

# Bantengan Arts Development Planning Model in Malang Raya

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## ABSTRACT

This activity aims to strengthen the organizational capacity of the Bantengan Galogo Djati art association in Malang Raya through structured mentoring activities. The method used consists of three stages, namely preparation, implementation, and evaluation, which will be carried out from October to November 2025. The preparation stage results in a clearer management structure and a systematic work plan. The implementation stage provides organizational management training, simulation of art activities, and strengthening coordination between members so that the quality of performances increases. Evaluations are carried out to assess the effectiveness of mentoring, identify successes and obstacles, and prepare recommendations for improvement. The results of the activity show an increase in organizational capacity, the formation of a funding strategy, and the opening of opportunities for collaboration with external parties. The discussion emphasized that mentoring plays an important role in maintaining the sustainability of the Bantengan tradition while opening up development opportunities through digitalization and cross-sector cooperation networks. Thus, this activity supports previous research on the importance of organizational planning in the preservation of traditional arts, as well as making a real contribution to the development of culture and creative economy in Malang Raya.

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## 1. INTRODUCTION

The model of arts development in Indonesia in general shows the phenomenon of preserving traditions that goes hand in hand with modern innovations (Sulistyan et al., 2025). Traditional arts such as puppetry, gamelan, batik, and regional dances are maintained as cultural identities, but at the same time undergo transformation through cross-disciplinary collaboration, digital technology integration, and adaptation in contemporary forms (Saputra et al., 2024). This phenomenon shows that art not only functions as a cultural heritage, but also as a medium of expression that is dynamic and relevant to the development of the times (Laluganda, 2025; Sopanah et al., 2024). On the other hand, the arts are increasingly associated with the creative economy and tourism sectors (Siregar et al., 2025). Art festivals, exhibitions, and the use of digital platforms are the main means to expand the reach and introduce works to the global market (Setyo, 2024). This commercialization phenomenon opens up opportunities for artists to obtain economic benefits, while supporting regional development. However, the challenge of regeneration of traditional artists still arises, so the art development strategy must be able to

balance the preservation of local values with innovations oriented towards socio-economic sustainability.

Managing the arts requires careful organizational planning so that each activity can run according to its purpose (Arisyi, 2021). Art organizations must have a clear vision and a directed strategy so that they are able to maintain the sustainability of the program (Sundjava et al., 2025). Good planning also includes human resource management, funding, and cooperation networks with various parties (Sulistyan et al., 2025). With structured steps, art can develop as a means of cultural preservation while making a real contribution to society and the economy (Hafid et al., 2024).

The Bantengan Galogo Djati arts association in Malang Raya is an example of an art community that requires strong organizational planning in order to be able to maintain the sustainability of the tradition while developing its attractiveness (Batas Media, 2025). As an association, Galogo Djati not only functions as a forum for cultural preservation, but also as a driver of social and economic activities through performances, parades, and festivals involving the wider community. Careful organizational planning is needed to organize management structures, funding strategies, activity schedules, and coordination among members so that each program can run in a directional manner. With good management, this association can strengthen local identity, increase the participation of the younger generation, and make Bantengan a competitive cultural attraction at the regional and national levels.

If there is no careful planning in art management, art activities will run the risk of running without direction and difficult to achieve the expected goals (Murcahyo, 2023). The programs implemented can be inconsistent, and even have the potential to stop halfway through due to weak coordination and funding. In addition, without clear planning, arts organizations will struggle to maintain the quality of performances, artist regeneration, and the sustainability of traditions. Another possible impact is the reduced public interest in getting involved, so that the arts lose social relevance and are unable to develop as a cultural or economic asset.

Therefore, careful assistance is needed in conducting organizational planning for the art of Bantengan Galogo Djati so that every activity can run in a directional and sustainable manner. This assistance is important to help the association develop a clear management structure, design a sustainable funding strategy, and organize work programs that suit the needs of the community and the surrounding community. With assistance, the association is not only able to maintain the Bantengan tradition as a cultural heritage, but also can develop the potential of the art to become a tourist attraction and a source of socio-economic benefits. Strong mentoring will ensure that the art of Bantengan Galogo Djati remains relevant, able to adapt to the times, and remains a local pride in Malang Raya.

The purpose of organizational planning in the art of Bantengan Galogo Djati is to ensure that every art activity can run in a directed, structured, and sustainable manner. With a clear goal, the association is able to maintain the Bantengan tradition as a local cultural identity while developing the potential of the art to become a tourist attraction and a source of economic benefits. Organizational planning also aims to strengthen coordination between members, build cooperation networks with external parties, and prepare funding strategies that support the sustainability of the program. The benefit of careful organizational planning is the creation of consistent and quality art activities, so that it can attract the interest of the wider community and the younger generation to get involved. In addition, other benefits obtained are the increasing competitiveness of Bantengan arts at the regional and national levels, as well as the opening of collaboration opportunities with the government, academics, and the private sector. With good management, the art of Bantengan Galogo Djati is not only a means of cultural preservation, but also makes a real contribution to the social and economic development of the people of Malang Raya.

## 2. METHODS

Mentoring activities on the art of Bantengan Galogo Djati will begin with the preparation stage which will be held in October 2025. This stage includes the preparation of a work plan, the formation of a support team, and the determination of the necessary technical and administrative needs. Careful preparation is the foundation so that all activities can run according to the purpose, while ensuring that each member of the association understands their roles and responsibilities.

The next stage is the implementation which will be carried out throughout October to November 2025. At this stage, the mentoring is focused on implementing organizational strategies, strengthening management structures, and program management training for association members. The implementation also includes simulating art activities, resource management, and coordination with external parties such as local governments and other art communities. With intensive assistance, it is hoped that the association will be able to carry out the program in a directed and consistent manner.

The final stage is the evaluation which will be carried out at the end of November 2025. The evaluation aims to assess the effectiveness of mentoring, identify successes and obstacles, and make recommendations for future improvements. This process is important so that the Bantengan Galogo Djati community has a clear reference in continuing the program, while ensuring the sustainability of the Bantengan tradition as a cultural heritage that remains relevant and beneficial to the people of Malang Raya.

## 3. RESULTS AND DISCUSSION

### 3.1. Results

The results of the preparatory activities for the Bantengan Galogo Djati arts assistance include the formation of a clearer and more directed organizational structure. At this stage, the companion team together with the association prepares the vision, mission, and goals to be achieved so that each member understands their roles and responsibilities. In addition, technical and administrative needs were identified, including supporting facilities, activity schedules, and funding strategies needed to ensure the smooth running of the program.

Preparation also produces a systematic work plan as a reference in the implementation of mentoring. This plan includes a schedule of activities, training methods, and coordination mechanisms with external parties such as local governments and other arts communities. With the results of careful preparation, the Bantengan Galogo Djati association has a strong foundation to carry out mentoring programs effectively, maintain the Bantengan tradition, as well as develop the potential of the art to be more useful for the community.





Figure 1. Planning Discussions with Partners  
Source: Documentation of Activity Results (2025)

The results of the implementation of mentoring activities in the arts of Bantengan Galogo Djati can be seen from the increasing capacity of the organization in managing art programs. Members of the association receive management training that helps them develop a schedule of activities, manage management structures, and develop a more targeted funding strategy. In addition, the implementation also results in better coordination between members so that each activity can run as planned and involve wider community participation.

The implementation of mentoring also has a real impact on the quality of Bantengan performances. Through simulated activities and structured exercises, the association was able to present more consistent and interesting performances. This activity also strengthens the network of cooperation with external parties, such as local governments and other art communities, thus opening up greater opportunities for collaboration. With these results, the Bantengan Galogo Djati community is increasingly ready to maintain tradition while developing the arts as a cultural and economic asset in Malang Raya.

In the future, the digitization of Bantengan arts will be a strategic step to expand the reach and maintain the sustainability of traditions. Digitization allows performance documentation to be done more systematically through video recordings, digital archives, and online publications so that this art can be accessed by the wider community, including the younger generation who are more familiar with technology. In this way, Bantengan is not only present in physical performance spaces, but can also be enjoyed through digital platforms that reach regional and international audiences.

Apart from being a means of preservation, digitalization also opens up opportunities for the development of the creative economy. Societies can leverage social media, video channels, and websites to promote performances, sell art products, and build networks with global communities. This will strengthen Bantengan's position as a cultural heritage as well as a competitive economic asset. With the support of careful organizational planning, the digitization of Bantengan Galogo Djati's art will be an important foundation to maintain the relevance of tradition while developing the potential of art in the modern era.



Figure 2. Discussions with Local Governance  
Source: Documentation of Activity Results (2025)

The results of the evaluation of the Bantengan Galogo Djati arts assistance activities show that there is an increase in organizational capacity in managing art programs in a more targeted manner. The management structure became clearer, funding strategies began to be formed, and coordination between members was more effective. The evaluation also highlights the success of management training which makes the members of the association more prepared in compiling activity schedules and managing their resources.

In addition, the evaluation identified several challenges that still need attention, such as the limitations of supporting facilities and the need to expand cooperation networks with external parties. The resulting recommendations emphasize the importance of consistency in program implementation, strengthening activity documentation, and utilizing digital technology for promotion and preservation. With the results of this evaluation, the Bantengan Galogo Djati association has a clear reference to improve weaknesses while strengthening excellence, so that the Bantengan tradition can continue to develop and benefit the people of Malang Raya.

### 3.2. Discussion

The discussion of the results of the mentoring activities shows that the process of preparation, implementation, and evaluation has had a real impact on strengthening the Bantengan Galogo Djati arts organization. In the preparation stage, the management structure becomes clearer and the work plan is arranged systematically so that each member understands their respective roles. The implementation then shows the increase in members' capacity in program management, resource management, and the ability to present more consistent and interesting performances.

The evaluation stage complements the entire process by providing a comprehensive overview of the successes and challenges faced. The results of the evaluation confirmed that mentoring has improved the quality of the organization, but there is still a need for facility support and expansion of cooperation networks so that the program can be sustainable. Thus, this assistance not only strengthens the Bantengan tradition as a cultural heritage, but also opens up development opportunities through digitalization and cross-sector collaboration in the future.

The results of the mentoring activities that have been carried out support several previous research on the importance of organizational planning in maintaining the sustainability of traditional arts (Sopanah et al., 2023; Ardiyasa, 2023). A number of studies emphasize that art communities that have a clear management structure, directed funding strategies, and measurable work programs tend to be better able to withstand the challenges of modernization and social change (Irianto, 2017). The findings of this activity are in line with the research, because it shows that Bantengan Galogo Djati is getting stronger organizationally after going through the preparation, implementation, and evaluation stages.

In addition, the results of the mentoring also strengthen previous studies that highlighted the role of external mentoring in strengthening the capacity of the art community. Previous

research confirms that support from outside parties, both academics and governments, can help the arts community overcome limited resources and expand cooperation networks. The evaluation of Bantengan Galogo Djati's activities shows that mentoring has succeeded in improving the quality of performances, strengthening internal coordination, and opening opportunities for cross-sector collaboration. Thus, these results are not only relevant to existing research, but also provide tangible evidence that mentoring plays an important role in preserving traditions while developing the potential of local arts.

## 4. CONCLUSION

The conclusion of the Bantengan Galogo Djati arts mentoring activity shows that the preparation, implementation, and evaluation process has succeeded in strengthening organizational capacity and improving the quality of performances. The management structure became clearer, funding strategies began to be formed, and coordination between members was more effective. In addition, this activity also opens up opportunities for collaboration with external parties, so that Bantengan Galogo Djati is more ready to maintain tradition while developing the potential of art as a cultural and economic asset in Greater Malang.

However, this activity still has limitations, especially in the aspect of inadequate supporting facilities and cooperation networks that need to be expanded. Therefore, the suggestions that can be given are the need for greater support from the local government in providing art spaces, as well as strengthening documentation and digitalization to expand the reach of Bantengan arts. With this step, the Galogo Djati community can be more empowered in maintaining the sustainability of tradition while increasing social and economic contribution to the community.

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