

The Development Crafts Art Media of Recycle Materials for Increasing Entrepreneurial Values on Senior High School Students

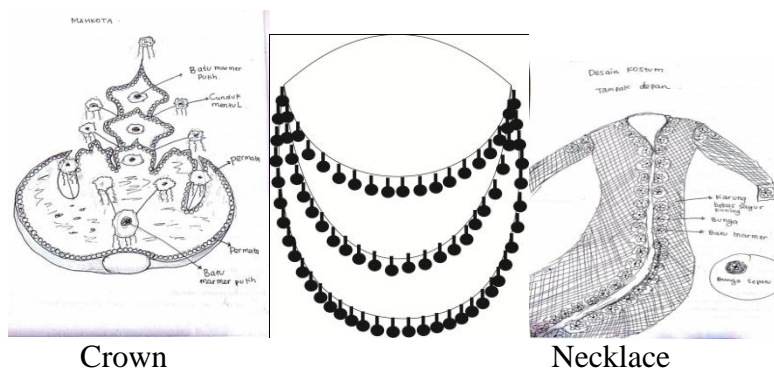
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Abstract: The purpose of this study is to develop the learning media that can show the crafts art appreciation which can help the student to understand the materials. The development of this study produces the learning media such as interactive multimedia that can combine among texts, picture, and video. So the appreciation of crafts art is descriptive, that consist of the activity of design media, production, validation of the trial product and product marketing /exhibition product. The materials from nature such as stone, wood, bamboo, lands, rock, and the kind of metals and so forth can be processed to be various types of crafts or applied art. The grouping of applied art (the result of craft art) based on the material which is used. Like as bamboo, wood, metals, skins, rocks, rattan, lands, textile, waste materials and etc. Applied art technique is the way through mastery or skills of someone in making art such as disposable items or decorative objects which can useful for daily life practically with adjust the materials that will be used. Many kinds of technique which is used in making applied art. The materials of applied art appreciation is a study of art and culture that study about the definition of crafts art, technique, materials and the others craft art in this country, so that in the explanation is not enough if only use oral. The condition cause the difficulty the student in understanding of the materials, especially the kinds of craft art from recycles materials. That is caused by the difficulty of teacher to show directly the kinds of those arts in the class. So it is needed a way to solve that problem that is utilizing the learning media.

Keywords: the development of learning media, craft art of recycles materials, Entrepreneurial.

The development of learning media, the direction, is on the design picture of carnival costumes which is unique, with utilizing the waste materials are on the environment. Follow is the example picture of the costumes design:



Crown

Necklace

Becoming the waste materials as beautiful handicraft is one of solution to decrease the litter. To solving the litter problem, fully, it is needed the alternative management. Land fill is

not proper alternative, because Landfill is not sustainable and causing the environment problem. Even those alternatives must be able to solve the entire problem in litter with recycling all of the waste materials become economic community or go to nature. So that can decrease the pressures of natural resources. To reach it, there are three assumptions on the rubbish management which must be changed into new three principles. Rather than assuming that the community will produce litter continuously, minimize the litter must be become main priority.

The litter which is thrown must be chosen, so each part can be composted or recycled optimally. Rather than thrown into rubbish disposal that is mixed poorly such as now. And the industrials must redesign their products to ease the process of recycle product. This principle is applied for all of kinds and flow trash.

Clean Production is one of approaches to redesigning that purpose to find the way to decrease products byproduct which is dangerous, decreasing the pollutions overall, and creating the trash products that is safe in the ecological cycle. The principle of Clean Production is the principles that also can be implemented in the daily activity such as implants of 4R principles those are:

1. Reduce; as you as much as possible to do minimize the materials which is applied by us. As much a possible we use materials, trash that is produced.
2. Reuse; as much as possible choose the materials which can be reused. Avoid the materials that are disposable (just once using). This can extend the time to usage the materials before it become trash.
3. Recycle; as much as possible the unusual things can be recycled. Not all of the materials can be recycled, but now is much non-formal industrial and home industry that utilizes the trash.
4. Replace; check the materials that we use daily. Change the materials that only use once with the durable materials. Also, check in order to we only use the materials more environmentally friendly, for the example change plastics bags into basket if shopping and do not use Styrofoam because the both of materials cannot be degraded naturally. (Agustin, <http://gbioscience05.wordpress.com>) (Bambang, 2012: 45)

In this study, the researcher try to make creation to utilize trash in the environment of living place become carnival costume that is unique. Except that, the handicraft such as the carnival costume can be used when there is an agenda like independent day of Indonesia in 17th august or the carnival in the cleaning of village.

The sub-sector is industrial of creativity in Indonesia based on mapping the creative industries have been done by Departemen Perdagangan Republik Indonesia (Ministry of Trade, (2015) are:

1. Advertising; the creative activity that relates to advertising services (one direction communication with certain medium), that covers the creation process, production and distribution from advertisement that is produced, for the example: marketing research, planning communication of advertisement, outdoor advertisement, advertisement material production, promotion, the campaign of public relation, the display of advertisement in print media (magazine, newspaper) and electronic media (television and radio), installation of assorted poster and picture, spread of leaflets, pamphlet, brochure and look like advertisement, distribution and delivery advertising materials or samples, and rental of column in the advertisement. KBLI code (Baku Lapangan Usaha) 5 digit; 73100
2. Architecture: creative activity that relates to services of building design, planning of construction costs, conservation of heritage building, supervision of construction from macro level (Town planning, urban design, landscape architecture) to micro level (the detail of construction, for the example: park architecture, interior design). KBLI code (Klasifikasi Baku Lapangan Usaha) 5 digit; 73100

3. Art goods market: creative activity that relates to trade of original goods, unique and rare and have art aesthetics value which is high through auction, gallery, store, super market, and internet, example: musical instrument, printing, craft, automobile, film, art and painting.
4. Art: creative activity that relates to the creation, production and distribution of product which is made by craftsmen that begin from first design till finishing process of products, those are art good that are made from: precious stone, natural fibers or artificial, skin, rattan, bamboo, fabric, marble, lands and chalk. The product of art in general is only produced in the relative small quantity.
5. Design: creative activity that relates to creation of graphic design, interior design, product design, industry design, consultation of company identity and marketing research services with packaging production and packaging services.
6. Fashion: creative activity that relates to the creation of clothes design, footwear design, and another accessories mode design, clothes mode production and the accessories, consulting product line fashion and distributing fashion product.
7. Video, film and photography: creative activity that relates to the creation in the production of video, film and photography services, and distributing record of video and film. Include in the writing of scripts, dubbing film, cinematography, theater, exhibition of film.
8. Interactive game: creative activity that relates to the creation, production, and distribution of computer game and videos that are entertainment, litheness, and education. Sub-sector of interactive game is not dominated as jus entertainment but also as learning media or education.
9. Music: creative activity that relates to the creation/composition, performance, reproduction, and distribution of recording sounds.
10. Art performance: creative activity that relates to effort the content development, performance production (ex: ballet performance, traditional dance, contemporary dance, drama, traditional music, theatre, opera, including ethnic music tour), design and making fashion show, stage and setting lighting.
11. Publishing and printing: creative activity that relates to the writing content and publishing book, journal, newspaper, magazine, tabloid, and digital content and news agency activity and news searcher. This sub-sector is also covering the publishing stamp, stamp, paper money, blank check, gyro, letter contributed, obligation of letter stock, and other securities, passport, flight ticket, and other special edition. Also covering the photos edition, engraving and post card, form, poster, reproduction, printed painting, and other printed goods, included of micro film recording.
12. Services computer and software: : the creative activity that relates to development of information technology include of service computer, data management, developing database, developing software, designing of software and hardware infrastructure, and portal design also the maintenance.
13. Television and Radio: the creative activity that relates to enterprises creation, production and packaging television (such as games, quiz, reality show, infotainment, and so forth), broadcasting, and content transmission of television and radio, include of station relay activity (back transmitter) radio and television broadcasts.
14. Rresearch and development: the creative activity that relates to enterprises innovative which is offering the discovery science, technology, implementation of science. That knowledge is to repair the product and new creation products, process, materials, tools, method, and technology. It can fulfill the market necessary; include of human such as research and development of language, literature, and art; and business consultation services and management.

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