

Focus Group Discussion on Strengthening the Jaranan Jember Arts Organization

Riza Bahtiar Sulistyan^{1*}, Imanita Septian Rusdianti², Rohmatul Faizah³, Moch. Ilham Umarudin⁴, Dian Ramadhani⁵, Tsamrotul Fu'adiyah Soimi⁶

^{1,4,5} Department of Management, Institut Teknologi dan Sains Mandala, Jember, Indonesia

² Department of Entrepreneurship, Universitas Lumajang, Lumajang, Indonesia

³ Department of Accounting, Universitas Muhammadiyah Ahmad Dahlan Cirebon, Cirebon, Indonesia

⁶ Department of Economics Development, Institut Teknologi dan Sains Mandala, Jember, Indonesia

ABSTRACT

The activity to strengthen the jaranan kepruk jemberan art organization in Jember Regency aims to strengthen traditional art institutions so that they remain relevant and contribute to socio-cultural development. The method used is focus group discussion with stages of planning, implementation, and evaluation as well as data analysis using a qualitative approach. The results of the activity show that strengthening the organization is able to identify institutional needs, strengthen management, increase artist regeneration, and open up opportunities for cooperation with the government and the private sector. The discussion emphasized that the process of strengthening the organization not only improves the internal structure but also strengthens community solidarity and encourages performance innovation. Thus, this activity is a strategic step in maintaining the existence of the art of jaranan kepruk jemberan while expanding its contribution to the people of Jember.

Keywords: Focus Group Discussion, Arts Organization, Strengthening, Jaranan Art.

*Correspondence:

Imanita Septian Rusdianti
(imanitaku@gmail.com)

Received: 25-03-2026

Revised: 28-05-2026

Accepted: 19-06-2026

Published: 24-06-2026



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1. INTRODUCTION

Arts organizations need organizational strengthening because this is the main foundation for the sustainability and development of the arts in society (Sulistyan et al., 2025; Cahyani & Wahyuningtyas, 2025). Strengthening the organization will help increase management capacity so that each program can run more targeted and measurable. With a strong organizational structure, art groups are able to optimize their human and financial resources (Khoirunnisa, 2025). This also allows for better coordination between members so that synergy is created in each activity. Strengthening the organization supports the documentation and evaluation processes needed to demonstrate a real contribution to socio-cultural development (Eryanto, 2025). In addition, a strong organization is able to establish partnerships with the government and the private sector more effectively. Strong institutional support also provides space for artistic innovation without losing traditional roots (Fajri & Fatticia, 2025). A structured arts organization will be easier to adapt to the demands of the times while maintaining cultural relevance. In the end, strengthening the organization is a strategic step to ensure that the arts continue to thrive and have a positive impact on the wider community (Hasibuan et al., 2025).

The jaranan art organization in Jember Regency or better known as the jaranan kepruk jemberan art does need to strengthen the organization in order to be able to survive and develop in the midst of changing times (Sulistyan et al., 2025). This strengthening is important because the art of jaranan kepruk jemberan has high cultural value as well as the identity of the people of Jember. With a strong organization, this art can manage activities in a structured manner so that

the quality of the performances is maintained. In addition, strengthening the organization will facilitate the process of regeneration of artists so that traditions are not broken. A strong organization is also able to collaborate with the government and the private sector to support the sustainability of the program. This will open up opportunities for the art of jaranan kepruk jembaran to perform on various stages, both locally and nationally. Strengthening the organization also supports the documentation and evaluation needed so that the contribution of the arts can be measured clearly. Thus, the art of jaranan kepruk jembaran is not only entertainment but also a cultural asset that has a socio-economic impact on the community.

If the jaranan kepruk jembaran art organization is not strengthened, the negative impact that arises will be quite serious for the sustainability of the arts. First, the direction of development becomes unclear so that the planned goals are difficult to achieve. Second, the use of resources such as manpower, funds and time is at risk inefficient because there is no structured management system. Third, the quality of the performance can decrease because there is no evaluation standard used as a reference. Fourth, the process of artist regeneration will be hampered so that tradition is at risk of being interrupted. Five organizations will find it difficult to collaborate with the government or the private sector because they are unable to show measurable contributions. Sixth, the art of jaranan kepruk jembaran can lose relevance in the midst of socio-cultural changes and modernization demands. Seventh, community solidarity can be weakened because members do not see real achievements from the activities carried out. In the end, without strengthening this arts organization, it risks stagnation and even losing its existence as the cultural identity of the people of Jember.

Some of the factors that need to be strengthened in the art organization of the jaranan kepruk jembaran in Jember Regency include the aspect of institutional management which must be more structured so that the direction of activities is clear and measurable. The human resource factor also needs to be strengthened with continuous training so that the quality of artists is maintained and the regeneration runs smoothly. The funding factor is important because without adequate financial support, art activities will be difficult to develop. The factor of cooperation networks with the private government and other communities must be expanded so that the arts have wider support. Documentation and publication factors also need to be strengthened so that each activity is well recorded and can be used as material for evaluation and promotion. Innovation factors in the form of performance development and technological adaptation must be considered so that art remains relevant to the times. The internal solidarity factor of the organization must also be maintained so that the spirit of togetherness remains alive and becomes the main force in every activity. With the strengthening of these factors, the art of jaranan kepruk jembaran will be able to survive and develop and have a positive impact on the people of Jember.

Strengthening the art organization of the Jember Kepruk Jaranan in Jember Regency through the focus group discussion method is a very relevant strategic step. The focus group discussion will provide an open dialogue space between artists, administrators, academics and stakeholders so that various issues can be identified in depth. Through targeted discussions, organizations can formulate priority needs ranging from institutional management to artist regeneration strategies. This process also allows for the creation of mutual agreements that strengthen internal solidarity and clarify the direction of artistic development. In addition, focus group discussions are a means to explore innovative ideas that can maintain the relevance of jaranan kepruk jembaran with the times. The results of the discussion can be used as the basis for the preparation of a more measurable work program while strengthening the organization's position in establishing partnerships with the government and the private sector. Thus, strengthening the organization through focus group discussions not only improves the internal structure but also ensures that the art of jaranan kepruk jembaran continues to thrive and have a real impact on the people of Jember.

The purpose of strengthening the jaranan kepruk jembaran art organization in Jember Regency is to strengthen the institution so that the arts continue to thrive and be relevant to the needs of the community. The benefit of strengthening this organization is the creation of a more structured management so that the quality of performances and artist regeneration can be well maintained. In addition, strengthening the organization will expand the cooperation network

and increase the contribution of the arts to the socio-cultural and economic development of the Jember community.

2. METHODS

The activity to strengthen the jaranan kepruk jemberan art organization which was held on August 13, 2025 at the Jaranan Putra Arts Studio Tanjung Balung Jember is an important effort to strengthen traditional art institutions. This stage of activity consists of planning, implementation, and evaluation (Sulistyan et al., 2024). The planning stage is carried out by compiling a discussion agenda involving the management artists and the community so that the needs of the organization can be clearly identified. The implementation of the activity was carried out through focus group discussions that provided space for all parties to convey their views and ideas. Evaluations are then carried out to assess the effectiveness of the activities and formulate the necessary follow-ups. With this approach, arts organizations are expected to be able to produce reinforcement strategies that are relevant and in accordance with local conditions.

Data analysis using a qualitative approach was carried out by emphasizing the interpretation of the meaning of the results of the discussion that emerged (Sopanah et al., 2024). Every opinion and experience conveyed by participants will be understood as part of the socio-cultural dynamics that affect the sustainability of the art of jaranan kepruk jemberan. This approach allows researchers and organizational administrators to capture the patterns of needs and challenges faced in depth. The results of the analysis are then used as a basis for formulating recommendations for strengthening organizations that are more contextual. Thus, this activity not only produces descriptive data but also provides a comprehensive understanding of the direction of art development. The qualitative approach ensures that the voices of artists and the community are truly the main foundation in the process of strengthening the organization.

3. RESULTS AND DISCUSSION

3.1. Results

The results of the activities to strengthen the art organization of the jaranan kepruk jemberan began with the planning stage which took place from June to July 2025. At this stage, a search was carried out to several jaranan art groups in Jember Regency to identify institutional conditions and urgent needs. The search aims to obtain a comprehensive picture of the strengths and weaknesses of existing organizations. In this way, planning can be arranged in a more directed manner and in accordance with the reality of the field. The planning stage is also an important basis in determining the discussion agenda to be carried out in the core activities.

The implementation phase of the activity was carried out on August 13, 2025 by holding a focus group discussion at the Jaranan Putra Arts Studio Tanjung Balung Jember. This activity involved BPKW XI East Java, the Jember Regency Culture and Tourism Office, the Balung Lor Village Government, academics, and several Jember Regency jaranan arts figures. The presence of these various parties shows a shared commitment to strengthening traditional arts organizations. The open-ended discussion allows each participant to share their views, ideas, and recommendations. Thus, the implementation of the FGD became a forum for collaboration that brought together the perspectives of academic institutions and the art community.



Figure 1. Focus Group Discussion
Source: Documentation of Activity Results (2025)

In the implementation of the FGD, various strategic issues were discussed in depth, ranging from institutional management to artist regeneration strategies. Participants also highlighted the importance of funding support and cooperation networks with the government and the private sector. In addition, the idea emerged to strengthen documentation and publications so that the art of jaranan kepruk jemberan is more widely known. The discussion also emphasized the need for performance innovations that remain rooted in tradition but are able to adapt to the times. The results of the implementation of this FGD are valuable input for organizations in developing more concrete strengthening steps.

The last step is an evaluation carried out after the FGD to assess the effectiveness of the activities and formulate follow-ups. The evaluation is carried out by examining the results of the discussion and identifying recommendations that can be implemented immediately. This process also aims to ensure that every input from participants is properly accommodated in the organizational strengthening plan. Evaluation is a means of reflection on the planning and implementation stages so that weaknesses can be corrected in the next activity. With the evaluation of the jaranan kepruk jemberan arts organization, it has a strong basis to continue the strengthening program in a sustainable manner.

This series of activities shows that strengthening the arts organization cannot be done instantly but through a systematic process. Careful planning, implementation involving various stakeholders and thorough evaluation into a complementary unit. With a qualitative approach, this activity is able to capture the socio-cultural dynamics that affect the sustainability of the art of jaranan kepruk jembaran. The result is not only technical recommendations but also a deep understanding of the needs of the arts community. Therefore, this activity is an important milestone in maintaining its existence as well as initiating innovation for traditional arts in Jember Regency.

3.2. Discussion

The discussion of strengthening the jaranan kepruk jembaran art organization in Jember Regency shows that the planning and evaluation process is carried out systematically and involves various parties. The planning stage, which began in June to July 2025 through a search for jaranan art groups, provides a real picture of the existing institutional conditions. This information is an important basis in formulating a focus group discussion agenda so that the discussion can run in a directional manner. The implementation of the FGD on August 13, 2025 presents elements of the government, academics, and art figures who strengthen the legitimacy of the activity. The presence of these various stakeholders reflects a shared commitment to maintain the sustainability of traditional arts while strengthening the organization's position in the community.

Post-FGD evaluation is an important stage to assess the effectiveness of activities and ensure that the resulting recommendations can be truly implemented. Data analysis with a qualitative approach allows each input from participants to be understood in depth resulting in a comprehensive understanding of the organization's needs. The results of the evaluation show that strengthening the organization does not only focus on institutional aspects but also includes artist regeneration, funding support and performance innovation. Thus, this activity provides a clear direction for the development of the art of jaranan kepruk jembaran so that it remains relevant to the development of the times. This discussion emphasized that strengthening the organization through a structured process is the main key in maintaining the existence and expanding the contribution of the arts to socio-cultural development in Jember Regency.

The results of strengthening the jaranan kepruk jembaran arts organization in Jember Regency support the results of previous research because they show consistency between field findings and previous theories and research on the importance of traditional art institutions (Azzahra et al., 2024). The process of planning, implementation, and evaluation that is carried out systematically strengthens the evidence that organizational strengthening is a key factor in maintaining the sustainability of the arts. These findings are in line with previous research that emphasized the need for institutional management, funding, support, and artist regeneration to ensure that traditions stay alive (Warly, 2025). Thus, this activity not only produces practical recommendations but also strengthens the academic validity that strengthening the organization is the main strategy in maintaining the existence and relevance of traditional arts in the midst of socio-cultural changes.

4. CONCLUSION

The activity of strengthening the jaranan kepruk jembaran art organization in Jember Regency is that the process of planning, implementation, and evaluation carried out systematically is able to strengthen the institution of traditional arts. Through focus group discussions involving various stakeholders, valuable input was obtained on institutional management, artist regeneration, funding, and performance innovation. The results of this activity emphasized that strengthening the organization is a strategic step to maintain the existence of the art of jaranan kepruk jembaran while expanding its contribution to socio-cultural development in the community.

The limitation of this activity is that the scope of participants is still limited so that it does not fully represent all jaranan art groups in Jember Regency. In addition, the short implementation time makes several issues have not been discussed in depth. Therefore, the suggestions that can be given are to expand the involvement of art groups from various regions and extend the duration of the discussion so that the discussion is more comprehensive. With this step, the strengthening of the organization will be more effective and able to answer the challenges faced by the art of jaranan kepruk jembaran in the future.

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