

Economic Impact Of Arts Workers During The Covid-19 Plague

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Abstract: Covid-19 is one of the biggest plague disasters in 2020 that hit the whole world, and Indonesia is one of the countries affected by Covid-19. The impact of covid-19 is the implementation of PSBB or social distancing, limiting large events such as weddings, gatherings, busking, opening ceremonies, and closing ceremonies. The implementation of the PSBB had a significant impact on the income of band players and dancers who got the most passive income from large and small events. To bridge the GAP, researchers are interested in finding out how the band players and dancers are still earning even though it is not as big as it was before the pandemic. This study used observation and interviews and confirmed using the mimicry theory. This study indicates that band players and dancers must have side jobs or regular jobs outside of big and small events. So that when a pandemic or disaster occurs, it does not make the band players and dancers lose their opinion directly.

Keywords : Covid-19, mimicry, performance, dance

INTRODUCTION

A pandemic is an epidemic that occurs simultaneously and simultaneously in various broad geographic areas (Mona, 2020). Pandemic is a branch of the term epidemiology, which is studying patterns of saving disease or events related to health and the factors that influence this condition (Mona, 2020). The world community's pandemic is currently by the corona or covid-19 pandemic originating from Wuhan, China. The pandemic takes place quickly, and the rate increases drastically (Arum, 2020).

Corona or covid-19 is an epidemic or disease that attacks the body's immunity (Mona, 2020; Zaharah, 2020). The covid virus's symptoms resemble those of coughs and colds, body chills, accompanied by shortness of breath (Mona, 2020). This virus is transmitted through droplets, or water droplets that come out of the mouth, not from the airborne or air dissemination. Thus, the spread of covid-19 spreads through virus droplets with a radius of 1-2 meters from the infected person.

Droplet viruses work from a distance of 1-2, transmitted from droplets of water that come out when coughing or flu (Rezki, 2020). So, the droplet virus can stick to hands, clothes, and items that are handled daily (Budianto, 2021). The droplet virus can infect the face, nose, and can infect the lungs. Thus, distance is applied, so that droplet transmission does not spread. The recommended distance is 1 meter and not allowed to gather on a large scale. According to WHO, so that droplets do not spread widely and quickly, large-scale associations of people or social distancing and distance must be arranged to minimize droplets' spread (Indonesia, 2021).

Social distancing has been implementing in several other countries, which are the first alert about the covid-19 virus (Sikki, 2020). This epidemic has attacked all over the world, starting from Wuhan, China and has spread to other countries (Arum, 2020). Thus, social distancing is enforcing in various countries (Riksa Buana, 2020). Even though it is considering by some people to be late, Indonesia is taking steps to implement social distancing or PSBB, by WHO recommendations, namely to stop office activities for 14 days, then continue with new normal, limiting many things including maintaining distance and going to the office alternately (Arum, 2020; Dewanti, 2020).

The delay in implementing the PSBB and social distancing, and the people who think that the government's handling is not severe, then the physical distancing finally lasts a long time after the PSBB (Dewanti, 2020). Before implementing the PSBB until the implementation of the PSBB, until the new routine physical distancing automatically, all events are prohibited (Aulia et al., 2020; Dewanti, 2020; Indonesia, 2021). Weddings, gatherings, busking, ceremonies are stopping, which impact the performers such as band players, dancers, and event organizers (CNN, 2020).

Band players and dancers lost their income significantly due to PSBB and social distancing (Rezki, 2020; Riksa Buana, 2020; Sayekti, 2019). If the implementation of PSBB and social distancing lasts more than six months, band players and dancers need a solution to get alternative income to sustain their income. What makes researchers interested in finding out how the band players and dancers earned their income during the PSBB and after the PSBB occurred.

What are the adaptations of dancers and band players during a pandemic and how they survive.

METHOD

Observations and interviews were carried out to gather information on how they survived at the beginning of the termination of the work of band players and dancers, then how band players and dancers could capitalize on the lives of dancers and band players to survive, and how they sought solutions and used whatever assets were in progress. They have today.

All of these data were checked from source to source, from source to source, to get valid results. Likewise, observations made by researchers in various places and various vendors in order to get valid results. Valid results are confirmed or negated with the concept of mimicry in order to find the optimal solution to overcome the problems mentioned in the study.

RESULT AND DISCUSSION

This research produces data related to resistance efforts or survival efforts of various vendors, from large vendors to personal. Catering ambassadors sell food online, Sonokembang catering conducts daily POs (pre-orders) where Sonokembang distributes pamphlets or posters on social media or Whatsapp. Sonokembang catering distributes pre-order dishes, and the menu varies every day from Monday to Sunday.

Ordering at Sonokembang catering was carried out one day before the day of H. So that they made it possible to shop for food online and send it to buyers, and this he sale by selling per box, no longer per buffet and delivered to buyers' homes. Unlike the sonokembang concept, which has a luxurious catering image and sells thousands of buffets for thousands of servings. However, this time, in order to face PSBB, sonokembang catering sells daily food boxes and sends them free of charge to homes.

Likewise, with Abah Husein catering, Diva catering, Niki Eco Catering, and several other caterers are doing the same thing, doing the same manoeuvres by staying connected with their users. Switching from catering, which is large and employs many people, we also find that the same data occurs in smaller band groups that only move 5-20 people.

We can see the famous entertainment, devina band, swara narwastu, tetembangan, sapphire.inc, daily music entertainment, molly and the circus, wood wind entertainment, the mellow project entertainment, javast chromatic music, silver band, they all manoeuvre the group because temporarily vacuum and carry out the sale of foods. They are starting from fast food to frozen food.

For example, the Devina Band group has a vocalist who appears to be pre-ordering the WhatsApp group, WhatsApp story, Instagram platform by displaying frozen food photos along with prices and shipping costs. There is also a T2T band who sends their food sales to buyers who order through the Go-Food, Grab-Food application or online orders to the admin of the food seller.

Vocalists and band players are also exploring the world of online music. Online music referred to in this case is Spotify, JOOX, Apple Music, TikTok, youtube, and online recording media. They use online platforms to keep earning. On the online platform, apart from uploading their songs and covers of other songs, vocalists and band players also use online media as a podcast. So, singing, band vocalists and band players also share their thoughts and thoughts during the pandemic through podcasts.

For example, vocalists from silver bands are exploring the world of online music by uploading covers from other bands and their songs on TikTok, Spotify, Joox, and YouTube. Even though the money earned was not as big as when offline, it was also quite helpful for the silver band vocalist's economy during the pandemic. Also happens to dancer groups, from small groups of dancers to large dancer groups.

In the little dancers, researchers saw a temporary split during the pandemic. Such as the noizy tribe dance community, fairy tale exclusive dance, red entertainment, Tricia dancer, laras aji dance studio, budi ayuga dancer who ended their careers on the stage for a while or who knows how long and personally looking for work as shopkeepers, selling masks, and most of it remains with its event customers. In order to stay connected with its customers. However, currently, the vendors offer is not in the form of dances or dance teams, but instead switching to fast food that can deliver to homes, frozen food, and other necessities.

Local dancers try to keep working through a virtual stage. In this virtual stage, they try to keep working amid the pandemic. The virtual stage is limited to a place like a photo studio and a location that is not as large as the actual stage. Dancers are surrounding by a green screen and must not exceed the limits of the green screen. Dancers made these efforts to stay productive and work during the pandemic. Dancers also continue to use face shields as something they must use during the pandemic. A face shield is an alternative to masks that dancers cannot use. Because if they use a mask, the dancers have difficulty breathing.

Apart from that, the dancers also use YouTube as a platform to make a living amid the pandemic. A youtube channel called Indonesia Dance Network has an event called saweran online. This online saweran is used by dancers to

make a living through saweran. Saweran uses an online payment system. This online saweran online payment also applies to foreign viewers outside Indonesia.

The system of saweran online is for the dancers to upload their dance videos, complete with movement stylists, music engineers, dance titles and descriptions. Furthermore, in the description column, there is information for making payments via online. The online payment uses the Doku application for Indonesians and uses the Paypal application for foreign citizens. Saweran only has given to one video that you like or want to watch, it does not apply to videos you do not want to see. So, only the account owner will get money from online retailers.

Youtube also provides another land of sustenance for the dancers. Like the laras aji dance community. The owner of the Laras Aji dance community uses YouTube as a free online learning medium about the Malangan dance. Besides, the owner also conducts virtual competitions. The competition is held by uploading to the YouTube account of each participant. The participant requirements are to subscribe to the Gongseng Channel youtube account and pay the registration fee. Winners will also be published on the Gongseng Channel youtube account. So, the owner of Gongseng Channel still gets money from YouTube. In times of pandemic, they believe, and they have tested themselves that tertiary needs are no longer needed. All of them try to save their finances and are focused on primary things, namely staple foods. So that food needs are what is prioritized at this time.

The Covid-19 pandemic has made many art workers turn to commerce to become traders of primary needs. Art workers trade with vendors and other customers to stay in touch between art workers and other vendors and consumers. Affects the relationship between art workers and consumers who remain connected even though it happens outside of an event. Commerce between consumers and art workers and networking of friends is one of eternity.

CONCLUSION

The consumer network, which was initially an event network, has been traded to become frozen food trading. Also, online platforms can also be a middle way to make a living, from band vocalists to dancers. Trading networks, online media platforms are a lasting asset in a pandemic.

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