Creative Process in Creating the Creative Content of "Roro Choreographer" Through Social Media Platforms

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Abstrack

The phenomenon of social media in the era of digital society as a medium of artistic expression has its creative challenges. Digital society undergoes a process of social interaction and social-cultural groups of the digital society where there are also digital-based professions such as Youtube and Selebgram. Social control in digital society starts from the community itself, such as using passwords to secure accounts adapted from real people and stratification in the digital society. They are considered the highest party as they can prepare extensive and qualified information.Social media has created a new culture, namely the culture of sharing content by social media users. It makes content an essential aspect because we can see how culture is developing in social media or cyberspace through existing content. The content that is interesting and in great demand by social media users is the content that is entertaining and has aesthetic value, including dance moves, musical activities, fine arts, and drama. TikTok, Instagram, and Youtube social media users named Roro Choreographer with real name Septi Wahyu Setyaningsih Sugiyo or Septi Kurniawan. In addition to content creators, she is also a teacher at SMP 18 Semarang. Her contents contain dance moves, but they are more inclined to Indian movements. To date, the video has been viewed more than a thousand times. This study aims to discuss or examine the creative process, content, and social media platform she uses to increase artistic creativity in the Digital Age. The method used the descriptive qualitative research method to obtain data from the field by conducting in-depth observations and interviews. The study results show the following points: 1) the creative process is presented with inspiration and critical thinking stages, artistic exploration stage, and fantasy stage. Creativity generates activity, or the existence of activity indicates creativity; 2) creative content contains several functional aspects such as identity, conversation (interaction), sharing, being present (exist), relationship, reputation (status), and group; 3) social media such as TikTok, Youtube, Instagram are platforms that make Roro Choreographer content more viral and creative.

Keywords: creative process, creative content, and social media

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INTRODUCTION

We are close to social media, which has become an inseparable part of our daily lives. Technological advances significantly affect the creators' creativity in today's digital era. Social media, one of which is TikTok, can make everyone a creator and encourage its users to share creative communication expressions through videos with a minimum duration of 15 seconds. TikTok application also can make people suddenly go viral in cyberspace. A person can have many followers from various countries in an instant. Besides being known as TikTok, this application also has another name, Douyin, which means short video vibrato. Douyin, or TikTok, which acts as a social network and music video platform, was launched in September 2016 by Zhang Yiming. In Indonesia, it was launched in May 2017 (Pratama & Muchlis, 2020). It is a social platform with short video formats supported with music, effects, and features, whether it is music for dance, freestyle, or performance. Its users are encouraged to imagine and express themselves freely while their works can be shared later with friends worldwide.

Internet users are increasingly becoming self-publishing consumers. This study has investigated how people use social media to consume, participate, and generate behavior and examined the role of personality traits and user motivation as predictors of integrated use behavior. It also investigated how social media use behavior differs in its degree and influence. This study has contributed to a theoretical and empirical understanding of media use in user-generated media (UGM) (Omar & Dequan, 2020).

Even though staying at home, Indonesian people still can work. One of them is through a platform that Indonesians often use to create various content. Take an example of a social media user on TikTok, Instagram, and Youtube named Septi Kurniawan. In addition to being the content creator, she is also a student and currently a teacher at SMP 18 Semarang. The content created by Septi contains dance moves, but it is more inclined toward Indian movements.

Septi's video has been watched more than a thousand times. Researchers would take the object of study regarding content on social media because currently, platforms such as TikTok, Instagram, and Youtube are widely used by the millennial generation, so it can be said that social media contains creations and expressions that they want to show through the platform. The content creator that would be researched is Septi because she is active in creating content that has a characteristic (style) in the form of consistent Indian dance moves that are rarely sought after by other content creators.

Research related to artistic expression through social media conducted by Samira (2020) in the journal Creativity Research entitled "The Expression of Users' Creative Potential in Virtual and Real Environments: An Exploratory Study" stated that the study is the first to explore the relationship between creative performance and potential creative dimensions in a virtual environment which presents three main limitations, namely limited sample size and type of participants, the use of brainstorming tasks as the sole measure of creativity, the use of neutral avatars and simple reproduction of actual meeting rooms that may not be efficient in promoting feelings freedom and shame in less creative participants. Future studies should explore: (a) whether the creative performance of participants with low creative potential would improve with the attribution of "creative avatars" rather

than neutral ones and (b) whether creative visual environments would promote feelings of openness and broaden the scope of attention at the perceptual and conceptual levels.

Another research on artistic expression conducted by Yulaida (2019) in the journal Catharsis Journal of Arts Education entitled "Imaginative Expression of Autistic Children's Painting as a Form of Response to The Environment at Fredofios School Yogyakarta" stated that the imagination expression of autistic children is always inspired from the environment every day. It can be emphasized that the imaginative expression of the autistic child at Fredofios Yogyakarta shows artistic expression in everyday life with environmental elements as the background.

Research on the influence of social media such as TikTok was conducted by Widyaswari (2018) in a journal entitled Sosial "Media Sebagai Sarana Kreasi Dan Ekspresi Karya Seni Rupa Dan Desain" (Social Media as a Means of Creation and Expression of Fine Art and Design) stated that social media in the digital era has a very large influence on everyday life. People can easily be creative and express their work through several social media, find and explore new things according to their respective interests and preferences.

Operationally, creativity can be formulated as an ability that reflects fluency, flexibility, originality in thinking, and the ability to elaborate (develop, enrich, detail) an idea (Nelson, 2016, p. 2). The development of the creative economy era has provided opportunities and challenges for individuals and society to generate creativity in various fields. Community empowerment through the development of creativity in traditional arts is an interesting model to develop, considering that our nation is very rich in

art (Musthofa & Gunawijaya, 2015, p. 2). Creative activity grows from the relationship between individuals and their work and interactions among individuals. In other words, it does not only occur in people's heads but the interaction between one's mind and the socio-cultural context. Therefore, it does not lie in the personal realm in the individual's mind but a dialogical interaction in a relational context (Musthofa & Gunawijaya, 2015, p. 5).

Researchers have taken the object of study regarding content on social media because the phenomenon is currently widely used by the millennial generation so that platforms with content contain creations and expressions that they want to show through social media work. The content creator of social media to be researched is Septi Wahyu Setyaningsih Sugiyo. She is actively creating content that has a style in Indian dance moves, which has rare fans. Septi Wahyu Setyaningsih Sugiyo's content name on social media is Roro Choreographer, where Roro Choreographer's content has creativity and potential as a source of learning.

The purpose of this research is to discuss or examine the creative process of Roro Choreographer, its creative content, and its social media to increase artistic creativity in the Digital Age.

METHOD

The method used in this research was a qualitative method with an interdisciplinary approach. This research aims to describe and narratively analyze the creative process in creating the creative content of "Roro Choreographer" through social media platforms. The qualitative method is considered the most appropriate because it uses a natural setting to interpret the phenomena and is carried out by

involving various research methods (Denzin & Lincoln, 2009:3). The research design used a case study. Yin in Bungie (2003:21) has introduced the case studies that focus more on or attempt to answer the questions of how and why and, to some extent, also answer the question of what. In this research, the case study is the creative process of creating the creative content of "Roro Choreographer" through social media platforms. The location of this research was carried out at the residence of Roro Choreographer and on social media, making it easier for researchers to collect information and data sources.

The research data were collected using three techniques: observation, interviews, and documentation studies. Those are the processes of obtaining a systematic picture of events, behavior, objects or works produced, and the equipment used.

In the observation process, the researcher used an audio-video recorder that is useful for observing the creative process of creating Roro Choreographer content. The observations were made by visiting the research location, namely the artist's residence. During the observation process, the author completed the preparation with a Handycam or cellphone for recording and writing instruments useful for recording various important things related to research. They were in the form of observing the process of presenting the content of the Roro Choreographer, then observing how they danced between one dancer and another. In this study, interviews were conducted to obtain data related to content creation. The research subject was Septi Wahyu Setyaningsih Sugiyo (Roro Choreographer), a supporting dancer. The material being interviewed was about the process of creating creative content on social media. The interviews were conducted following

the question instrument format prepared to produce useful information for research. Documentation techniques were carried out to find data about things or variables in notes, transcripts, books, newspapers, magazines, photos, videos, and others related to the research problems.

Researchers used triangulation to check the validity of research data on the creative process in creating the content of Roro Choreographer through social media platforms. The triangulation technique used in this research was source triangulation, which conducted the testing process by examining the data obtained through various sources and supporting dancers. The various sources obtained were then described, categorized, and analyzed to produce a conclusion.

In this study, data analysis techniques used were, according to Huberman & Miles, (2009:592), namely: (1) data reduction; (2) data presentation; and (3) conclusion (verification). In this research, the data obtained were identified, sorted and arranged, classified or grouped, arranged in such a way through a summary or notes carefully and in detail. The data were selected according to the research focus in the reduction phase. Verification results were re-examined by looking back at the field to collect the correct data if the conclusions were still lacking.

RESULTS AND DISCUSSION

The Creative Process of Content Creation Roro Choreographer

Art is one of the elements of culture obtained through the learning process to fulfill biological and psychological (Rohman et al., 2021). Creativity is a solid foundation in creating a work of art; it can be shown in the processes that an artist goes through to produce authentic and distinctive work. The creative potential is

processed to provide new results in the form of ideas or works of art that contain novelty and refinement of a phenomenon developing in society (Ciswiyati et al., 2021).

The creative process is recognizing and understanding everything that is researched or observed in the surrounding environment to solve it without stopping. It is an exploration that is researched, and it deals with alternatives and challenges of decision-making that do not stop. It is extraordinary so that it can produce unique, original works of art and have a certain identity (Efritasari, n.d., p. 5).

According to Hagman in Sugiarto (2019: 18), the creative process in creating art consists of three stages:

Stage of inspiration and critical thinking

In this stage, Roro Choreographer is inspired by Bollywood films that she used to watch as a child. As stated by Septi Kurniawan, the owner of the Roro Choreographer account, in her interview with the researchers;

"… Mbiyen awale mergo terinspirasi seko nonton film Bollywood India trus sui-sui dadi pengen melu gerak dewe, seneng dadi hobi trus kebeneran wis ndue basic tari, selain kuwi juga pengen nggolet talenta liyane amarga wis tau sinau tari tradisional koyo Jawa tengah, Jawa Barat, pokoke sing Nusantara nang Indoneisa, nah trus dadi kepengen sinau tarian liyane seko luar koyo tari bernuansa India…"

"…Initially, I was inspired by watching Indian Bollywood films, then over time, my body moved on its own, feeling happy, and becoming a hobby because I happened to have basic dancing skills. Besides that, I also want to find other talents because I have previously studied traditional dances such as dances from Central Java, West Java, especially the archipelago in Indonesia, so I want to learn

dances from outside such as dances with Indian nuances…."

Based on the interview excerpt above, apart from being inspired by Bollywood films and wanting to learn the dance, critical thinking is needed where Septi Kurniawan thinks about how to explore it in today's era until the Tiktok, Youtube, Instagram, Facebook platforms appear.

The stage of artistic exploration

The artistic exploration stage is a process of exploring and searching for motion motifs in various ways that are carried out while working on dance movements. The process of finding the motive of motion can also be through:

Exploration with basic skills.

The movement techniques to find motion motifs are then developed or varied from various aspects (action, quality, space, and relationships), and the desired motion is found. However, it does not leave its original characteristics.

As stated by Septi Kurniawan, the owner of the Roro Choreographer account, in her interview with the researchers;

"…Nek semisal nggo gerakan kui kebanyakan ngarang tari dewe tapi tetep ono ciri khas tari Indiane. Dadi saben lagu tari India kui duwe ciri khas Gerakan misale dua kali delapan asline seko tari kuwi trus liyane iso nambahi dewe…"

"… For example, the movement, most of them are composed by us, but the dances still have their own characteristics. Therefore, every song of Indian dance have their characteristic movement such as the original two times eight count from the dance then the others add their own…."

Exploration of nature as a source to find the concept of motion themes because Roro Choreographer's content depends on the place, whether it is indoor or outdoor. Most of the locations used are in

crowds, such as markets, tourist attractions, open stages, and other open places. Natural explorations that have been explored include Boyolali, Cilacap, Pangandaran, Kendal, Temanggung, Wonosobo, Solo, Magelang, Semarang, Jogja tours. Septi Kurniawan mostly uses tourist attractions and open spaces as a stage to express herself with Indian accompaniment music.

Following the heart, experiencing by applying the principles of opening up, being patient, and following the rhythm of the music.

The fantasy stage

According to Hagman in Sugiarto (2019:19), creators feel in tune with the work that has been created, and there is a sense of 'resonance' where some works seem to be a perfect reflection of the fantasy within the creator. Roro Choreographers feel as if they are like Indians in general who are feeling performing in India so that it penetrates within themselves, and they experience a process of becoming where the effect of the fantasy feeling will affect their performance.

The Creative Content of Roro Choreographer

According to the State of Digital Publishing, a content creator is someone responsible for any information in the media, especially digital media. The activity of spreading information that is transformed into an image, video, and text or referred to as content is then spread through platforms, and one of them is TikTok. Content creators themselves have the task of collecting ideas and data, conducting research, and creating concepts to produce interesting content. Content creators can produce content that matches the desired identity and branding. They attempt to fulfill the agreed purpose of the content. There are various purposes, such

as promotional, educational, entertaining, or informational purposes, and it tailors the content to the chosen platform. Therefore, a content creator can produce many works for multi-platform and evaluate the content that has been broadcast (Sundawa & Trigartanti, 2018).

Content is displayed with a variety of expressions. The expression is 'something that is released' like the liquid sugar released when sugar cane is squeezed. It is like the tantrums humans experience when they are suppressed by anger. In art, feelings must be mastered first, made into objects, regulated, managed, and manifested or expressed in works of art. Its popular term is 'feelings must be kept first.' That particular feeling has distanced itself from the artist. Expression of art in life has proven that art is not merely a must, but it is a necessity (Sugiarto, 2014). Therefore, the expression in art is pouring out certain feelings in an atmosphere of joy. Feelings of anger or sadness in the artistic expression must also be done when the artist is 'not angry or sad. The word expression related to art is found in Sumardjo's presentation, which stated that art is one of the media that can express something through art as a universal feeling instead of an individual feeling. These feelings can be lived by others even though these types of feelings have never been experienced (Sumardjo, 2000: 74). User motivation, such as archiving, self-expression, social interaction, and escapism, are significant predictors of behavior on social media like TikTok but differ in level and effect. This study has contributed to the theoretical and empirical understanding of media use in user-generated media (UGM) (Omar & Dequan, 2020, p. 1).

Being consistent in content creation greatly affects the level of creativity. Content creators do not only create

content, but they also have a fairly large function in today's marketing world, where Septi Kurniawan has received many endorsements from clothing and tourist sites. Creating content does not only rely on creativity but also on the logic that needs to be understood so that many audiences and fans can enjoy it. The creativity carried out by Septi Kurniawan in wearing different costumes with Indian characteristics while making the video is assisted by his husband, Andhika Kurniawan, as a videographer. She actively participates in challenge events such as the Bali Indian challenge. Apart from being a content creator, she also has a dance and costume studio called @rujita_costume.

Figure 1. The Content of Roro Choreographer

The contents of TikTok created by Roro Choreographer present Indian dance movements that are agile and waddle as if they are real Bollywood dancers, complete with costumes such as saree, lehenga, Anarkali, kurti, kurta, and accessories such as bracelets, anklets, earrings, tika, bindi, nath, necklaces, and others. Creative content has several functional aspects such as identity, which can shape one's identity and personal branding, conversations (interactions) with new people and environments, sharing knowledge of making works in content as well as learning, and being present (existing) that makes people more enthusiastic in creating content because many people appreciate the relationships with various related parties to continue to develop the content. In addition, it can do business, and the creative economy, reputation (status), and groups synergize and create creativity together.

Social Media Content of Roro Choreographer

Social media is an online medium for communication needs, interacting, participating, sharing, and creating content for its users through special application devices with internet networks without being limited by space or time (Fujiawati & Raharja, 2021, p. 35). Meanwhile, according to Andreas Kaplan and Michael Haenlein (in Abugaza, 2013: 17), social media is a group of internet-based applications that build on the ideological and technological foundations of Web 2.0, and it allows the creation and exchange of user-generated content.

According to the Public Relations Team of the Ministry of Trade of the Republic of Indonesia in a work entitled Guidelines for Optimizing Social Media (2014: 27), social media has the following characteristics: 1) the content is shared with many people, and it is not limited to one particular person. 2) The content of the message appears without going through a

gatekeeper, and there is no blocking gate. 3) The content is delivered online and in person. 4) The content can be received online in a faster time, and its acceptance can also be delayed depending on the interaction time determined by the user. 5) Social media makes its users creators and actors who allow themselves to be actualized. 6) In social media content, there are several functional aspects such as identity, conversation (interaction), sharing, presence (exist), relationship, reputation (status), and group.

Based on the results of the interview, Bungin (2011: 45) stated that the influence of social media, which is part of the information media, one of which is that it can affect one's knowledge. The relationship between the use of social media and the level of knowledge of individual users based on the amount of information they get from social media is a theory mentioned by Piaget and Bungin.

Current popular media such as Tiktok, YouTube, Instagram, and Facebook can be a liaison, and they share information among students, teachers, and parents. Teachers can use them to announce assignments and homework creatively and share experiences with students in class with the help of pictures and other things related to education. It is very suitable as a substitute for face-to-face activities in class. In addition, teachers can share videos or pictures for students to respond to, and students can share videos or pictures that explain their activity.

TikTok

The researchers have discussed TikTok deeper because the contents of Roro Choreographer get much appreciation, give a good algorithm, and have more active content. Their contents have gone viral and followed by followers. TikTok has complete features

such as editing features, voice, likes, comments, shares, and duets that can be challenged and live. In addition, it also enables its users to make money with a live online shop business and hashtag facilities that people can use music uploaded by creators and make it easier to search on the homepage.

Figure 2. TikTok Features

The following are TikTok features that are often used by Roro Choreographers, including:

Editing

Editing is used to edit videos before they are uploaded as content. There are color filters such as Portrait, Landscape, Food, Vibe, and beautifying features such as the face and makeup by paying attention to eye shape, face, nose, mouth, cheekbones, etc. There are also speed filters, questions and answers, timers, flipping the front and back cameras and adding text with different shapes.

Voice (Mic)

The mic is usually used for duets with other content creators, and it is recommended to use headphones for clearer sound. It is often used for challenges, singing duets, or responses. Like Roro Choreographer content, it is usually used to duet with Indians directly or with parodies to feel deeper.

Like

Likes on TikTok with the love image logo are a form of liking by someone who watches the content. If it is an FYP (For You Page) on the homepage, the number of likes will increase, making the content creators more motivated to create further content. Roro Choreographer's contents have often gone viral and appear on the homepage because they are liked by many people who watch it.

Comment

The same as likes, comments are also very much needed to see whether many viewers like the content or not. It can be seen from the response to the appreciation they get. The comments on Tik Tok always have pros and cons. However, some people just want to get attention to get lots of comments, and the others just ignore the comments. The comment section can also be answered with videos.

Share

Tik Tok has a share feature where users can copy links to share the content to other platforms such as Whatsapp, Facebook, Instagram, Stories, Messenger, SMS, Email, Line, and others. Roro Choreographers often use this feature to share their content with all existing media to continue introducing their creative process and promoting the Indian clothing business, which is growing rapidly, as seen from the lifetime. It can be seen from many viewers who are enthusiastic about watching and asking questions.

Duet

Duet is used to create videos next to the original video creator resulting in video collaboration. It is usually done for challenges or because some people are fans of their idols. There is also a duet; it is when someone can be mentioned or watched directly by the original creator's content, and they can be invited to meet in person and become friends in cyberspace and real life. Even when the duet video goes viral, it will increase the enthusiasm for the content and create new creativity again.

Live Streaming

Live streaming or the term live broadcast, is often used by Roro Choreographers to do live dancing and interact with live audiences. This feature can also be used to sell products online or called live shopping, it is not surprising that now everything is online, and viewers can also comment, give gifts, or share live videos on WhatsApp, Facebook, Line, and others.
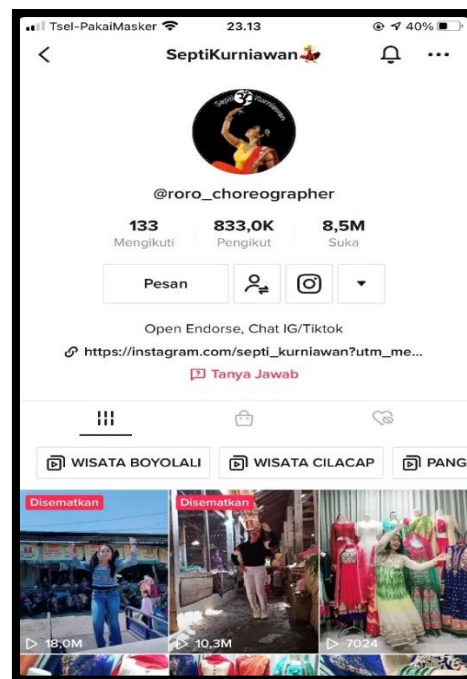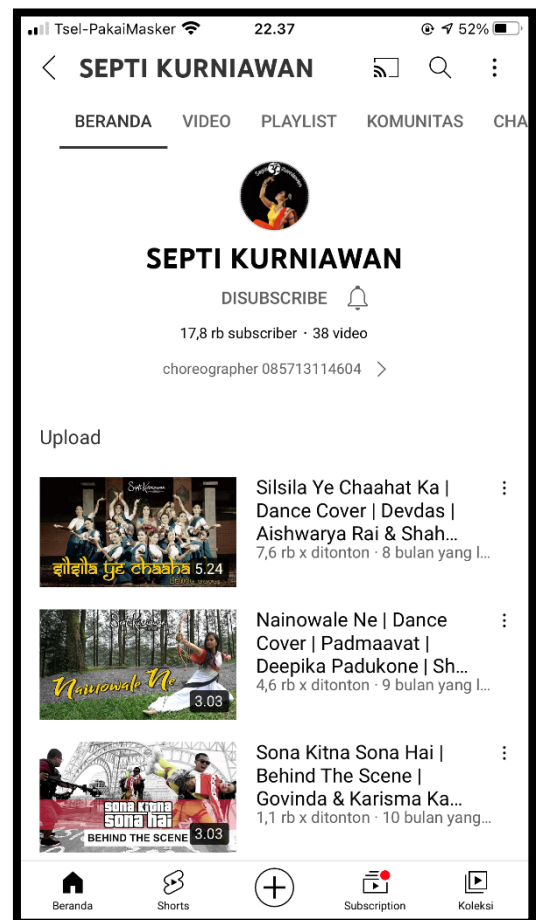

Figure 3. TikTok Account of Roro Choreographer

Youtube

Youtube has become a real new way of life. Almost everyone has a youtube account and is actively using it. Supported

by various features, it makes YouTube a more desirable platform than other social media. Along with the increasing interest in YouTube, more content creators are born from YouTube (Amalia & Satvikadewi, 2020, p. 2). The platform has become widely used by content creators with their creativity in creating content such as presenting inspirational, interesting, and educational content. Therefore, it becomes the spectacle that everyone has been waiting for. The Youtube account of Septi Kurniawan, known as Roro Choreographer, has reached 17.8 thousand subscribers. In addition to posting on TikTok and Instagram, Roro Choreographer also uploads their full video version on Youtube to enjoy it by the wider community and can be played at any time. Even the pre-performance videos are also uploaded so that people who watch can see and learn about the creative process.


Figure 4. YouTube Account of Roro Choreographer

Instagram

Instagram or IG is a social media application that provides services that content creators have widely used to share photos and videos and form personal branding as a creative economy business. Many users can create content to attract attention. In the same case as Roro Choreographer's content, she uploads her content on Instagram. Her account has around 19 thousand, which is quite a high number. Septi Kurniawan is also often endorsed at tourist places to use the places to be creative. She is also encouraged to make dances with costumes that are always new, colorful, and look like performers on

the stage. She sometimes invites her friends to dance with her to make the atmosphere at the location look more beautiful and aesthetic.
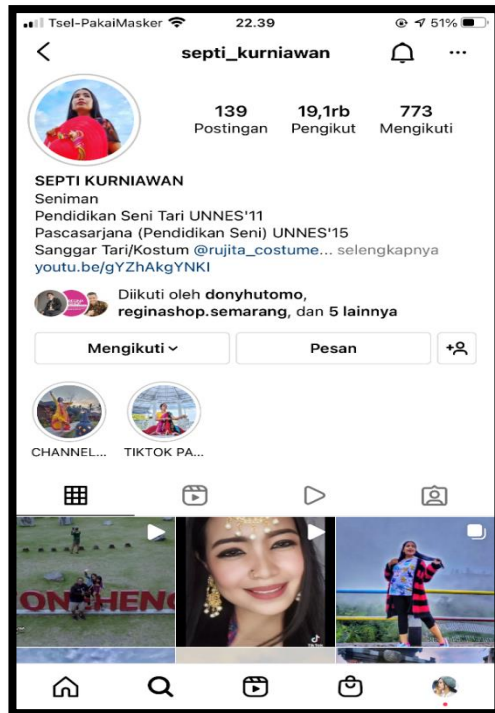
Figure 5. Instagram Account of Septi Kurniawan

The features found on Instagram include:
Camera

The camera takes pictures, selfies, and make live videos. In addition, some filters can change colors. Besides a front and rear camera, it also has filter facilities such as adjusting shape, brightness, contrast, structure, warmth, saturation, color, fade, highlight, shadow, vignette, miniature, and picture sharpener.

Feeds

Feeds are the display that appears on any page, and it consists of two kinds. The first kind of feed is the main feed on the homepage, for example, the news page, the feed on the product marketplace, or the feed in the form of self-photos and videos of the account. Roro Choreographer posts her contents on the feed that contains various kinds of Indian dances with different tourist locations so that the feed looks varied.

Reels

Reels are photos made into videos or videos uploaded as kind of the same as TikTok, which contains a collection of short videos with a maximum duration of 60 seconds. We can use the sound from other creators who post it, and we can like, comment, share, save, copy the links, remix or duet and even report to Instagram if the content is considered inappropriate. Roro Choreographer content on TikTok is also uploaded on Instagram reels, where someone interested can directly duet or use the music directly.

Instagram Stories

An Instagram story is a status created in the form of uploading photos and videos that aim to announce activities and product promotions and a feeling expression. Before uploading, if we swipe up, many more optional features will appear, such as being able to insert a link that can later be swiped up and adding the latest location. The latest mode is "create," where there are features that can be found easily, such as "Type" (write the text), GIF, countdown, quizzes, voting, and "Ask me a question." There are also boomerang (repetitive motion), layout, hands-free, multiple catches, and levels. In addition to uploading dance content, Septi's Instagram story also shares information about TikTok's live hours and sells several Indian dance costumes and accessories online.

Live on Instagram or Live Streaming

This feature is used to conduct live broadcasts or those whose purpose is to report various activities or just to greet viewers. Live broadcasts also have a comment column, and anyone can request to ask for live streaming together. Septi uses live broadcasts to show herself off and promote her content and her creative economy strategies.

Direct Message

A direct message is a feature to send messages that can be in writing, voice recordings, images, or video messages that can also be uploaded and stored. In addition, you can also send stickers and GIFs. The upper right corner area also has telephone and video call facilities.

CONCLUSION

Based on the results above, it can be concluded that social media in the current digital era has a huge influence on everyday life, producing useful, valuable, and quality content. Roro Choreographer's creative content is unique because it is different from others. It has a style in the form of Indian dance moves, which other content creators are rarely interested in. In making its contents, Roro Choreographer has process stages that must be passed to produce dance works, even though they are virtual and carried out at home.

Therefore, the creative process presented by Roro Choreography content, namely the inspiration stage (inspired by Bollywood films that were often watched as a child) and critical thinking, artistic exploration stage (exploration with basic skills, exploration of nature, following the heart) and fantasy stage (the feeling of the dancers as if like native Indians). Creativity generates an activity, or the existence of activity indicates creativity; 2) Creative

content contains several functional aspects such as identity, conversation (interaction), sharing, being present (exist), relationship, reputation (status), and group; 3) Social Media like TikTok, Youtube, Instagram is a platform that makes Roro Choreographer's content more viral and creative.

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