
THE CONCEPT OF YONG ARTIST PAINTING: THE CHANGE OF AGRARIAN CULTURE TO TOURISM INDUSTRY CULTURE IN BALI, INDONESIA

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Abstract

Life culture or culture that lives as the identity of Bali, Indonesia, in addition to agrarian culture is a strong foundation for the development of arts, rituals, and ceremonies, as well as the growth of flowers into the culture of the tourism industry. The focus of the problem on the concept of creating Young Artis painting is the forerunner of the development of agrarian culture to the tourism industry. Significant changes in Balinese culture, affecting people's way of life, including in terms of painting. This article aims to examine the shift from agrarian culture to tourism industry culture, as well as its impact on previously developed painting, through the perspective of "Yong Artist". The concept of "Yong Artist" refers to the generation of young artists in the village of Penestanan, Ubud, Bali, who explore contemporary themes while maintaining their cultural identity. Benefits: to be a model for the development of agrarian culture to other cultures, as well as a reference for the following research. This research: using a qualitative discriminatory approach with literature review, observation, and interview methods to dig deeper into the relationship between painting and cultural change. The results of the study show that the concept of creating young Balinese artist paintings indicates that there is a transformation of agrarian culture to contemporary art needed by the tourism industry in line with the socio-economic changes in the Penestanan Ubud, Bali community.

Keywords: *Painting, Yong Artist, Transformation, Bali, Agrarian Culture, Industrial Culture*

Introduction

Bali has a long history associated with a strong agrarian culture, with the majority of its population working in the agriculture, rice field management, and plantation sectors. Since Bali began to be opened as an international tourism destination in the 1970s, the tourism sector has dominated the Bali economy. This change has a great impact on various aspects of people's lives, including art being one of the most affected cultural elements. Like painting,

which was initially heavily influenced by agrarian life and spirituality, it is now evolving with a modern twist that combines elements of globalization and tourism.

This phenomenon resulted in a group of young artists from the village of PenetananUbud Bali, known as "Yong Artists", who tried to combine old traditions with new innovations. Paintings are characterized by primary colors, contour lines, decorative, naïve forms that they designate as a tourism industry reflect cultural dualism. The concept of creating young artist painting or called naïve decorative is a form of shift from agrarian culture to the tourism industry in Bali. Some of the results of his previous research that corroborate this problem are as follows.

Intan QisthiArbiati, 2023, Socio-Cultural Changes in the Development of Tourism in Sanankerto Village, Turen District, Malang Regency, Brawijaya, celebrated The development of a tourism village is sought to empower the community, increase awareness and readiness in responding to the tourism potential in their area. The community will later be able to host tourists who visit. Describe and analyze the changes in the super-ideological structure of the people of Sanankerto Village, Describe and analyze the changes in the social structure of the people of Sanankerto Village by knowing the social stratification that occurs along with the development of Sanankerto Tourism Village, Changes in knowledge through trainings to the community, traders, craftsmen, breeders and other tourism actors in Sanankerto. Changes in infrastructure, technology, and economy of the people of Sanankerto Village by the community, namely the economy of the residents, continue to increase along with the development of the Tourism Village.<https://jepa.ub.ac.id/index.php/jepa/issue/view/31>

Luh Made Dwi Ary Sutantri, I Nyoman Suluh Wijaya, 2021 The influence of tourism development on changes in agricultural land use in Ubud sub-district, in the description is as follows.

The development of tourism in Ubud District has increased, one example is the increase in tourism facilities. But on the other hand, there has been a conversion of agricultural land in the form of rice fields covering an area of 146 hectares of hotel buildings, restaurants, inns, and the tourism industry sector. thus causing the area of rice fields in Ubud District to decrease. The development of tourism in Ubud District during 2004 – 2017, identifying changes in the area of agricultural land in Ubud District in 2004 – 2017, determining the influence of tourism development on the use of rice field agricultural land in Ubud District, and determining the influence of the tourism sector and other sectors on the agricultural sector based on multiple linear regression analysis, and regression analysis. attractions, tourism facilities, and tourism infrastructure will have an effect on the decrease in land area and increase in the area of rice field land conversion in Ubud District, the tourism sector has a positive influence. <https://purejournal.ub.ac.id/index.php/pure/issue/view/6>

Bakker, E. 2014. "The Influence of Tourism on Traditional Art Forms: The Case of Bali" Journal of Indonesian Culture and Tourism Studies, 8(2), 45-56. This article examines

the impact of the tourism sector on Balinese traditional arts, including painting, and how Balinese art adapts to the changes that are taking place.

The three results of the above research can provide a preliminary overview and theoretical basis for research on the concept of Yong Artist painting: the change of agrarian culture to the development of the tourism industry in Bali, Indonesia.

Theory of Change

The development of Young Artis painting or called naïve decorative painting has had an impact on society with the change in agrarian culture to tourism industry culture. The cultural change in the community at the beginning of pursuing the bid of agriculture (agrarian) supported by pertamnian agricultural land became a tourism industry due to tourism conditions in Bali Indonesia. Social changes in society can be caused by various factors, one of which is economic, political, and cultural changes. Emile Durkheim suggested that cultural change can occur in response to structural changes in the transition from agrarian culture to tourism industry culture.

Globalization and Tourism

John Urry in his theory of tourism globalization states that tourism is not just a recreational activity, but also a part of global culture that changes people's perspective on space and time. In the context of Bali, the globalization of tourism has brought about major changes in local values, affecting people's art and cultural consumption patterns.

Research Methods

This research is a qualitative descriptive approach by decomposing, presenting data and using literature study and observation methods. Data was obtained through: literature studies: by conducting studies on books, journals, and articles related to Balinese painting, social change, and the tourism industry. Field observation: directly observe the painting activities of Young Artists in the village of Penestanan Ubud, and Gallery Suteja Neka in Bali. Interviews: conducting interviews with several young Balinese artists (Yong Artists) to gain deeper insights into their creative process and their views on Balinese cultural change.

Discussion

The change from agrarian culture to tourism industry culture in Bali is the impact of the emergence of Young Artist painting which is dominated by traditional themes such as nature, rural life, melasti, ceremonies, villages, and spirituality. With the entry of the tourism industry, Balinese painting is beginning to adapt and be in demand by tourists, collectors, hotel managers, restaurants, and for collectibles. The demand for local and global markets is getting bigger and bigger in nature which encourages the emergence of young and old painters in addition to the "mushrooming" growth of mgalleries, artshops, art shops that accommodate young artists' paintings around Ubud village.

Yong Artist Painting

Adrianus Wilhelmus Smith or called Arie Smit of Dutch nationality by the people of PenestananUbud is considered a "great teacher", respected because from his hands emerged paintings in a naïve decorative style and then pepuler with the name of Young Artist Painting. The birth of naïve decorative painting in the midst of the establishment or decline of ubud, scraping, rock, and kamasan style paintings. Learning is carried out by taking children aged 12 to 17 years for a walk. A group of children from PenestananUbud village were invited to walk around the village, seeing rice fields, duck herders, cows, people plowing, rice harvesting, rivers, mountains, around their residences. Returning from around the village, they were immediately asked to paint what they saw as the forerunner of the emergence of Young Artis painting with bright colors, line contours, bird's eye perspectives, and no empty fields. By I Wayan Agus Eka, Soedarsono, 2010, the young artist painting that developed in Penestanan Village, Ubud as a cultural transformation of farmers' children into the tourism industry. Because the tourism industry with the emergence of galleries, artshops, art shops, hotels and restaurants that utilize the work of these farmers and has encouraged the dynamism of naïve decorative paintings into cultural renewal.

<https://etd.repository.ugm.ac.id/penelitian/detail/46903>

This naïve decorative painting pattern was initially only pursued by a number of young people and then followed by adults. The development of industry in Bali, especially in Ubud, encourages the faster growth of paintings of young farmers so that they become tourism products. The participation of adults in the art of young artist painting because it is

easier to get money visually also shows the richness of the diversity of themes, motifs, colors, contours, and adds to the popularity of this naïve painting style in the international world. Observers of art, culture, and collectors say that Young Artist painting has changed a culture from agrarian to a tourism industry culture. The process of accelerating cultural transformation through the hands of artists, collectors, gallery owners, and tourists.

<https://etd.repository.ugm.ac.id/penelitian/detail/46903>

Some examples of "Young Artist" paintings with the theme of barong ngelawang and the atmosphere of the village in Bali.

Barong Ngelawang” Village Crowd



https://www.google.com/search?q=gambar+seni+lukis+young+artis&oq=gambar+seni+lukis+young+artis&gs_

Agrarian Culture to the Tourism Industry

Young Balinese artists or "Yong Artists" responded to this change by creating works that combine traditional elements with contemporary ideas. Their work often depicts the relationship between nature, Balinese culture, and the rapidly growing world of tourism. Some artists have also criticized the negative impact of tourism on Balinese culture, through artworks full of symbolism and social messages.

The development of "Yong Artist" painting with the concept of locality brought changes and shifts in the culture of the local community from farmers to painters, traders, owners of galleries, artshops, and other tourism services. It appears that after the young

artists, there has been a cultural shift of the agrarian community towards the tourism industry. Bali's cultural change from agrarian to tourism industry has had a complex impact on painting. On the one hand, tourism opens up new opportunities for Balinese artists to exhibit their work to an international audience, but on the other hand, tourism also brings challenges in maintaining Bali's original cultural values. Bali's "Yong Artist" plays an important role in responding to these changes, by creating artworks that reflect the ambivalence towards the globalization of tourism.

Conclusion

The description that focuses on the emergence of decorative paintings or is known as the Young Artis style as one of the factors that greatly influence people's lives from agrarian culture to tourism industry culture. The change in community culture from agrarian to more advanced industrial society towards a more prosperous and prosperous society. The economic progress of the community where it can benefit and improve the social welfare of the community. Of course, cultural changes from agrarian to tourism industry culture have different impacts on people's lives.

On the other hand, the change from agrarian culture to tourism industry culture has had a great impact on the development of painting. Bali. There is a transformation that reflects the socio-cultural-economic changes of the Balinese people. The group of young people, who are followed by adults as "Yong Artists", play a key role in the transformation of traditional and modern cultures. Although tourism has a positive impact in terms of market opportunities, Balinese artists must still strive to maintain and preserve their cultural identity in the face of globalization.

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