Application of Artsteps in Exhibitions as a Creative Learning Platform for Art Education Students

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ABSTRACT

Art is a skill or medium that is done and made by humans to realize the imagination and creativity of the artist. Art has several fields such as dance, painting, sculpture, carving, and many more. Art includes many human activities in creating visual, audio, or performance works based on the imagination of the artist's ideas and techniques of the art maker (artist). Art exhibition is an activity to exhibit or showcase works of art so that they can be appreciated by the general public with the aim of conveying creative ideas and ideas owned by the artist. This exhibition is carried out on the website artsteps.com. The website is a website that is useful for exhibiting works in the form of paintings that are famous in pandemic areas. Artsteps presents a 3D virtual exhibition platform where individuals and collectives can exhibit their work on the platform. This platform is useful in the implementation of exhibitions that are carried out to fulfill exhibition management courses, as well as useful for the general public or art education students in appreciating works of art virtually. In this research, the researcher conducted several qualitative approaches, namely interviews and observations. This research also has the aim of fostering the spirit of work to visitors to the virtual exhibition that has been implemented.

INTRODUCTION

Art is a skill or medium that is done and made by humans to realize the imagination and creativity of the artist. Art has several fields such as dance, painting, sculpture, carving and many more. Art includes many human activities in creating visual, audio, or performance works based on the imagination of the ideas and techniques of the art maker (artist). In this study, researchers took the field of fine arts, namely paintings which will later be exhibited with the aim of learning aesthetics and honing the creativity of art appreciators. Art is a combination of your thoughts involving the physical skills of the artist who has the final result in form or movement (Felix, 2012).

Fine art is one of the branches of art that is expressed or created by artists through visual media which can certainly be seen from two directions or commonly referred to as two dimensions or seen from all directions commonly referred to as three dimensions. Two-dimensional art examples are paintings, carvings, and reliefs. While 3-dimensional art is usually in the form of sculptures, handicrafts, and ceramics. In this study, researchers reveal about one of the applications that can be used in creative learning media by appreciating two-dimensional art, namely paintings. Painting itself is one of the works or forms of fine art that has a 2-dimensional size with canvas or other flat media as the art medium. Art is the embodiment of a sense of beauty contained in the human soul that is

born and manifested in works, such as painting which is a field of art using tools such as canvas with a variety of colors and has certain objects according to the artist's imagination (Wildan, 2007).

Art also has elements that must be considered in the process of making paintings, namely point, line, plane, space, color, and texture. In making a painting, you must collaborate all the elements in art and combine them with several principles of fine art such as the principle of unity, namely objects in the art media must support each other so that the principle of unity can be created, the principle of balance relating to the weight of objects depicted by the artist by playing the layout and color of the objects to be created, the principle of rhythm in a work of art can appear if regular repetition of elements is used in the work but still continuous in each object, the principle of emphasis or dominance which will be achieved by choosing objects that will be used as a priority and having supporting objects to put the center of view on the priority object, the principle of proportion is the comparison of objects with one another by considering the size of objects in the media that must be balanced, and the principle of harmony which is commonly referred to as the principle of harmony or compatibility.

Paintings are created by artists based on imagination, ideas, and concepts that artists want to express to art appreciators. In the process of making this painting, an artist needs creative ideas to produce a work. This then becomes one of the factors of the uniqueness and distinctiveness of a painting that has been made by an artist. Each artist has different characteristics, starting from strokes, colors, and composition. Painting is also usually all representations related to nature, humans, animals, landscapes and even abstracts that are born from the artist's ideas. Painting can also be a representation of the painter to pour out the emotions and expressions that exist in his soul, not only a work of art that has aesthetic value, this painting also has functions for society such as religious, commercial, and symbolic functions.

Art exhibition is an activity to exhibit or showcase works of art so that they can be appreciated by the general public with the aim of conveying creative ideas and ideas owned by the artist. The exhibition itself has several purposes, the first is the purpose of exhibiting and selling the works of art that have been made (commercial), social and humanitarian purposes which usually the results of the works that have been made will be donated to people in need or if there is no buying and selling of paintings in it, usually exhibitions with this purpose are useful for social movements, educational purposes exhibitions are shown to spread art knowledge or hone the creativity of art appreciation for the advancement of art itself. However, of the three objectives above, exhibitions have the main goal of gaining maximum appreciation and response from appreciators or the general public.

Exhibitions that are structurally organized will make visitors fully conscious of appreciating the work. The maximum appreciation generated by the exhibition will facilitate the achievement of the objectives described above. In addition, education is also the main goal in organizing exhibitions in this study, with the aim of providing a long impact on people who are interested in art to hone their appreciation and expression. Meanwhile, exhibitions in the context of education can also be useful to generate motivation to create art, provide learning in the organization (exhibition committee), refreshment from the boredom of learning at school, and increase art appreciation.

The arrangement of the exhibition space is very important for visitors (the general public) who want to get a good art experience when visiting the exhibition. The arrangement of the exhibition space can also function as a point of interest for each painting so that the focus of art appreciators is not divided. There are several aspects that must be done when arranging an exhibition, namely, the exhibition must have sufficient space to store or exhibit paintings that will later be appreciated by the wider community, the second is the visibility aspect where the artwork to be exhibited must be visible to visitors to the exhibition, this also serves to promote the work, the third is the aspect of comfort in the form of compositional and balance room arrangements starting from the arrangement of property paintings and others, the last is the aspect of adequate information such as information on the work of the exhibition visitor limit room plan and others. By paying attention to these aspects, the arrangement of the exhibition space will be attractive and comfortable for art appreciation activities. The organization of the exhibition itself can be done in various places such as galleries, cafes, or buildings that are designed for exhibitions. However, in this study, researchers raised the issue of exhibitions held online on the artssteps application.

Artsteps is an innovation in technology that allows the general public to access exhibitions held online, with the advancement of technology at this time everything needed by humans is greatly facilitated which can directly affect the lifestyle, and mindset of each individual (Lestamega, 2024). This application has been present in the Play store for a long time, but this application was more famous and famous during the covid-19 era due to the social distension activities organized by the government in order to suppress the spread of covid-19. Artsteps is a website that specializes in photography and painting artwork because this website is only able to showcase two-dimensional works. Asset technology itself allows users to create a three-dimensional virtual exhibition space with the shape of interior and exterior spaces and gives a more real impression (Herliyani et al., 2022). This application can be accessed 360° so that it gives the impression to exhibition visitors as if visiting an offline (real) exhibition. In education, this application is also very useful for increasing interest in learning and creating art to be exhibited online. This application can be accessed using a cellphone or laptop using an internet connection.

METHOD

In this study, researchers took several qualitative approaches, namely interviews and observations. The following is an explanation of the research methods used in this study:

The interview technique or interview according to Nasution (1992: 72) basically has two forms, namely structured and unstructured interviews. Structured interviews are conducted through questions that have been prepared by the interviewer to the interviewee while unstructured interviews arise if the answer develops outside of the prepared statement but does not escape the research problem to be discussed (Rukajat, 2018).

In this study, the interviews conducted were structured interviews in which the researcher had prepared questions about the implementation of exhibitions carried out in the artsteps application. Interviews are also a process of communication between two or more people between researchers and sources with the aim of digging up data or getting information for the benefit of the interviewer.

Interview activities were carried out with Febria Saputri, 22 years old, as the chief executive of the "Kaloka" exhibition activity which was held in 2021 on the Artsteps application. In addition, interviews were also conducted with 22-year-old Asrifatul Lailin as the secretary of the 2021 "Kaloka" exhibition in the Artsteps application. This interview was conducted on November 7, 2023 via the WhatsApp application.

Observation is used to observe directly about the behavior or activities carried out, and aims as a data collection technique because it has several benefits, namely being able to understand the context of the data holistically (Rukajat, 2018).Observation also has the benefit for researchers to find out field facts directly which cannot be accessed in the interview method. Observations made by researchers are visiting the online exhibition link that has been created by the committee in the Artsteps application.

Documentation is an activity that records events that have been done before. Documentation is also carried out in this study in order to become a source of data used to complement the research to be carried out, although documentation is a complement to qualitative research methodology, but errors or inaccuracies in the documentation carried out result in the quality of the research also not good (Nilamsari, 2014). Documentation can be in the form of writings, pictures, or previous works. In this research, documentation was carried out in the form of taking pictures at the implementation of the online exhibition.

RESULT AND DISCUSSION

Implementation of Art Exhibition

The results and discussion in this study were obtained by researchers by interviewing sources involved in the implementation of exhibitions carried out online in 2021. In carrying out exhibition activities, the first thing that is done to continue this activity is the formation of exhibition committee members. These exhibition members have a general structure consisting of the chief executive secretary treasurer and several sections such as the event section, publication section, public relations

section, display section, and works section. The committee members have job descriptions that must be carried out in accordance with their positions.

Art exhibition is an activity to exhibit or present works of art so that they can be seen and appreciated by the wider community consciously through several media (Nugroho, 2021). The purpose of the exhibition which was held last time was to accommodate every idea and message that wanted to be conveyed in the process of creating art, introducing the culture of each region which began to lag behind due to the rapid development of science and technology, strengthening brotherhood and building relationships with students of the fine arts education study program at the State University of Malang, increasing student appreciation and emphasizing the younger generation to preserve culture.

In addition to the objectives of the exhibition which is carried out online, it has the benefit of promoting underdeveloped culture so that it is again recognized by the public, having a positive impact on cultural development through several creative processes, increasing the ability of artists to make works of art, especially the development of the creation profession, and finding an attitude of public appreciation for works of art and culture that are left behind.

This exhibition has a series of events that are not only carried out on the artsteps application, but also on the Instagram application. The Instagram included the opening of the exhibition, performance art, speeches, and the dance that opened the exhibition. The Instagram also included posters to promote the works and the exhibition, which aimed to make the exhibition visited and known by the wider community as art appreciators.

This online exhibition has the title "Nosartgia Vol.2" with the advantages of being themed kalauka, which is useful for raising cultural issues that occur in the pandemic era, emptying concepts that bring positive impacts and influences on the development of culture in Indonesia, becoming an arena for promoting exhibitions to the general public, and this exhibition emphasizes output in the form of zines or catalogs and certificates for the exhibition committee, exhibitors who pass the curation and performers who participate in organizing activities. The exhibition also had events starting at 7am, such as interviews, opening dances, performance art, teaser screenings, artist talks and Q&A's. All activities were conducted online through google meet and several social media platforms.

1. Artsteps

This platform is useful for the implementation of exhibitions that are carried out to fulfill exhibition management courses, as well as useful for the general public or fine arts education students in appreciating works of art virtually. With effective learning activities, of course, it requires a medium that can stimulate and support absorption to absorb the necessary information, along with the development and passage of time, information technology can play an important role as a means to develop learning (Gani, 2022).

This exhibition is carried out on the website artsteps.com. This website is a website that is useful for exhibiting works in the form of paintings that are afraid and famous in pandemic areas. Artsteps presents a 3D virtual exhibition platform where individuals and collectives can exhibit their work on the platform (Limantara, 2022). In conducting a creative learning, of course, it requires professional educators to develop innovations in their learning, literally educators must have stimulating media to make the teaching and learning process more effective (Aisyah et al., 2023). The purpose of this platform is to provide a new experience to exhibition visitors or the wider community wherever and whenever they can access the exhibition as an art appreciation activity using the available software. Exhibitions that are carried out using this platform want to eat quite a lot of memory, the more works presented on the platform, the more memory the software used.

The use of artsteps in the "Nosartgia Vol.2" exhibition exhibits paintings from various groups that are packaged to showcase and preserve existing culture. Because the exhibition was held during the covid-19 pandemic era, the organizers of the prince invited the younger generation to get to know more about culture virtually. This exhibition provides a space for humans with various issues that exist by maximizing several social media platforms. The agenda of this machete is carried out and published virtually on the Instagram and artsteps applications. So that the scope of the exhibition is

opened for free to the public. The following is a documentation of the use of artsteps in the Kaloka-themed "Nosartgia Vol.2" virtual exhibition:
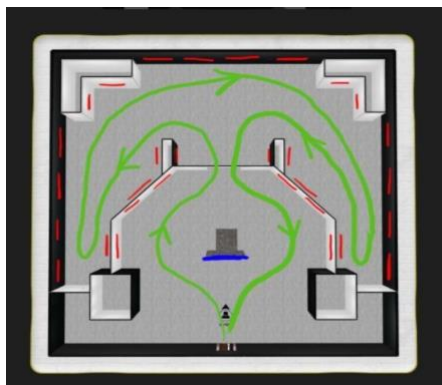

Figure 1. exhibition floor plan

Figure 2. exhibition layout

2. Platform Instagram

The Instagram platform is one of the social media used in promoting and implementing exhibitions as a creative learning platform for fine arts education students. On this platform, the committee sends posters to promote exhibition activities so that they can be accessed by the general public and students. In addition to sending posters as a promotional event for exhibitions and artworks submitted to the exhibition activities, the word Instagram also functions as a medium for disseminating art videos in the form of performance art and a series of events at the exhibition.

As students who aim to hone their skills to be more critical in appreciating works of art, they can also access the performance art videos in the Instagram rules that have been distributed by the virtual exhibition committee. With the existence of Instagram rules for promotional events other than students, the public can also access virtual exhibitions that are held. The following are the rules on Instagram made by the virtual exhibition committee:

Figure 3. promotion of virtual exhibitions

Figure 4. Perform Virtual Exhibition

3. E-Learning

In this exhibition, which was held in November 2021, apart from exhibiting and promoting works entitled preservation of local culture, it also has a learning objective. The learning that can be found in this exhibition is learning about the appreciation of works of art and learning about the use of virtual media as a new learning medium. In addition, this exhibition can also train artistic expression aimed at exhibition visitors from the general public and instill the spirit of work in any conditions and situations.

E-learning stands for electronic learning which means learning activities carried out using technology with software such as cellphones, laptops, and others. The implementation of e-learning is also one of the impacts of globalization that occurs in culture, it cannot be blamed anymore that

the development of technology in culture, especially in Indonesia, is getting faster and causes some ease in gaining access to communication and getting information to carry out learning (Surahman, 2016). E-learning is an instructional process that involves users of electronic equipment in creating the development of delivering information assessing and facilitating a learning process (Chusna, 2019). This e-learning focuses on students where students are required to be independent of time and responsible for carrying out their learning. The e-learning conducted in this process involves 3D electronic media as a learning tool. The use of this 3D application certainly has advantages and is flexible to use, because this 3D application can be made according to the needs of students in the learning process (Wahyu Farosa et al., 2023).

This learning if accessed by minors must remain under the supervision of an adult. In the implementation of learning in this exhibition, it focuses on art expression and the ability to appreciate art to the public or exhibition visitors with electronic media in the form of artsteps. Although this learning activity is only carried out virtually, the implementation of this exhibition has quite enthusiastic feedback from exhibition visitors who visit the link that has been spread through social media platforms.

4. Advantages of E-learning Using Artsteps in the Learning Process

The advantages of e-learning have several aspects including the following (Susanti & Sholeh, n.d.) :
1) Cost
   This e-learning activity is able to reduce the training costs incurred.
2) Time Flexibility
   By using artsteps media, learning activities to appreciate works of art and arouse the spirit of creativity can be accessed according to the time of exhibition visitors because this can be accessed via the internet at any time according to the desired time.
3) Flexibility of Place
   The existence of this website helps the general public, especially academics, to appreciate works of art anywhere as long as there is a device connected to the internet network.
4) Teaching Effectiveness
   In appreciating art carried out at educational institutions, this website is very helpful because it uses the latest designed technology to make lessons more comfortable and adjust the place and time.

5. Weaknesses of E-learning Using Arsteps in the Learning Process

The weaknesses of e-learning using artsteps as an art appreciation learning process have the following aspects (Islahulben & Widayati, 2021) :
1) There is a sense of laziness from students to open links as a learning tool.
2) Limited internet quota and limited time
3) Space limitations in learning art appreciation, because exhibitions can only be accessed online, this has disadvantages for students who cannot feel a supportive atmosphere in learning art appreciation.

CONCLUSIONS

The conclusion that can be drawn from the presentation of the material above is that in carrying out appreciation of works of art and making works of art does not require time and place to realize the imagination and ideas that are in the mind. One of them uses the artsteps application for learning activities to appreciate art, although it has several shortcomings as described, this application is very helpful for the process of art appreciation that is easily accessible for students and the general public. And do not forget to have the aim of fostering the spirit of work to visitors to the virtual exhibition that has been implemented.

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