

GROWTH APPROACH IN ALLIANCE THE ANIMATION COMMUNITY OF MALANG CITY

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ABSTRACT

This study is part of the dissertation research, aimed at uncovering the interaction dynamics of the telematics creative community in Malang city, because it can open-up a new understanding of the uniqueness of growth pattern. The urgency is intended to be able to describe in detail and naturally, especially regarding the interactive patterns of the animation community, that have cultural relations with industrialist as the actors. Everything goes from the awareness of industrialist, that the national and local animation business will experience ups and downs, that are difficult to control, if not supported by the mover of animation community. This evolutionary development can be followed since April 1, 2016, which coincides with the declared Creative City International Conference (ICCC) in the city of Malang. This condition can be described as a directed social movement, and is controlled by social norms, that are more dominant than only business interests. For this reason, the exploratory study with grounded-preparation approach, which is strengthened by synthesis-literacy, seeks to prioritize an inductive pattern based on empirical-deduction, so as to establish the animation community of Mocca Animation Studio, as truly worthy of being the target of the research. The study has been prepared and carried out for more than 2 year, shows the actors of industry are always trying to open facilitation for community, to increase capacity building, and support continuously to develop production innovation. The animation industry obtains multiple benefits: (1) strengthening of individual characters, that are reflected in every action related to the work of innovation; (2) there are efforts based on togetherness, to maintain the existence of the animation community; (3) the increasing number of animation movers, who grew up in the form of small alliances in the unity of the system.

Keywords: growth in alliances, animation community, interaction dynamics

1. INTRODUCTION

The creative economic movement that has entered the decade, has received a tremendous positive response from the community, marked by the stretching of micro and small industries in the informal sector. This condition is a social transformation in the form of a new lifestyle, which is able to change from a consumptive society to productive by relying on all the potential that is owned. Actually the creative industry has moved since 2010, spearheaded by volunteers who are members of the Information and Communication Technology

Entrepreneurship Incubator (IK-TIK) Malang, in the guidance of the Ministry of Industry's Directorate of Small and Medium Industries. During the pioneering period, he also received support from the East Java Provincial Government, and his movement increasingly gained the support of community participation, when it was declared the establishment of East Java Information Technology Creative (JITC) Malang in 2013. Similarly, the people of Malang city with the slogan *Tri Bina Cita*, increasingly feel the presence of public space to express their creativity, and have the opportunity to appear in local and national industry exhibitions. Great appreciation took place on April 1, 2016, to coincide with the 102nd anniversary of Malang City, with the convening of the Creative City International Conference (ICCC), as the declaration of the city of Malang towards a creative city. At this big event, Mocca Animasi Studio, as one of the drivers of the telematics industry, is actively participating.

The intensity of the news in online media *indonesiakreatif.com* and *MalangTimes.com* throughout 2017, that the city of Malang is considered a city that has economic stability and is not included as a city that bears the financial crisis in the Asian region, thus becoming one of the 10 creative cities that deserve national awards. UNESCO as an international institution in 2014 also nominated Malang City as a World Culinary Creative City (gastronomy), and together with WHO (World Health Organization) issued certificates for Malang Meatballs as a culinary international. It is important to explore more deeply the socio-cultural changes in the city of Malang, because not all of them have been disclosed openly, especially regarding the existence of the creative animation telematics community that has a strategic position, and so far supports the city of Malang towards a creative city. With its ability to develop human resource potential, through vocational schools and universities in the field of telematics. It has also been considered to be the main support for the availability of competitive experts, and alumni are urgently needed by local industries who want the support of the potential of technology. This further contributes to strengthening the 13 leading creative economic sub-sectors, by positioning the animation telematics industry as a buffer of its achievement, including one related to the development of the animation community, along with the problems that always follow it (Adi, 2017).

These conditions have been described in the results of Utami's study (2014), that the development of local potential-based industries is basically driven by socio-cultural aspects. By minimizing cultural gaps in the interaction between industry actors, it will accelerate the creation of a conducive climate for individuals to express creative ideas, a systematic mindset, controlled social attitudes, and directed collective behavior. This is the embryo of an ideal industrial network, with a marked growing fertility of new clusters that become buffer, even accelerating the process of increasing productivity, and increasingly industrial competitiveness through empowerment. The rapid growth of the animation industry in the city of Malang, has not yet been revealed in a general-opened manner. But the reality is very coloring the development of creative economy which has the most activities in the culinary, fashion and handicraft industries. For this reason, his innovation works can be seen in various information media, making it easier for people to get

to know more openly. The three dominant industrial clusters, have a base of local potential in the form of individual clusters that have a similar socio-economic orientation, the growth process also follows a positive-dynamic-independent interindividual network. More highers of the interaction that occurs in the cluster, will have an impact on the strengthening of relations outside the cluster, even reaching the multi-cluster form as a new social system (Siswanto, 2012: 72-74).

The social network in the community-based animation industry is easy to find in the middle to lower class, especially in social environments that rely on economic life on social networks. This picture is also expressed through a study conducted by Fachruddin (2011), that any social network is intentionally formed to produce transaction patterns, according to the level of understanding of the actors. The interaction pattern is more directed to the position of the actor perceives himself, and then understands correctly (self-interpretation) through the social process. When examined based on the paradigm of social definition, the social relationships that are involved involving individuals and groups are interpreted as acts of symbolic interaction. When applied to industries that are supported by animation communities in the city of Malang, most of which are active in the informal sector, then the interaction pattern can be interpreted as an effort to make relationships based on the desire to solve problems, and always bring individuals to groups and wider institutions. Communication behaviors that grow in the interaction process give rise to an attitude based on certain desires, and actions aimed at certain expectations. Symbolic interaction process positions the formation of meanings through communication, because communication is the most basic requirement for sustainability in the social interaction.

The importance of sustainable relationships can be realized through effective communication between actors, provided that adequate space is available as a joint effort to provide facilities. Significant guarantee of ease for related actors ranging from upstream to downstream, especially to grow and develop their industry is termed a growth approach in alliances. This situation requires the actors to do cooperation openly with other communities, even collaboration projects with similar communities, so that each activity is directed towards achieving expectations together. The results of a study conducted by Kusnandar et.al (2012), revealed that at the level of small-scale industry many find obstacles to improve their performance ranging from capital, human resources, to market control. For this reason it is needed, among others: (1) social space in building the relationship of actors; (2) the growth of new actors who are ready to play a role in supporting the industry; and (3) the model that is considered the most appropriate is to implement an alliance strategy in industrial clusters.

Regarding relationality in a small industrial environment, it was also found through the results of the study by Sandriana et.al (2015), that the development strategy at the base of the industrial cluster will be easy to implement, if there is synergy between the related elements and deliberately fully involved. The importance of building is based on a growth oriented strategy that focuses on the local social environment, because individual actors will have an important role if

they are in the human resource alliance. Also strengthened through the results of Anggiani's study (2015), that the industrial growth strategy based on the principle of alliance will easily develop, even able to solve every problem that always follows, because every industry will face human resources, investment and marketing problems. If the description is met with the growth of human resource potential in the Mocca Animation Studio community, then there are many actors who are mostly from student groups with multi-disciplinary fields. This growth is also supported by the Malang city brand as an education city that has contributed greatly to the development of the animation telematics industry, even the picture of its alumni activity has played an active role in the form of alliances with business-oriented industrial organizations.

This is where the network of animation activist communities plays an important role armed with social and business orientation, so that at the peak it gives birth to a strong social bond, and is maintained based on their respective activities. The dynamics of interaction between community and industry networks will only occur on an ongoing basis, if each institution is able to provide benefits to others, so that development can be followed in various situations that lead to progressivity, as well as the sustainability of activities that affect the welfare of the community itself. On this basis, the animation community that joins the Mocca Animation industry can explore its social phenomena more deeply, namely by revealing the growth approach in the alliance of animation communities, based on individual characters related to innovation work, efforts to maintain the existence of the animation community, and the dynamics of the growth of alliances like in unity system.

2. RESEARCH METHODS

The field study of the animation community that has been carried out is intended to explore deeply and understand the various intricacies of community life, both individually and collectively, with their respective activities in the unity of the social system. The post-positivism approach used, providing the direction of research activities wherever possible is part of the existing social situation (Pujileksono, 2015: 26-28). Community acceptance of the presence of researchers is important to determine all, because researchers must determine actors as the main actors, with all their social functions in the community. Applying grounded research is very appropriate, with the initial process that is mandatory for researchers to try to explore community life. Ease is obtained when researchers participate properly as members of the community, also carry out collective activities in various events, for the sake of community acceptance of the presence of researchers sincerely.

The target of the first step is prioritized in understanding everyday life that is practiced intelligently by the community, and used by actors to explain (describe, criticize and idealize) more specific situations. Given the position of researchers and actors inherent in daily life, the researcher obtained facilities during the field activities, starting the preparation of information gathering until the analysis process using a qualitative approach. This approach places

individuals in the target community as active-creative people, with full awareness of their intellectual ability to realize their expectations. The field process that has been carried out is in the form of grounded research, by always trying to deepen the meanings to find concepts that are still hidden, so as to form a systematic series that describes phenomena.

This method can guarantee the disclosure of the actor's beliefs with his competence to interact practically, and enable the nature of the reality of everyday life to be absorbed, understood and regularly reproduced. The determination of informants depends on their interpretive capacity to interact, so that they can assemble or reveal social order. In order to meet the information needs, then set the informants from several communities that have a historical relationship with the Mocca Studio animation industry. Considering the existence of a community whose shape resembles an individual cluster, and has activities freely within its reach to outside its group, it can find 9 (nine) key informants who have strong relationships with the animation industry management. The informant can also be referred to as the prime movers of animation community, because all this time it has provided facilitation for animation actors, which number more than 80 people, and is unique, most of them are classified as teenagers who are still students.

To be able to obtain confidence in all information that can be processed, the data analysis procedure as a process that attempts to detail carefully, in an effort to find specific themes that can be received based on data acquisition. Analysis needs to be done repeatedly, in order to explore the true meaning of each phenomenon, so that a comprehensive understanding can be obtained (Strauss and Corbin, 2017: 23). Based on the criteria of the principles developed, the use of grounded research methods makes it easier for researchers to guide field activities until the completion of the report which includes: (1) consistently oriented to data related to phenomena, and not the other way around as part of the theory development work; (2) if it finds a strong theoretical linkage with data analysis, then solely using an inductive approach rather than deductive; and (3) researchers maintain that they remain highly sensitive in understanding every phenomenon that develops, especially those related to the research focus.

The data mining process is carried out in several stages, carefully starting from making preliminary observations, using hidden field notes, in order to determine other credible actors, and this process is supported by documentation of various activities. Next, do the initial interview, to get an overview of all activities naturally. While the in-depth interview stage was conducted to uncover the core issues related to research. In the end, an affirmative interview was conducted to get the nodes that could bridge the temporary conclusions of field results. Based on the description of these steps, it can establish a research focus which includes: (1) individual characteristics in the form of personal identity, as well as everyday habits as people who actively engage in social interaction in the community; (2) the dynamics of interaction between individuals and groups, both inside and outside the community, can be revealed in the form of associative

relationships, levels of harmony, and tendencies to compete; and (3) the emergence of dominant factors that hinder and support the dynamics of community interaction.

3. RESULTS OF THE RESEARCH AND THE DISCUSSION

3.1. The Characters Influence on Product

By observing the lives of the Mocca Optik Studio community, and after successfully conducting in-depth interviews with 9 informants who were directly involved with the industry, the researchers categorized based on the character of the actors who intensively engaged in activities inside and outside their community. There are 4 categories of actor characters that have an impact on their products, also have a significant tendency with the community interaction style as follows:

1. Rhetoric senses, provide a description of the community with high sensitivity to change, as well as behavioral trends that follow. This character is always trying to create trending topics through their products, dealing extensively with a high social spirit. The uniqueness that is owned is the impact of association, so that the ideas created are inseparable from the phenomenon of social attachment. The character group has the advantage of being a reference for other groups who are receiving job orders in the field of two-dimensional (2D) animation design, and creative products in the form of social advertising.
2. Visual tendencies, have relatively high social innovations, with the tendency of very strong visual characters. On average who feel at home with this character, have competence in visual graphics. Reasoning in compiling story boards and schene builders is very detailed and thorough. Every story idea can be structured according to the reality of Construction of life. The superiority of this group lies in the character characters it creates, it can even transform the original story ideas into new and current story products.
3. Technological dominant, has a tendency to offer renewable technology adaptation, because the use of software and hardware in production requires efficiency. Such individual characters are very rare in community life, because they have a relatively high educational background and have extensive experience in the field of animation. His fanaticism in high technology is not in doubt, so the level of production uses a standard measuring product based on three-dimensional (3D) animation. The advantage of this group lies in its ability to control the market, especially in national and international industry networks that use online business as its media.
4. Executive workers, a relatively large number in the community, have a tendency to build commitment as work targets. Sometimes a little ignores the quality of the product. The work calculation is standard at the time, so that prioritizes proof through artistic work rather than business feasibility. The advantage of this group is precisely the finishing order on commitment, so that the energy tends to be stable.

3.2. Strengthening Animation Community

With the issuance of the policies of the Malang city government, especially the position of the animation industry as an accelerating support for the development of 13 creative industry sub-sectors, there is a community movement to revitalize local and national potential, and even try to be a prima donna at the international level. Moreover, participation is grown optimally, with the support of regulation making the creative industry a competitive edge. This can be more realized, because animation is very dependent on the utilization of creativity, and is inherent in the potential of actors. The more able to improve your sense of well-being, the more motivated you to innovate independently, even more directed to produce character animation products that are very unique and high value. This understanding is in line with the study conducted by Harto (2010), that almost all animation industries capitalize on themselves to produce innovative designs with Indonesian brands, or work involves outourching when obtaining foreign country orders, and this is where the opportunity for the community to start-up is the chance to showcase creative. Uptake of the community can reach 70-80% of the workforce needed, and foreign country orders have a double benefit that is sustainable, because it can bring in foreign exchange and maintain local culture.

Actually the animation telematics creative community can play a role in the balance of relations and communication, especially in the community itself and in the business industry. Individually, it can have relations in all aspects, both for the sake of the existence of the community, as well as for business development that is constructed with business actors, it can also develop internal connections and expand them to the external sphere. Innovative communities can freely improve norms, or rules of play in community networks. Can shape the behavior patterns that become his character, and is intended to realize his expectations. The community will be easy to develop, if it becomes an institution that is able to accommodate the aspirations of its own community and other parties, whether in a formal or informal form such as the telematics creative profession. To maintain the community, it forms a social bond, with individual goals as a new recruitment process, or by building a new generation.

The social ties formed functioned as incubator institutions, namely media for actors for the maturation process, becoming start-up level animation industry players, making it easy for the animation industry to conduct needs analysis, and determine patterns of intervention to solve problems. Capacity building of human resources as a strategy, especially to develop the basic capabilities of the community through forms of assistance. Increasing the capacity of industry players is intended to be able to build themselves, explore their own potential to seize opportunities to gain economic improvement, and put themselves in a better socio-economic environment. The incubator mechanism can understand the ability or capacity of the actor, so that the learning process that is continuous and intensive will create a pleasant atmosphere. Intensity is obtained from mutualist

relationships between industry and the community, with close understanding of achieving common goals of success.

Good institutions will have an impact on changes in relationship governance, so that they can be mutually beneficial, using a dialogical-interactive approach based on equality and justice. This condition was also found from the results of a study by Supanto et.al (2016) which describes, namely regarding the simulation of the development of the telematics industrial area in Malang Raya in 2014-2015. The provision of infrastructure for the community, aimed at fulfilling accessibility creates closeness between the idealism of the community and the industry through improving the quality of human resources. Institutional capacity building for Mocca Animation Studio is carried out in stages, starting from the pioneering stage of growth, and further developing the system with stages of technological innovation. The clusters in the community are always directed at strengthening the integrated system, and will continue to develop in the form of an activity network as an integrated model.

3.3. Alliances Growth In Community

The creative animation community in the city of Malang has a specific character, from the beginning it has opened itself to the wider community, so its existence is easily detected. Actor identity is more likely to be individual, even if it is dominated by groups, only limited who have a certain background of expertise. Uniquely, animation activists actually lie in reverse comparisons, namely between the number of actors and business entities. There has been an acceleration in the number of communities, but the growth of new business entities is still relatively minimal. The community basically forms a social institution, it can be started from an individual in social system initiative, believed strongly as a solution to solve every problem of human interest. This condition is as described by the results of Adi and Siswanto's study (2018), that in the process of traveling to social institutions, it can be started from a transactional process that leads to the formation of social norms, until eventually developing into a community trust building, both manifestly and latently .

The trend of patterned growth alliances in the life of the animation community is in fact very familiar with technological developments, including those outside their communities. This was proven through the recognition of several animation movers, when adopting the latest development of technical devices. Besides the openness of information on technological developments, it is also intense discussing it with business-oriented industry actors, even every appearance of new technical equipment has been selectively absorbed. After exploring independent information, specific to the community's understanding of management implementation, a description of the level of competence is obtained in terms of the relationship balance, as well as interdependence between the community and industry. Knowing the existence of management is non-temporal, by positioning the relationship as a network of community work with industry. As a major factor determining the success of increasing productivity, there are

formulations of principles which include: (1) strong industrial relations based on collegiality systems of equality of interests and mutual benefits; (2) communities that control the micro scale in the informal sector, should receive attention from the industry; (3) industry should make a standard comparison wisely between increasing the number of workers by organizing cooperation with the community.

Industrial relations with growth approaches in alliances in the community become a determining factor in the existence of the animation industry, so that the dynamics of the interaction will continue to be improved. In the perspective of the rationalization of the action, it has become a common practice that can be accepted in all situations, if mutual awareness has an honorable place in developing the industry. Rationalization directs firmly, that the quality of production can guarantee sustainability, while the quantity of production can guarantee the users' trust. This is where the growth alliances model gives the starting achievement point, namely the distribution of roles in the animation community, because the reality is more stable and continues to develop. Regarding the conditions of the division of roles within the Mocca Animation Studio community, it can be described as a complementary function rather than competing with each other, far from actions that lead to rivalry. This is in line with the results of Mustafa and Muzadieq's (2017) study, that collaboration with similar industries will easily reach the acceleration of achieving goals, because dependence is still very strong during activities. The rationalization based on alliances growth approach is considered more efficient and can maintain the overall sustainability of the animation industry.

Based on the description, the growth alliances in animation community with industry, will be easier to get the support of community participation, especially to improve the performance of the industry. It can be recommended that the study results regarding these growth approaches alliances in the city of Malang include: (1) maintenance of incubator institutions that guarantee information disclosure, especially for all communities that actively participate in public spaces; (2) developing simultaneous innovation initiatives based on high awareness, to improve the dynamics of interaction for the animation community that joins the industry; (3) increasing achievement motivation in order to accelerate community independence, by shifting its position from fostered to industrial partnership; (4) striving to maintain high and stronger interaction between the community and the animation industry, based on collegiality that enables the growth of new communities; (5) maintaining conventional information networks and increasing the use of communication media, so that information needs can be fulfilled regarding the development of animation products, and easy access to technological innovations to improve the quality of its superior products.

4. CONCLUSION

The strengthening of the development of the creative telematics industry community in the city of Malang, especially in the community animation

movers, is supposed to get the attention of various parties. The results of this study have confirmed that industrial sustainability will be guaranteed if it provides a strategic position for the animation community. Some excellent creative industries based on the local potential of the city of Malang, can develop well with the support of the animation community. There has never been a crisis that has plagued the lives of the animation community, because its growth has the full support of the multimedia vocational education environment, both at the vocational and higher education levels. The participation of the animation community to be the main buffer of the industry, is increasingly urgent for every study of socio-cultural issues. In order to increase participation in urban development, it is necessary to improve social standards whose formulation includes: (1) the existence of public space that can bring together the needs of the government, business actors, intellectual groups, and the animation community within, especially in perfecting development programs; (2) the development of public spaces that are mediators of the distribution of roles with the animation community, which is part of the dynamicator or social agency, to accelerate the process of implementing development programs based on local wisdom; (3) the strengthening of the public space that makes the community of the institution of changes, by consciously building cooperative and collaborative on animation industries, in the framework of realizing shared prosperity.

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