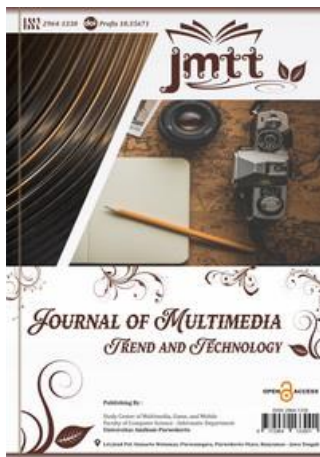# Modeling Analysis of Arts and Culture Interest in Student Communities in Banyumas Using Talent Interest Matrix

Ariadne Tiara Hapsari[1], Khurida Banatuzka[2]

Department of Communication Science, Faculty of Business and Social Sciences, Amikom Purwokerto University, Indonesia
Email: [1]ariadnetiara31@gmail.com, [2]khuridabanatuzka07@gmail.com

ARTICLE INFO

ABSTRACT

Good leadership helps maximize the use of resources to achieve organizational goals. Data shows that this comes from young people who are enrolling in colleges in the Banyumas area. The local government, from the village to the region, plans a way so that local arts and culture are not easily influenced by other cultures. This method is used by the local government to encourage young people at the college level to improve community activities and college student activity programs. When the organization looks less professional, this problem arises. This is caused by a number of main factors, including problems related to the vision and mission, especially in managing the organization itself. Organizations founded by young people can face various unique problems due to the dynamics and unique characteristics of young members. Based on the problems found in the previous situation analysis, it is necessary to provide counseling and guidance to young students. This is especially true for students who are members of groups and communities in the college environment. This community organization focuses on the context of arts and culture in the Banyumas area, Central Java. Solutions must be used to address problems to improve leadership in organizations managed by young people. The first thing we do is provide an important understanding of leadership in organizations, then we go into the content, namely about arts and culture in the Banyumas region of Central Java.

Corresponding Author:

Ariadne Tiara Hapsari ✉
Department of Communication Science, Faculty of Business and Social Sciences, Amikom Purwokerto University, Indonesia
Email: ariadnetiara31@gmail.com

INTRODUCTION

Organization is a form of community group that has a goal to be achieved together. In an organization, of course, there is leadership as the end of an instructional[1]. Leadership plays a key role in formulating and directing the vision and mission of the organization. An effective leader is able to inspire team members to understand and adopt the goals of the organization[2]. Leadership is responsible for managing resources, including human, financial, and time. Good leadership skills help optimize the use of resources to achieve organizational goals. Good leaders stimulate innovation and creativity among their team members.

Leadership that supports new ideas can improve the organization's ability to adapt and grow[3]. Leadership plays an important role in managing conflict among team members and creating a healthy work environment[4]. Effective leadership can ease tensions and facilitate productive solutions. A leader has a major influence in shaping the culture of the organization[5]. A good culture can increase the motivation, productivity, and satisfaction of team members[6]. Effective leadership involves developing the skills and potential of team members. Encouraging individual growth can help create a more competent and high-performing team[7].

The implications of leadership are very influential in an organization. Well-trained leaders can increase the productivity and performance of team members. Good leadership contributes to employee satisfaction, which in turn can increase retention[8]. Leaders who are able to manage innovation can help organizations become more responsive to change[9]. Leadership training is an investment in the development of future leaders of the organization. Well-trained leaders can make better and more effective decisions. Leadership training can help create a positive and supportive work culture[10].

Banyumas is a region that highly upholds the values of art and culture. Until now, the art and culture in the Banyumas region of Central Java Province, from year to year, has begun to show a shift in direction caused by cultural cultures that have entered from outside. According to the data obtained, this arose from young people who came to study at universities in the Banyumas region. The local government, from the village to the regional level, has developed a strategy so that the art and culture in the Banyumas region is not easily displaced by foreign culture. Not all regions focus on the field of art and culture. The method used by the local government is to provide a forum for young people at the university level to optimize an organization, both in communities and in student activity units at the university itself.

This problem arises when the organization that is formed looks less professional. This is caused by several main factors, namely problems with the vision and mission and especially in managing the organization itself[10]. Organizations formed from young people can face various special problems that arise due to the dynamics and special characteristics of young members[11].

The following are some common problems that can arise in youth organizations in the Banyumas area, (1) Young people may have diverse ideas, and difficulties can arise in formulating clear goals and visions for the organization. (2) Young people are often involved in many areas, so the level of commitment to the organization can vary. This can affect the consistency and continuity of efforts. (3) The existence of diverse views and ideologies among young people can complicate the decision-making process, especially if there is no clear mechanism to handle these differences. (4) Young people may have other commitments such as study, work, or social activities. Time management is key, and a lack of time management skills can be a problem. (5) Most young people may not have extensive organizational experience, so they may face difficulties in the management and operation of the organization. (6) Young people may easily lose motivation if they do not see the real impact of their contributions or if major challenges arise. (7) Some youth members may face difficulties in actively participating in organizational activities, which

may affect team effectiveness. and (8) Youth organizations may face challenges in obtaining adequate funding or financial resources to support their activities.

METHOD

To improve the optimality of leadership in organizations managed by young people, a solution is needed as a form of follow-up to the problems faced. Some of the solutions offered are as follows, (1) Leadership Development. Organizing leadership training and workshops to help young people develop their leadership skills. Encouraging participation in external leadership development programs that can provide additional insights[12]. (2) Defining Goals and Vision. Involving members of the organization in formulating shared goals and visions to ensure shared understanding and commitment. Creating a clear strategic plan to achieve organizational goals[13]. (3) Decision-Making Mechanism. Establishing a democratic and inclusive decision-making mechanism. Using discussion forums and voting to facilitate participation and support collective decisions[14]. (4) Mentoring and Coaching. Providing a mentoring program for newly joined young people so they can learn from the experiences of more experienced members. Forming a mentor-mentee relationship that can provide support and guidance[15]. (5) Time Management. Conducting time management training to help young people manage their commitments more efficiently. Implementing time management tools or applications to help organize activities and responsibilities[16]. (6) Team Coaching. Building a collaborative culture by emphasizing values such as mutual support, mutual respect, and mutual listening. Involving all team members in decision-making and activity planning[17]. (7) Involvement and Open Communication. Encouraging open communication between members of the organization and leaders[18]. Using various communication channels, such as regular meetings, online platforms, or discussion groups, to ensure that information can be conveyed effectively. (8) Recognition and Appreciation. Providing regular recognition and appreciation to members who excel and contribute. Building a culture of appreciation that can increase member motivation. (9) Innovation and Creativity. Encouraging young people to participate in planning and brainstorming sessions to encourage innovative ideas. Supporting experimental projects and creative ideas that can enrich organizational activities[19]. (10) Flexibility and Adaptability. Developing the ability to adapt to changes and challenges that arise. Encouraging young people to see change as an opportunity to grow and develop the organization.

By implementing these solutions, leadership in youth-run organizations can be more optimal, productive, and sustainable. To clarify the phases in solving problems in offering solutions, it can be seen in Figure 1 below,

Figure 1, Problem solving phase mechanism

RESULT

In the Leadership Training and Cultural Arts Performance Production Workshop for the Banyumas Arts and Culture Student Community, the implementer divided the activity schedule agenda into 2 days. The location of this implementation was carried out at the

Bukit Kendalisada Camping Ground in the Banyumas Region which was carried out on October 28-29, 2023.

In the pre-implementation, the stages were carried out by starting with Observation first. The implementer surveyed the number of communities and UKMs in all Universities in the Banyumas Region, Central Java. The following data was obtained:

Table 1, List of Activity Participants.

Name of Organization	Institution	Section	Number of Members
Cosmic	Universitas Jenderal Soedirman	Arts and Culture	10
ASSEM	Universitas Amikom Purwokerto	Arts and Culture	15
Kombas	Umum	Music Arts	20
Jasper	Universitas Wijaya Kusuma	Theater Arts	10
SAKOMA NU	Maarif NU	Dance Arts	8
Se-Ngapaks	ITT Telkom	Arts and Culture	12
Omah Lengger	General	Dance Arts	5

From the number of organizations, it was found that they participated in the activities carried out by the implementer at the "Kendalisada Banyumas" camping ground. The implementer conducted an initial analysis in the form of a matrix of the availability of interests and talents in each organization recorded. The purpose of this talent interest analysis is to assess how high the level of interest and talent is possessed by each organizational administrator. This value will be relevant to the performance process carried out during the management period currently being carried out by the organization itself. The use of the matrix is taken from one of the models for assessing talent and interest in classroom learning[20]. The following matrix results were obtained:
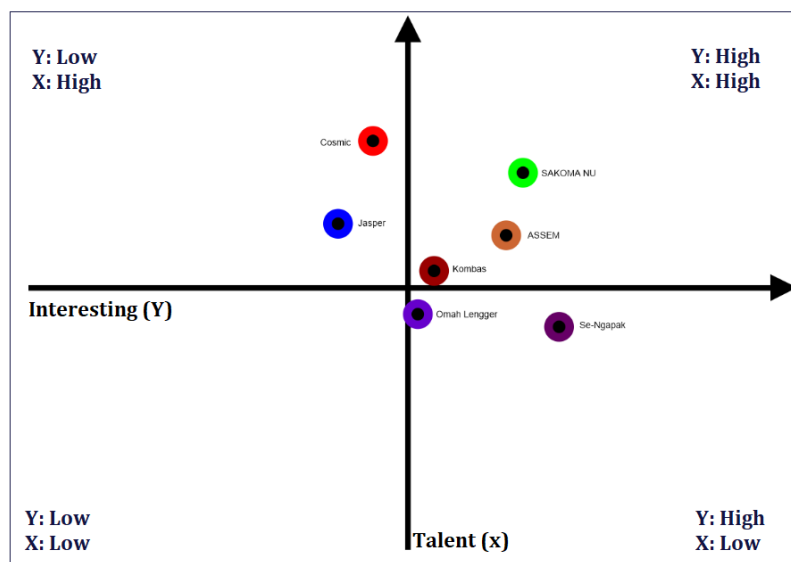

Figure 2, Mapping results based on the talent interest matrix framework.

By looking at the image data, it proves that there are still organizations that are in quartiles 2 and 3. This means that if it is in quartile 1, it means that interests and talents are considered high which are relevant to the stability of the organization. However, if it is

in quartiles 2 and 3, then additional motivation and learning are needed so that the organization can be more professional. After the participants from the community or organization receive counseling and understanding about leadership in the organization, the implementer then conducts a competency test on each administrator or representative from the community or organization. The competency test material includes 2 types of tests, namely, Personal and Professional Development, and Team Understanding and group dynamics. The method used by the implementer is the Quasi method. Quasi-assessment, or pseudo-assessment, refers to an approach to evaluating a condition or phenomenon that may not be measurable by conventional formal and scientific methods. Often, this term is used to describe an evaluation that is less formal or less structural than a full or formal assessment. The quasi-assessment provided includes the following materials:
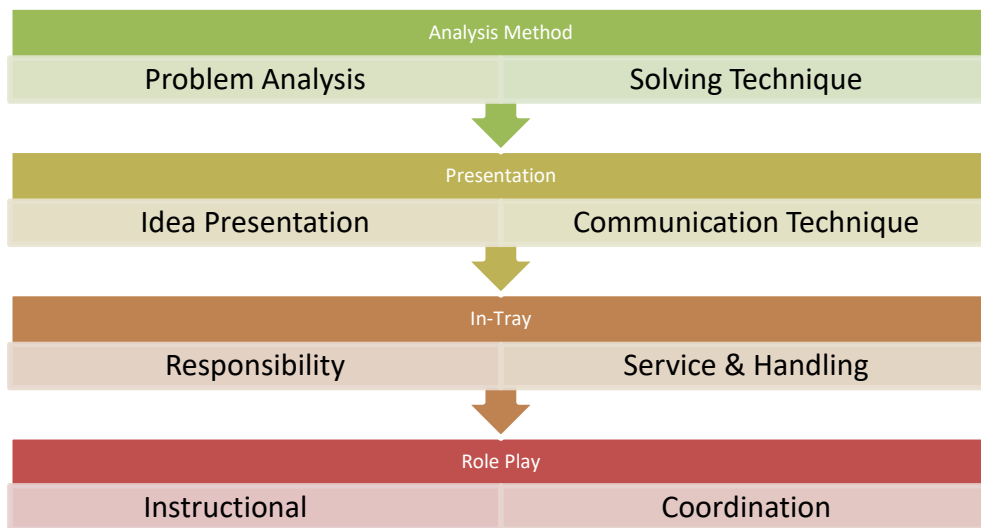

Figure 3, Quasi-experimental teaching materials.

After conducting the competency test, the test results obtained from several participants who took part were as follows:

Table 2, Quasi Test Results on Organizational Leadership Competencies.

No	Participant Name	Organization	Quasi Aspect									Grade-Q			
			Analysis (Q1)		Presentation (Q2)		In-Tray (Q3)		Role Play (Q4)			Average			
			Q1-A	Q1-B	Q2-A	Q2-B	Q3-A	Q3-B	Q4-A	Q4-B	Q1	Q2	Q3	Q4
1	Adimas Surya Prasesa	ASSEM	6	8	4	9	8	7	8	9	7	6,5	7,5	8,5
2	Agung Budi Gunawan	SAKOMA	4	6	6	7	9	9	6	7	5	6,5	9	6,5
...	...	...	...	...	...	...	...	...	...	...	...	...	...	...
31	Waluyo Barka	Cosmic	6	8	10	9	7	6	4	7	7	9,5	6,5	5,5
32	Zidan Alfikri	Kombas	8	6	10	9	6	5	7	5	7	9,5	5,5	6

From the table above, a value scheme is made, namely the following weighting:

1. Range 1-2 is considered very unworthy
2. Range 3-4 is considered not worthy enough
3. Range 5-6 is considered worthy enough
4. Range 7-8 Worthy of being a leader
5. Range 9-10 Very worthy and recommended

Of the 32 participants who took the competency test, there were some who were worthy of being organizational leaders and some who were the opposite. If we look at it using a chart, the following visual results are obtained:
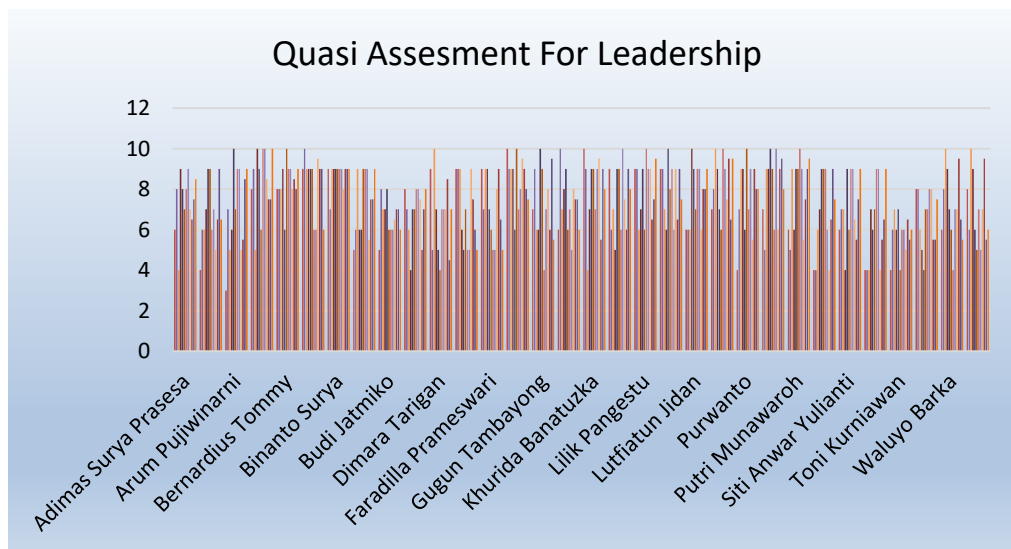

Figure 4, Visual plot results of the Quasi test.

CONCLUTIONS

From the results of the Quasi Test, it states that in organizations or communities in the Banyumas area of Central Java, especially in organizations or communities in the field of arts and culture, it is assessed as a whole that the Community or organization is quite ready to manage and maintain the sustainability of arts and culture in the Banyumas area of Central Java. With the results obtained, the arts and culture sector in Banyumas, Central Java is included in the group that is still maintained by encouraging communities and organizations managed by young people or students. And universities as a place for expression are very good for supporting young people and students in participating in maintaining the sustainability of culture in the Banyumas area of Central Java. Seeing the importance of maintaining the sustainability of arts and culture in the Banyumas area of Central Java, it would be even better if the local government supported it by involving organizations or communities managed by young people and students to also enter the ranks of the local government with all effort programs included in tourism.

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