



CREATIVE PRENEURSHIP: CREATION, PRODUCTION, DISTRIBUTION AND PROTECTION IN FINE ART

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Abstract:

Experiences in studying creative preneurship aspects in various occasions brought author to a conclusion as a strategy in developing the creative preneurship, which includes the presence of the aspects of creation, production, distribution, protection and entrepreneurship itself. As a theory the strategy might be applied in various sciences or entrepreneurial areas. Strategic desire of a creative preneur was to always find new breakthroughs in terms of creating method and distribution method and also the protection and so on. Therefore, the theory would be presented in this occasion.

INTRODUCTION

Creativity not only means that one can create a good work, but also closely related to strategies and management in achieving expected goals. Many students and lecturers can create works that are awed by many, but only few of them have creative preneurship. Therefore, they face limitations in creating artistic works and even in research and social service activities. The development of the creative preneurship will be useful to overcome the limitations. "Creativity is indeed limitless" and it means that whatever facing us we can creatively disentangle and even improve the creativity into its higher level by seeing things in a new way (Panter 1995: xiii). Creative preneurship has become spirit in developing profitable activities.

Naturally, entrepreneur aspect has been mastered by well-known artists such as Pablo Ruiz Picasso born in 1881. He was so genius in creating artistic works and made himself famous. He always managed ideas differently and did that till changes in the understanding of a painting took place so that a painting was not only beautiful but also served as object of studies and experimentation. Picasso. Which. Although technically ambiguous, is decisively the beginning point of cubism (Canady1981: 456) Leonardo da Vinci managed his life very professionally so that he was recognized as a genius and became an artist of reference. What he conceptualized with his creativity style resulted in many designs in machinery and tools that he explained in details and practicable for example automobiles and tanks sketches that became reference in creating machinery (Wilkins, Schults, Linduff 1997: 286-287). High consistency and dedication to a profession was indicative of powerful entrepreneurial aspect. Up to the present, many Indonesian artists contributed to the change in artistic world. It is sure that they have strong entrepreneurial spirit such as Affandi, NyomanNuarta, Nasirun and others. They represent Indonesian artists with strong entrepreneurial spirit who are able to process themselves and their position in developing their creativity identity. They are highly consistent figures and always give others good impression of artists.



Creative entrepreneurship may be deliberately developed in each of creators into activities that have positive impact on both academic value and economic value. It is indeed common place that we ignore the matters appertaining to routines that can be developed into creative things and ultimately results in entrepreneurial activities. Crating artistic works, artistic studies, artistic service and so on represent fertile soil for both students and lecturers to pursue their careers. However, we are often confused in making necessary steps to master something is actually valuable capital in organizing profitable activities. It seems that in the present era the awareness of the entrepreneurial aspects has not been found in both educators and learners. Author has been severely criticized by senior lecturers because they worried that the author's entrepreneurial activities would compromise the right of his students to study. However, the case is on the contrary. There are many students who learn about the working activities in accordance with their respective science with which they are grappling. So, they can learn how to make ceramics, how to sell them and so on.

Activities in the creative entrepreneurship relate to creativity that for the author is limitless. It is because the creativity is entrepreneur aspect that is absolutely required. Entrepreneur relates to various spiritual things of a business. Spirit is a power just as the one when we put electronic equipment on and it will not operate without electricity. It is also the case when we use a material as a metaphor of human body. Though human has skills, physical organs, intelligence and flexibility, human can not master any business and get success without any good mentality. The mental measurement in the entrepreneurship highly depends on one's background that is made of genetic materials, environmental influence and surrounding geographic conditions (TimbulRaharjo, 2009: 67).

CREATIVE AND PRENEURSHIP

The two words are always said to give credits to someone who has intelligently completed a work, a problem and so on and the results are consistent, new and of good quality. Quality determines good or bad work though the work is in the form of idea, working plan and the manifestation and the distribution of the work. Therefore, creativity is the ability that reflects smoothness, flexibility and originality in thinking and the ability to elaborate (i.e., to develop, to enrich and to detail) an idea (Sternberg and O'Hara 1999: 251). The definition puts the emphasis on the aspect of changing process or innovation and variation.

The development and the change in the creativity are indeed determined by dynamic, changing and different zeitgeist. New regeneration process with new mindset and different creativity is considered to be old and also new simultaneously. It is also the case of creativity pattern depending on the change and environmental development both socially and culturally. In creating artistic works, the demand for creativity becomes main problem in the development of fine arts in the increasingly fierce competition of the present era. The awareness of self-development emerges from more interactions, communications, traveling and so on. All of them may be considered as gathering knowledge. Searching in virtual world is also one of the ways



to gather knowledge. It is possible to learn and to understand creativity in order to materialize something that has not existed before.

The creativity of an artist with extraordinary ability and defines it as the ability to materialize new existence for the purpose of new breakthrough. For example, the talented one may be credited for his or her crazy creativity. The craziness in thinking something different and never existed before is actually valuable. Of course, there is a difference between intelligence and craziness. Etymologically, they have differentiating power, but the craziness here does not mean mental illness, but an anomalous action that provides differences and the differences make artistic works extraordinary (Panter 1995, 1-14). The craziness represents creative idea that can create interaction arena for self and environment in order to be winners. It is clearly observed in good character, consistency and professionalism. It represents an effort to create something extraordinary from something ordinary, from something useless to something useful, from something impossible to something possible.

Subsequently, someone's creativity process becomes the differing factor from the others who agree the difference as something new. The effort to find something new is consistently made both in concept and implementation. The concept of an artistic work is an imagination resulting from certain inspiration for example the inspiration of dreams, experiences, culture, flora and fauna and so on. Theoretically, it is formulated in mind and constructed in a sequence of thinking pattern for various reasons till the method to materialize it.

Entrepreneurship spirit is built for the purpose of bridging the creation, production, distribution and protection. It includes establishing a company and it requires managerial ability of an entrepreneur. An entrepreneur can see something comprehensively in formulating strategies and in making developmental efforts. Creativity in creating artistic works has distinct uniqueness because artistic products change rapidly both their technology and the demand for artistic values that follow the ongoing design trends.

It happens almost in all lines. People say that it is "fashionable" so that the change keeps pace with the recent situation such as the change in the plot of paintings, the change in the use of leaves materials in the craft arts, minimalist forms and so on. It seems that the change is obligatory in nature and must always be thought that a business progresses. Also, it might be interpreted as economic activities related to the creation and the use of knowledge and information.

Creative activities related to mass arts or mass products that are also referred to as creative industry or cultural industry or creative economy resulting from the use of creativity, skills and individual talents to create prosperity and employment that produces and exploits creative power of the individuals. The creative economic aspect consists of advertising, architecture, arts, handicraft, design, fashion, film, music, performance art, publishing, research and development, software, game, television and radio and video creation.

It may be said that creative entrepreneurship is also individuals able to extraordinarily think the way no other does. It is unique, different and imaginative way. Developing out-of-box thinking is required. It is the way to think like no other



does. It is only through this way that we found new and original ideas and then their entrepreneurship aspect in order to formulate a sequence of activities into wider activities.

PRODUCTION

The mindset in creating artistic works must be differed from that in creating pure artistic products that only puts the emphasis on personal expression creation. Meanwhile, the later is the creation of artistic works by considering its market share as the design that is adapted to market demand. Actually, both try to give positive impact on their fans. The one seems to be little bit shy, while the other is well prepared with plans. Occasionally, an artist must do “bloody jobs” in creating artistic works considering other aspects as supporting factors. Consequently, the limitation in facilities finally results in the stagnant condition of production in expressing themselves in the artistic works. The production of such artistic works is carried out using creative method such as cooperating with agents and collectors under certain term and condition, which is that interesting artistic works have economic value as commercial goods and as investment (Susanto, M. 2004: 125-192). An artist can not “prostitute” himself or herself so that his or her value degrades. Good mindset with good system adjusts to the ongoing trends in fine arts market. Therefore, the ability to adapt to the demand of the market plays an important role in the production process. It is necessary in the production process to consider how to implement the concept of fine arts as effectively as possible with good quality. The right process results in good quality.

In the world of craft art and craft, the production process generally adopts productivity theory by rearranging the production process plot system from the beginning to the end, the arrangement of good studio so that artists have a working process based on the improvement of the quality of the results. Good planning in the production process is a concept that is developed and as an effort to realize the importance of the materialization process by considering the planned concept. Productivity is considered as the comparison between output and input. Using effectiveness and efficiency, simple input may produce extraordinary output. A measurement suggests that the quality of resources is determined and used to obtain optimal results. The measurement of success of an industry in producing products is the increasingly high comparison and the increasingly high quality of the products (Munford, 1952:59-84).

The mindset of the production process is essentially effective and efficient. It also includes the supply of the products that the products keep going very well. The activities of creation, production and distribution must be balanced that the production process does not become an obstacle. It is necessary to explore something in research and development (R&D) and it needs certain strategy of managing creation and creativity for example by developing an inspiration source into some designs or by selecting some of the existing designs into some theme in exploring forms, colors and characters. Thus, there are sufficient stocks of ideas in the forms of sketches that can be produced in certain period of time in accordance with the targeted distribution idea (Koyama, 2005).



As described above in artistic mass industry (craft) is indicated by the arrangement of good plot of productivity by making plots, materials, tools, and human skills more effective. The plot is arranged by setting aside or moving something that the production plot goes smoothly. The production plot can drive the objects going through the process that they can be completed in a good manner. Thus, the plot goes following a pattern like material place, forming, finishing and packing so that the work flow goes more effectively. One thing to consider is the character of the products that determines the production arrangement. It requires distinct creativity to be sensitive to the position of material stock in the production process. The development of method of production process is also part of the effort to obtain good quality. The exploration of various techniques in development, finishing, and simple marketing method is carried out to obtain high quality.

Governments and international organizations launch some programs to standardize quality as one of the requirements of quality assurance such as ISO 9001, SNI and so on. They represent international standard in quality management system. An organization/institution has been accredited (i.e., the recognition of other independent parties) in the form of the ISO. In other words, it has fulfilled international requirements in the management of products/service quality assurance, big or small and whatever their products and services, in any activities of a sector and whether it is business enterprise, public services or government department (Prawirokusumo 1987). The government of the Republic of Indonesia through its Ministry of Industry, Trading and Tourism and Creative Industry has various strategies in improving the role of small industries in various sectors for example by implementing Triple Helix, Ovop, Klaster, and so on. It represents an effort at macro scale to improve productivity that will ultimately result in common prosperity. In production units of craft arts, hand skill arts, design and fine arts it is necessary to consider the productivity system in maintaining quality. Indeed, the character of each of the arts is different, but in generally they follow quick and appropriate production principles.

DISTRIBUTION

Distribution aspect is entrepreneurship ability in organizing distribution activities of the production results of artistic works so that they are close to those who enjoy them. The ability also requires distinct creativity because artistic works are not like foods, machineries or other objects that can be mass produced in long period of time. Artistic works puts more emphasis on exclusivity, limited or limited edition so that in certain period of time it has trend value, but several months later they probably do not gain acceptance in market when their number increases. Therefore, the effort to distribute must be made very six months, especially in applied arts with changing product creativity following trends, if excited will someday meet its objectives (Zig Ziglar 1995) It is also the case of other arts. Though they do not put the emphasis on economic aspects, the consistency in organizing exhibition is highly required. Therefore, the artistic works gain acceptance of their devotee.



There are many artists, craftsmen and artisans can create artistic works but can not sell them. Additionally, there is curator in the world of the artists. A curator can make an artist more famous and get financial profit. The distribution of fine art works has indeed very typical in their package. The curatorial of fine arts exhibition is designed by the curator. He or she determines the theme, which artworks to exhibit, what concept used in the exhibition, where is the exhibition, the exhibition display, who are invited, and so on (Susanto 2004). They will works carefully and establish cooperation with art galleries and art agents such as auction houses and so on. It is the exclusivity that is displayed in the fine arts that has high commercial value in the market. Therefore, the fine arts are considered as the kind of arts that try to create their own market. However, the artworks are created by adopting up-to-date theme and it becomes one of the artworks that keep pace with the chance of the era. It is because there are many artists who look for inspiration in the change of their surrounding environment.

Different from other design works, planning in mature design works goes parallel with market. Market consideration or users highly determines the success of the design. Therefore, the consideration of comfort and usefulness plays an important role and the industrial distribution is wide open and even designed by considering high economic value (Amartya Sen 2015). The organization of an exhibition is also open and the hand texts of the price are stuck on the artworks. It is proven to be effective and efficient in penetrating market and in distributing the artworks to the users and it enables easy and comfortable access in using the artworks. The price is also fairly good. Good price is not necessarily cheap, but fits the quality of the products.

Good creativity requires socialization and there are a lot of artists using marketing service. Another method to give the users easy access to the artworks is using technology that provides us with global interaction, which is internet. It makes 'transparent world' in communication and hence we can use it to display and exhibit our artworks publicly (Keegan 1995). It is necessary to use photographic approach to get public attention to the exhibited artworks. Another method is to delegate artist's job to others by authorizing a manager, promoter or collector to formulate better marketing strategies. The strategies are surely formulated in details and the artist focuses on the creation of the artworks. It represents team cooperation that contributes to added value of the displayed artworks. Not only good artworks, but also good selection of theme, display and so on or referred to as branding. Gathering all of the information in the branding of the artists and the company plays also an important role.

PROTECTION

Copyright is the exclusive right of the creator or the recipient the right to publish or reproduce creations or give permission for it to not be reduced restrictions under the legislation in force (DJHKI, 2014). The protection aspect is intended to make sure that creative business survives and is well-protected from the interference of its creativity by others and develops its own trademark. Such protection becomes necessary when



certain products become trend with economic impact. Thus, there are many who try to pursue such protection. The absence of the protection results in dissatisfaction and dispute of certain right that wastes psychological energy for uncreative parties. Therefore, government and international organization protect intellectual rights of creative people. Some creative industry such as Garuda WisnuKencana (GWK) by NyomanNuarta uses magnifying perspective with special method he invents and becomes one of the most protected artworks by patent right of NyomanNuarta. Products, methods, formulation and so on may be patented by intellectual right patent (HKI). In Indonesia the intellectual right is handled by the Ministry of Law and Human Rights (*Kemenkumham*).

The importance of the right of the mini pate the rights of every artist to be able to have the rise of the economic value of the work created. These works is an implementation of the creativity of an artist who should be appreciated that the creativity does not stop. This awareness gives confidence to the artist to work continuously as new products are created to be used as their livelihood. It is not everyone who is engaged in the business of creative conscious of this issue. Therefore, the protection of intellectual property rights should be disseminated to all relevant elements of society. Government is the institution most responsible for bridging the creativity issue.

Actually, the intellectual right is an important part in the development of national and global economy. Various information about policy, regulation and recent development of the practice and the protection of the intellectual right have been the materials necessary for people. Among artists the understanding of the intellectual right does not grow as rapid as in industrial countries. They have not considered the intellectual right as a part of creativity results. It is probably because of the tradition of Indonesian who accepts whatever they get though their works are plagiarized and they do not defend their intellectual right legally. Actually, there is some difficulties in obtaining the legal protection of the intellectual right of artistic products because the extent to which the artistic works are plagiarized has not been accommodated in the existing legislation. It is more complicated because the development of artistic works is very fast, while the arrangement of the intellectual right takes long time and even more than a year. It is highly possible that users of the product are no longer interested in them or new creative products have been created. The speed of the creativity is not comparable to that of the arrangement of the intellectual right.

The rights protected include patent right, brand name, industrial design, copy right and geographic indication. Patent is an exclusive right given by state to inventors for their invention in the area of technology. The inventors operate their invention themselves or they give the invention to other party for the operation. Brand name is a sign in the form of picture, name, word, letter, number, color combination or the combination of the elements that have differentiating power and used in commercial activities of products and services. Industrial design is a creation of form, configuration or line and color composition or the combination of them in three dimensional forms that gives esthetic impression and may be manifested in three dimensional or two dimensional patterns that are used to produce products, goods, industrial commodities and handicrafts. Copy right is exclusive right for creator or the



right holders to publish or to reproduce their creation or to give permission under the limitation in the existing laws. Geographic indication is an indication showing the origin of an object because geographic environment includes natural factor, human factor or the combination of the two that characterize certain quality of the resulting products (Fournier, 2012).

CLOSING

Creative entrepreneurship represents an understanding based on self characteristics or resulting from learning. Actually, creative entrepreneurship is also someone's ideal. Do you want to be creative entrepreneur? It is because the understanding of general people is that entering entrepreneurial world is less worthy than those who have been civil servants. Therefore, there is only small number of business actors in Indonesia as compared to its entire population though there are huge possibilities in developing entrepreneurship in the area of arts and creative entrepreneur are highly required. However, the learning of the entrepreneur in each of areas of study in national education began in 2000. This understanding becomes too late when compared to other developed countries. The Indonesian people have a strong talent, but in terms of low entrepreneur creative consciousness entrepreneur to be important in the effort to improve the properties.

Indonesian creators have skills in creating extraordinary artworks and even as compared to those in Southeast Asia. The intelligence of Indonesian artists dominates in the region. It is also the case of other areas such as music, dance, gamelan ensemble, theater, and so on. However, they do not have wide perspective in the future in developing, marketing and delivering products professionally and even the government of the Republic of Indonesia occasionally stammers in dealing with the world of arts. It is observed in the involvement of embassy in accepting delegation for exhibition and in organizing art performance that is not well-prepared that the performance is not maximal. Frequently, it is the entrepreneurs themselves who handles and formulates the event in an interesting package that have positive impact on the future trust and opportunities.

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