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Empowering Virtual Calligraphy Expo as a Solution during a Pandemic

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ABSTRACT

This study aims to study how calligraphers respond to the pandemic. This issue is considered important, because all activities involving large numbers of people are postponed. Exhibitions have a broad role for artists and calligraphers. In order to be widely used, the treasures of exhibition innovations need to be made public. Publication of exhibition innovations is one of the efforts to reach a wider community. One of the outreach efforts that can be done during the current pandemic is a calligraphy virtual exhibition. Some things that need to be analyzed are the process of calligraphy virtual exhibition activities; content coverage; and the factors that influence visits to the Exhibition's official website. Through a case study approach, this study attempts to describe some of the things analyzed. The results of the research show that the calligraphy virtual exhibition process can be carried out systematically and sustainably and is even more acceptable in accordance with the will of the times; content coverage is quite diverse; and the factors that influence visits to the Archive's official website can be identified.

Keyword

Pandemic, Empowerment, and Calligraphy virtual exhibition

مستخلص البحث

تهدف هذه الدراسة إلى دراسة كيفية استجابة الخطاطين للوباء. وتعتبر هذه المسألة مهمة ، لأنه يتم تأجيل جميع الأنشطة التي تنطوي على أعداد كبيرة من الناس. للمعارض دور واسع للفنانين والخطاطين. من أجل استخدامها على نطاق واسع ، يجب الإعلان عن كنوز ابتكارات المعارض. يعد نشر ابتكارات المعارض أحد الجهود المبذولة للوصول إلى مجتمع أوسع. أحد جهود التوعية التي يمكن القيام بها أثناء الوباء الحالي هو المعرض الافتراضي لفن الخط. بعض الأشياء التي تحتاج إلى تحليل هي عملية أنشطة معرض الخط الافتراضي ؛ تغطية المحتوى والعوامل المؤثرة في زيارة الموقع الرسمي للمعرض. من خلال نهج دراسة الحالة ،

تحاول هذه الدراسة وصف بعض الأشياء التي تم تحليلها. تظهر نتائج البحث أن عملية العرض الافتراضي للخط يمكن أن تتم بشكل منهجي ومستدام بل وأكثر قبولاً وفقاً لإرادة العصر؛ تغطية المحتوى متنوعة للغاية؛ ويمكن تحديد العوامل التي تؤثر على زيارات الموقع الرسمي للأرشيف.

جائحة، التمكين، المعرض الافتراضي للخط

كلمات أساسية

Introduction (المقدمة)

The pandemic has had various impacts on most of society. One of them is calligraphy artists who are active in exhibitions, making exhibitions in their own way, one of which is through virtual space. Calligraphers, academics, communities, and calligraphy galleries organize virtual spaces that can be accessed through social media. The problem raised in this case is how the calligrapher responds to the pandemic. This problem is urgent, because all activities that involve large numbers of people are postponed. The schedule that had been prepared one year earlier was also forced to be postponed, with an uncertain schedule. There are hundreds of exhibitions or calligraphy shows that have been postponed. The purpose of this research is to obtain information about the impact of the world of calligraphy in responding to the pandemic, the method used is a qualitative method from data obtained through online media or social networks and also brochures containing virtual calligraphy exhibitions.

Methods (منهجية البحث)

This research method uses descriptive qualitative method and case study method. Data retrieval using literature studies through calligraphy activities held online. The sample selection indicator is exhibiting representative calligraphy works in presenting data such as painting calligraphy works, or other calligraphy works equipped with data such as work title, author's name, year, size, technique and media. The primary data collection method is through data from social media and other online media, while secondary data is obtained from literature studies derived from previous research. In qualitative research, the random sampling technique is a sampling technique where all populations either individually or collectively are given the same opportunity to be selected as sample members (Hennink, 2020). There is no limit to the number of samples taken at random, as long as the desired information can be obtained and generated. To conduct case study research, the importance of data analysis and interpretation is an important part of qualitative research.

Results & Discussion (نتائج البحث ومناقشاتها)

The purpose of this study is to obtain information on how the efforts of artists in dealing with this pandemic period. Exhibition activities held during the pandemic include: National Contemporary Islamic Calligraphy Art Virtual Exhibition (2021), ASEAN

Contemporary Islamic Calligraphy Art Virtual Exhibition (2021), The Power of Kaaba Islamic Art Virtual (2021), 1st International Quran Calligraphy Virtual Exhibition (2021), and so on. Calligraphers encourage creativity and imagination to respond to conditions during this pandemic. One thing that is interesting is that all the proceeds from this exhibition will be donated as a form of concern for situations that require the presence of a helping hand through mutual cooperation and mutual assistance. The specialty of this exhibition is also to respond to pandemic victims who lost their jobs during the pandemic. Proceeds from the sale of paintings offered online will also be donated to fellow calligraphers in need. Through this online exhibition, calligraphers can express their passion and imagination according to real problems in the spaces of people's lives.

The most felt impact from all galleries that declared closed during the pandemic, was the absence of activities and income and publications. The gallery must rethink everything, so that the creative economy wheel can still support the calligraphy workers who are under a gallery view. Even a gallery that was exhibiting at that time stated that it was following government regulations, in order to suppress the spread of the Corona virus. Or activities that have been scheduled to be postponed until an undetermined time. It was as if the gallery spaces were silent from the hustle and bustle of exhibitions, as well as discussions about calligraphy works, artist talk, and others. All activities related to the gallery are closed. The group of school children who had been scheduled to come to the gallery also stopped visiting the exhibition hall or calligraphy gallery. Even though there are many benefits for children when visiting the gallery, namely 1. Children are happy to travel to the gallery, this activity is also called outdoor learning. 2. Children learn to appreciate works, both in the form of 2D or 3D calligraphy or new media used by calligraphers. Even some galleries also provide interactive facilities for visiting students. A community is an association where there is a group of people who have similar interests and interests in the same field. Communities have an organizational structure and also have members. The community and calligraphers also feel that the exhibition schedule that has been agreed by both the gallery and the community has also not been followed up because of the rush of a circular letter from the government to postpone its activities until a time to be determined by the government. Artists who are members of the calligraphy community carry out many creative processes in responding to this pandemic period, including conducting online exhibitions coordinated by their communities or joining similar communities that are able to channel their creative energy.

Calligraphers are people who carry out activities in calligraphy, or people who have special skills or expertise and find their source of life from calligraphy activities. When the world is in torpor, silence from daily activities. Creative efforts are needed in expressing their aesthetic sense of appearance, whether on canvas or cloth, paper, digital, new media and many more ways of exploration for a calligrapher.

Social media is a medium for interaction which is the main area in this pandemic period, the activities carried out include online review sessions, virtual interview sessions with figures in the calligraphy industry, or simple workshop tutorial sessions as well as online showrooms. Government agencies in this regard have also tried to help calligraphers, but from the many responses observed through social networking groups, the assistance requires data multiple times to verify, so it is not clear whether the assistance exists or not, even the nominal amount. unknown to the calligrapher himself. It seems that

calligraphers also think ahead when looking at situations like this, they must think about their creative economy that can overcome this. With the virtual space, large calligraphy works that require transportation from the calligraphy house to the gallery or from one country to another, may no longer be needed, because everyone has to stay at home, they prefer to make small works that can also be digitized? or even directly made digitally (Dumitrescu, 2014).

Technology utilization. Nowadays technology is needed when the impact of closing several calligraphy events around the world is felt, and the emergence of various initiatives such as virtual calligraphy exhibitions. The ability to transfer data and reality media to mobile application platforms, websites, Augmented Reality (AR), also needs to be mastered by calligraphy artists to facilitate the flow of data, information and education distribution. In the future, when this pandemic period is over, existing platforms can become a media support system for non-digital calligraphy infrastructure (Pogrebin, 2020). They always use virtual media as an inspirational tool that has its own audience and followers (Martini, 2016). Calligraphy virtual exhibitions related to technology include the ability to create something in a relatively faster and better time.

CONCLUSIONS (الخاتمة)

The internet network to facilitate communicative social media is something that is considered important by many people, because it can facilitate many needs when people have to live and work from home. This includes artists as well as calligraphers. This pandemic has made many artists, to really realize and attach importance to the function of the virtual platform tour or viewing experience online. Calligraphy works are presented online, a place for expression that is mostly used by artists is to join the community, so that they really focus on creating. After the pandemic has passed and the community will carry out the new normal protocol, calligraphy artists, and the community, should work together to reconstruct sustainable activities, including how to run the creative economy, after the end of the pandemic.

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