

THE IMPACT OF CREATIVE LEARNING, INNOVATION, AND CREATIVITY ON CREATIVE INDUSTRY: A CASE IN ART EDUCATION INSTITUTIONS

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ABSTRACT

Art lecturers in the art education institutions in Indonesia shall be increased in numbers if the impact of these institutions on the creative industry is desired. Two institutions already make a necessary step to prepare the students to be the art entrepreneurs. The Study Program of Dance and Music Arts Education in the Department of Art and Design, Faculty of Letters, State University of Malang has stepped on to this goal by providing the students with mask dance learning. The Department of Fine Arts in the Faculty of Language and Art, State University of Yogyakarta, has provided the students with mask-making skill learning. Both art institutions are attempting to adopt creative learning, innovation, and creativity on mask. Theoretical base of this research is the Art Learning Theory proposed by Ki Hadjar Dewantara. This theory is considered useful in obtaining academically acceptable art learning outcomes. This research is examining art teaching products using qualitative descriptive approach. Data collection method includes an interview, observation, and documentation. The collected data are analyzed with verbalistic descriptive technique. Result of research is explained as follows: (1) base idea of art teaching in art education institutions is derived from knowledge about traditional mask art; (2) creative learning, innovation, and creativity are components of art teaching; and (3) mask products are presented as artworks and souvenirs, and also as a part of tourism performance art. The research concludes that art teaching shall use the teaching model that involves mask-making skill for tourism art products because the skill may equip the students with the capacity to be the self-reliant young entrepreneurs.

KEYWORDS: *Mask, Art Teachings, Creative Industry, Entrepreneurs*