

Management of Internal Cultural Arts Sanggar Penghulu: *Ompek Ganji Limo Gonok* Tradition Festival in Kibul Village

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How to cite: Muyusari, F., Asril, A., & Sastra, A. I. (2024). Management of Internal Cultural Arts Sanggar Penghulu: *Ompek Ganji Limo Gonok* Tradition Festival in Kibul Village. *Gorga : Jurnal Seni Rupa*, 13(2), 696-702. <https://dx.doi.org/10.24114/gr.v13i2.61735>

Article History : Received: July 19, 2024. Revised: July 29, 2024. Accepted: December 11, 2024

ABSTRACT

The purpose of this study is to ascertain how the Ompek Ganji Limo Gonok Oral Tradition festival (OGLG) in West Tabir District is processed by the Sanggar Seni Batin Penghulu. This study employed a qualitative approach, including observation, interviews, and recording; the presenting method was descriptive qualitative. Sanggar Seni Batin Penghulu combines traditional management and modern management. The results of OGLG oral tradition management consist of planning, organization, implementation, and supervision. The planning carried out by the Sanggar Seni Batin Penghulu included creating concepts, coordinating meetings, and dividing work tasks, administrative preparations, and making technical instructions. The organization carried out is the division of work tasks and preparing strategies and tactics to create a festival. The implementation carried out is applying everything that has been designed. This activity consists of an oral tradition competition, an oral tradition workshop, a culinary competition, and an oral tradition performance. The departments responsible for supervision are the Kementerian Pendidikan, Kebudayaan, Riset dan Teknologi, and the Dinas Pendidikan dan Kebudayaan Kabupaten Merangin. The ministry receives direct information on the finances and operations of Sanggar Seni Batin Penghulu Inner Culture.

KEYWORDS

Sanggar Seni Budaya Batin Penghulu, Festival Oral tradition, Ompek Ganji Limo Gonok

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INTRODUCTION

Sanggar Seni Budaya Batin Penghulu intends to take an active role in developing generations through local arts and culture in order to explore and develop existing potential, especially the younger generation in Merangin Regency. Sanggar Sen Budaya Batin Penghulu has made efforts to explore, develop, and promote the values contained in local culture. The aim of establishing this art studio is to improve the quality of the resources of the younger generation of society as agents of development in countering foreign culture through cultural arts that are based on traditions in Merangin Regency. Seeing the current conditions and facts, it is appropriate for Sanggar Seni Batin Penghulu to pay special attention to the conditions that have occurred.

The Sanggar Seni Batin Penghulu has a vision and mission to build local arts and culture. Vision: (1) to unite and spread artistic talent, scientific insight, and love of the environment; (2) to prepare a young generation who is innovative, independent, enthusiastic, qualified, and dedicated; and (3) to benefit society, nation, and state. Mission: (1) Developing local/traditional arts in the form of creating new works: Organizing training in drama arts, literature/poetry, dance, and make-up; (3) Developing artistic souls; (4) Channeling talent and creativity; (5) Strengthening solidarity; (6)

Implementing personal discipline. Based on its vision and mission. This studio is jointly run through the Ministry of Education and Culture. Research and Technology is implementing the OGLG Festival, which is expected to help efforts to protect and preserve the OGLG Oral Tradition.

The OGLG Oral Tradition, Ministry of Education and Culture of the Republic of Indonesia, was designated as intangible cultural heritage in 2018. The OGLG oral tradition is a tradition of reciprocating rhymes between unmarried individuals. This is done in the middle of the night until early morning in a sitting position facing each other. They chant accompanied by the woman's mother, so that it is not strange to look at and to maintain good things. Therefore, this festival is called OGLG (Four Odds Five Evens). It's odd if it's only done by 2 pairs of young people and even five if accompanied by their mother.

Festival in Taken from the Latin word "festa", which can also mean "big party" or a festive event held to commemorate something. (Ayuni, 2020:101). The OGLG Oral Tradition Festival aims to increase the appreciation of the pride of the people of West Tabir District, especially towards the uniqueness of the rich cultural diversity they possess and to promote the OGLG Oral Tradition as Indonesia's intangible cultural heritage to the wider community. Based on this explanation. So researchers need to know about the arts management that has been carried out by the Sanggar Seni Batin Penghulu in the OGLG Oral Tradition Festival. This is so that art studios and art communities in other areas are able to carry out better management than that carried out by the Sanggar Seni Batin Penghulu. Management or governance of an artistic activity is closely related to the elements that support an organization to achieve its goals, namely planning, organizing, actuating, and controlling (Najah et al., 2022).

METHOD

Methods are systematic steps to achieve a goal (Naif & Watini, 2022). In this research, data is collected using this qualitative method, through observation, conversation, and documentation. Qualitative research aims to understand the phenomenon of behavior, actions, or perspectives of research subjects (HaryonoHaryono, 2023). Observation is observation related to the research object (Sarita & Imawati, 2277), qualitative methods are suitable for knowing and presenting data related to studio management. Observation is able to collaborate with the research object (Sarita & Imawati, 2022).

Observations were carried out in July 2022 to find out how the Penghulu Batin Culture Studio works to process large national events and is able to collaborate with the ministry. Interviews aim to gain information about a topic. They can be done by asking questions and answering them to the resource person (Nuralan et al., 2022). Interviews were conducted on September 1, 2022, with artists at Sanggar Budaya Batin Penghulu, West Tabir traditional leaders, and West Tabir Subdistrict Head. Documentation aims to collect data in the form of documents, files, archives, photos, audio, and videos related to the research object (Hamidy et al., 2022). See also (Ediyar et al., 2023). Documentation is done in September of 2022 to acquire data in the form of visuals and photos, and videos about the Ompek Ganji Limo Gonok oral tradition festival.

Presentation method: This research data is presented using a qualitative descriptive approach. This approach is a comprehensive description of activity procedures (Mulyono & Sugiyanto, 2023). According to Sargeant (Waruwu, 2023). Qualitative descriptive methods aim to interpret data, making it easier to understand, identify, and describe results. The object of this research is the Batin Penghulu Cultural Arts Studio, and the subject of this research is the management of the Ompek Ganji Limo Gonok oral tradition festival. Planning, organizing, acting, and controlling are four management functions used to present data (Najah et al., 2022). See also (Marliani & Suklani, 2023; Haikal & Surbakti, 2023; Nursabit et al., 2023; Nurmaulida et al., 2022).

RESULT AND DISCUSSION

The Batin Penghulu Cultural Arts Studio was founded by the efforts of art workers who were inspired by art and culture. Batin Penghulu Cultural Arts Studio is an arts community that operates in the fields of theater, literature, dance and music. During its growth, this studio has carried out

many explorations, progressive and innovative studio activities. The role of this studio in combining the talents, creativity and interests of the community, especially the younger generation, has created many positive values.

Penghulu Batin Cultural Arts Studio uses management that combines modern and traditional management. This studio has an organizational structure and involves regional customs in its activities. However, in working to create activities, this studio uses a system of mutual cooperation and mutual assistance. Each member not only completes the work entrusted to him but also helps other members' work to maximize results and speed up work.

1. Planning

Planning is the beginning of all activities so that activities can operate smoothly, which is in accordance with the opinion of Syafrizal (2022, 246). Problems can arise if the event is carried out without thorough preparation, without the right concept, unstructured, and without considering several possible possibilities. Unplanned things can happen. The stages of designing this festival consist of finding the implementation objectives, theme, event content, and various necessary preparations.

Create a concept and plan for activities on July 25 2022 at the Secretariat of the Sanggar Seni Batin Penghulu. The parties involved are the internal committee of Sanggar Seni Batin Penghulu. The description of activities at the planning stage is to find out and collect as much information as possible about the OGLG oral tradition festival activities. The information obtained is in the form of target audience (age, gender, group), purpose, location of the event, and time of activity. After that, look for references to develop creative ideas from studio members according to the event.



Figure 1 Creating Concepts and Planning
(Source: Muyusari, 2023)

Administrative preparation, activity design, and making technical instructions for the competition from 28 July 2022 to 2 August 2022 at the Secretariat of the Sanggar Seni Batin Penghulu. The parties involved are the internal committee of the Sanggar Seni Batin Penghulu. Description of activities, namely making correspondence related to activities, making competition assessment forms, recapping jury assessments, making technical instructions about competition activities, designing technical instructions for competitions and so on.



Figure 2 Activity Preparation
(Source: Muyusari, 2023)



Figure 3 Activity Preparation
(Source: Muyusari, 2023)

2. Organizing

The process that explains how the strategies and tactics that have been determined in planning are incorporated into an appropriate and robust organizational structure, a conducive organizational environmental system, and ensures that all parties in the organization can work effectively and efficiently to achieve organizational goals. The following presents the management organizational structure of the Ompek Ganji Limo Gonok Oral Tradition Festival in Kibul Village, West Tabir District.



Figure 4 Festival Organizer
(Source: Muyusari, 2023)

Member coordination meetings and distribution of job descriptions for activity were held on 26 and 27 July 2022 at the Secretariat of the Sanggar Seni Batin Penghulu. The parties involved are the internal committee of the Sanggar Seni Batin Penghulu. The description of this activity is to equalize the perceptions of all studio members in organizing the Ompek Ganji Limo Gonok oral tradition festival as well as preparing for the implementation of the activity. Next, determine the parts of work that are the responsibility of each division.



Figure 5 Member Coordination Meeting and Distribution of Jobdesk
(Source: Muyusari, 2023)

3. Actuating

"Local Wisdom, Food, Clothing and Housing for the present and the future" is the theme of FBK government assistance in 2022. (Abdul Muttalib, 2022). Based on these guidelines, the Sanggar Seni Batin Penghulu tries to carry out activities in the form of utilizing public spaces with the Ompek Ganji Limo Gonok oral tradition festival. Time and place of implementation on 1/-18 September 2022 in West Tabir District.



Figure 6 Festival Activities
(Source: Muyusari, 2023)

The activities of the Ompek Ganji Limo Gonok oral tradition festival consist of four main activities, namely Ompek Goniie Limo Gonok oral tradition competition, Ompek Gonjie Limo Gonok oral tradition workshop, Ompek Goniie Limo Gonok culinary competition, and art show.

Ompek Ganji Limo Gonok Oral Tradition Competition with competition participants being high school students throughout Merangin Regency and studios. The conditions for implementing the competition are that participants send a video recording of the Ompek Ganji Limo Gonok performance according to the participant's creativity. Next, the yidega will be assessed and selected by a panel of judges. The competition judges come from traditional practitioners, arts practitioners and cultural practitioners. Participants who pass the selection can take part in the entire series of activities at the West Tabir District location. Participants who win first, second, third, best first and second best will receive awards in the form of trophies, certificates and coaching money.

The Ompek Ganji Limo Gonok oral tradition workshop was attended by participants representing high school students (Above) and district level studios in Merangin. Each school representative consists of five people, two men and three women each who have been selected in point 1. After that the participants study together with performers of the Ompek Ganji Limo Gonok oral tradition for 1 full day. Learn together about traditions Oral Ompek Ganji Limo Gonok not only learns theoretically but also directly learns practically how to implement it, and of course by complying with the Covid-19 health protocol.

Culinary competition with participants in the culinary competition, namely women from PKK se-West Tabir District. The competition material is a type of traditional food served during the Ompek Ganji Lumo Gonok. Each team consists of 2 people. Participants who get 1st, 2nd, 3rd place, 1st place and 2nd place will receive awards in the form of trophies, charter and coaching money.

Performances of the Ompek Ganji Limo Gonok oral tradition are performed by artists from West Tabir District, as well as several music and theater arts groups related to the Ompek Ganji Limo Gonok theme.

4. Controlling

Controlling is a task to check whether the actuating (operational) tasks in the workplace are in accordance with the plan to achieve (the goals) of the Sanggar Seni Batin Penghulu. Supervision is carried out by parties from the Merangin Regency Education and Culture Office. and the Ministry of Education, Culture, Research and Technology. Sanggar Seni Batin Penghulu reports activities and activities directly to the ministry. During the preparations and activities, they were also supervised

by the Department of Merangin Regency Education and Culture. Apart from that, supervision is carried out by the core structure of the Sanggar Seni Batin Penghulu along with coordinators from their respective divisions in carrying out their functions.

This studio has many achievements in the arts, including the "Batandang" performance held by the Sanggar Seni Batin Penghulu in Payakumbuh 2016. Harau festival performance in West Sumatera 2017. 2nd place in theater at the Biduk Amo Festival in 2017. 2nd place in the Traditional Theater Performance Competition in 2017 at RRI Jambi. Pantomime performance at the Geopark festival in 2018. Jury for the FLS2N Pantomime elementary school branch in 2018 and 2019.

Participation in theater performances at the Merangin Jambi Geopark festival in 2019. Jambi Province Youth Theater Festival in 2020 at Jambi Cultural Park Theatrical performances at the Merangin Expo in 2016-2020. Theater Performance at "Merangin Betandang" at the Jambi Cultural Park in 2021. Theater Performance at the Sumatra Theater Gathering at the Jambi Cultural Park in 2021. Theater Performance "Traditional Bepaga House, Yard Swept Undaug Tepian Bepago Baso" at the 2022 Theater Gathering in Jambi Cultural Park. 2nd place in FLS2N Pantomime at Bangko District level.

CONCLUSIONS

"Local Wisdom, Food, Clothing and Housing for the Present and Future" is the theme of FBK government assistance in 2022. Based on these guidelines, the Sanggar Seni Batin Penghulu carries out activities in the form of utilizing public spaces. The Ompek Ganji Limo Gonok Oral Tradition Festival activities include the Ompek Gonii Limo Gonok Oral Tradition Competition, Ompek Gonji Limo Gonok Oral Tradition Workshop. Ompek Gonii Limo Gonok Culinary Competition, and Art Performance. The management of this activity consists of planning, organizing, actuating, and controlling. Funds for this activity come from Kemenristekdikti funds and are fully processed by the Sanggar Seni Batin Penghulu. West Tabir District, Merangin Regency, Jambi Province, is where this festival takes place.

Management The art at the Ompek Ganji Limo Gonok festival has been implemented as well as possible. Obstacle and the obstacles in this festival are a challenge for the inner art and culture studio of Penghulu. However The management of this activity has been successfully implemented without fatal obstacles. This activity has gone according to the plan that was designed during the training. It is hoped that in the future the art management at this studio will be more advanced and professional.

Based on the results and explanation above. Sanggar Seni Batin Penghulu has carried out modern management in completing the OGLG festival. However, there are also suggestions, namely: (1) Sanggar Seni Batin Penghulu should improve its work and management system so that the sense of family and professionalism in work is maintained: (2) It is hoped that other art studios will be able to carry out management as carried out by the Sanggar Seni Batin Penghulu: (3) It is hoped that other art studios will be able to carry out management as carried out by the Sanggar Seni Batin Penghulu: (3) It is hoped that All art studios in Indonesia are able to take advantage of grants and opportunities from the government, as is done by the Sanggar Seni Batin Penghulu.

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