancer Dance Studio Surabaya was officially formed in Surabaya on December 31, 2002, since its establishment until 2017, it has been renamed three times. the first was named *LG Dancer*. *LG Dancer* had lasted for three years. The reason why *LG Dancer* was replaced because, according to Haris Slamet, the name *LG Dancer*

showed more on an electronic product such as phone, Refrigerator, tv and other electronic products. Then *LG Dancer* Haris Slamet renamed his studi to *Ladiva*. However, the name did not last long after two years using the name of *Ladiva*, Haris Slamet as the owner of the studio renamed it again to be *Charisma Dancer Surabaya*. The reason is that the name *Charisma* is easily recognizable and easy to remember. Besides, the name *Charisma* was taken from the owner's name. The meaning of *Charisma* itself is a state or talent associated with extraordinary ability in terms of leadership, someone who has an aura or someone who is charismatic. Therefore, workshop is expected to compete in the world of entertainment and to be a trendsetter in the world of dance performance.

The studio, which has been placed for 15 years ago, evolved as the science and experiences that made it look different from others. Charisma Dance Studio itself has a characteristic, making it difficult other dance studio to imitate.

The regular practice is done by Charisma Dance Studio every Sunday at 19.30-22.00 WIB. In addition, there are additional practices on another day when there will be a staging / *job*. The practice off the week can not be scheduled regularly, as it depends on the job schedule. In 2017, members of Charisma Dancer Surabaya had 7 members consisting of 5 female members namely Novita, Vizhi, Desella, Adel, and Meme and 2 male members namely Joko and Rafli. They have a different background and occupation outside his job as a dancer. All members of Charisma must be able to memorize the principal dances that are owned by Charisma or usually called *dance paketan*.

Several types of dance have been performed by Charisma Dance Studio in several events including Modern, Thematic, Cabaret, Salsa, Jazz, Traditional, Contemporary, and Background Dance. All of them are packaged and performed in accordance with the identity of Charisma Dance Studio Surabaya which always looks easily glamorous and recognizable to the public. In addition, several types of dance work ever created Charisma have got some achievements as followed:

- 1st Champion Salsa intercities in Surabaya.
- 3rd Winner of Poco-Poco National Gymnastics in Jakarta.
- Adipura Award five years in a row at Grandcity Surabaya.
- Surabaya Anniversary SCTV Events .
- Semen Gresik customers gathering in ten consecutive years in each city in Indonesia.
- Wiming Mart Latulipe at Hotel Riskhan Jakarta.

3.2 Creative Process of Charisma Dancer Dance Studio Surabaya

A modern aesthetic theory is used to examine the creative process of Sanggar Tari Charisma dancer Surabaya. Modern aesthetic theory stated by Georg Lukacs. In one of his discussions, the true art is explained as the art that departs from dialectics. The dialectical attitude in art is an attitude that is not just based on a spontaneous feeling, or aesthetic power alone. An artist should be able to capture the roots awareness of reality on the surface. Artists must also be able to present reality as totality in art.

Creative process begins from within man in the form of thoughts, feelings or human creative imagination and then poured using certain media and techniques, thus giving birth to creative works. Utami Munandar states that broadly creativity can mean as creative potential, creative process and creative product. The process of creativity through art activities is the best way that can be done, because doing art activities means a creative process (Eny Kusumastuti, 1990). Charisma Dancer Dance Studio Surabaya is a studio that has been established since 15 years, in the process of work Charisma Dancer Surabaya is not a studio that open the dance training as usual. Yet Charisma Dancer Surabaya is a studio that has few members only. Charisma Dancer Surabaya is deliberately established for the needs entertainment of receiving events or jobs from EO (Event Organizer), WO (Wedding Organizer) etc. Charisma Dance Studio has priority for the development to big events, both inside and outside the city and cooperation with big companies such as Semen Gresik, Pertamina and etc. Charisma Dancer Surabaya is also often invited in agency events, such as the event of the awarding of the title of manpower by the Governor of East Java, the event bank of East Java, and the event BRI Bank. The number of events that followed since the Charisma is founded is not counted.

Each of the works of Charisma Dancer Surabaya always adapted the theme or concept provided by the *client*. Charisma Dancer Surabaya is the largest studio in Surabaya based on its existence for 15 years of work, as well as the number of EO, WO and the agencies that cooperate with Charisma Dancer Surabaya. Charisma Dancer Surabaya products are not only modern dance, but also traditional dance, contemporary, thematic, cabaret, background artist and modern dance.

At first Charisma Dancer Surabaya was a modern dance studio that only created modern dances such as hip-hop, cabaret, salsa, Jazz etc. However, due to its presence in Surabaya, which is not far from the dominant society of Javanese culture, many offers are given to Charisma to create Javanese or traditional Javanese dance. Haris Slamet as founder and choreographer get the challenge. Although the background of Haris Slamet that is not from art education, he is having a bit of trouble in creating a traditional themed dance. But with a strong determination, finally Haris Slamet is able to create a traditional dance-themed dance, the dance is named *Majeng*. The exercise process is done for three days within a period of three to four hours of practice. At first Haris asked the whole core dancer to come up with a traditional themed motion in order for the core dancer to have a little idea of how to move the traditional dance. In producing a work of dance, Haris Slamet, a choreographer must know the basic motion of dance that will be created as traditional, such as footsteps *mendhak*, *tanjak*, then how hand position such as *ngiting*, *nyempurit* dll. Those are used in order to know how the position of the dancers body. After knowing the basics of dance movement that is created, Haris Slamet explore the simple and easy basic motion. It also occurs in producing other choreographies such as knowing the motion and basic techniques then adjusted to the music accompaniment. As a choreographer, Haris Slamet wants the beating music. Haris

Slamet is a choreographer whose the source of ideas comes from audio stimuli of his accompaniment.

Before creating a work of dance, Haris Slamet is always looking for music. First, the song is played repeatedly. After that, Haris Slamet gives a little movement twice and then repeated with the music. After the dance is in tune with its accompaniment, Haris Slamet provides movement which is then adjusted to the music dance accompaniment and so on until the music runs out. it also directly forms a dancer formation. After giving the movement, immediately forming the formation, Haris Slamet in producing a dance work is never complicated with difficult techniques. The result of the creative process produced by Haris Slamet looks simple and easy to recognize, but looks neat and interesting. As a choreographer, Haris Slamet wants the dancers to dance neatly, clean and compact. In addition, Haris Slamet as a choreographer always details in teaching dancers such as how the body position, heads and so on is well formed. Haris as a choreographer wants an attractive show. It can be seen from some of his works that there is always a raise. The male dancers for instance raises female dancers such as shoulders, arms, propellers, swans etc. thus producing a work of dance that is simple and interesting can be enjoyed by the community, and has a high selling value. The performances produced by Haris Slamet are always packed as interestingly as possible supported by the ever-glamorous Charisma costume. Deliberately, Haris Slamet created a simple and easy choreography to do because Haris Slamet gave the costumes a bit complexity, for example the use of feathers, long skirts, and many other accessories. Further, high heels on female dancers and pantofel shoes on male dancers are also worn.

Haris Slamet as a choreographer is aware of his ability to create a work of dance, with around-the-clock basket that has no art education. Finally, however, Haris Slamet come up the idea with costumes that look glamorous and luxurious and has a high selling value, because Charisma was founded for the entertainment necessities.



Picture 1: Some photo collection of Charisma Dancer Surabaya with traditional dance theme (Doc Charisma Dancer Surabaya, 2017)

4. Conclusion

Charisma Dancer Surabaya has been established since December 31, 2002. Haris Slamet is a founder and choreographer. During 15 years of work, Haris Slamet has been through various things. For example, he experienced many obstacles during building Dance Studio Charisma Dancer Surabaya. Yet the Charisma became known to public after having a strong determination and intention. Haris Slamet is a choreographer whose source of ideas comes from audio stimuli which is from the music of his dance. Charisma Dancer Surabaya is deliberately established for the entertainment necessities to receive events or jobs from EO (Event Organizer), WO (Wedding Organizer) and etc. Each of his works of Charisma Dancer Surabaya has always adapted to the theme or concept provided by the *client*. Therefore a work of dance that is simple, interesting, can be

enjoyed by the community, and has a high selling value is well produced.

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