EFFECTIVE MARKETING SYSTEM FOR FINE ART ARTIST IN INDONESIA

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The research of "Effective Marketing System for Fine Art Artist in Indonesia" aims to give recommendation about the effective marketing system for fine art artist in Indonesia since a lot of Indonesian fine art artists do not have and use effective marketing system when market their artwork to the market. The empirical part of this study was conducted in June 2015 in Jakarta and Bandung area. The subject of this study were Indonesian fine art artists and gallery/art management and the research was done by using narrative analysis. This type of analysis produces strategies to inform the conduct, interpretation and presentation of interview talk, and encourages and enables researcher to take account of research participants' own evaluations (Janine L Wiles et.al, 2004), which is very suitable with the conducted data collection method. On the basis of the result of this research, it is proved that Indonesian fine art artists do meet some difficulties especially because they do not have proper knowledge about artwork pricing system and marketing. The study resulted that understand market's need and social media usage are the effective marketing for Indonesian fine art artist. The study offers all Indonesian fine art artist an effective marketing system, which hopefully can help them in building better art appreciation in the market and make more contribution to Indonesia's economy.

Keywords:Fine Art Artist, Effective Marketing, Marketing System, Indonesia

Introduction

Not all Indonesian fine art artist are accommodated by gallery/art management. Whereas, many fine art artist in Indonesia do not have proper understanding about marketing and artwork pricing system. Therefore, fine art artists in Indonesia are mainly unable to reveal their ability to the market just yet, so they do not receive the appropriate appreciation from the market for every piece of artwork that they have made. The level of art apreciation from Indonesian market is still low too. Indonesian people generally think that artist is an uncommon job that cannot give a financial stability. This perception then lead the society to build apathetical attitude—causing low level of appreciation—to the local artists and to every artwork that they have made.

Research objective
The overall goal from this research is to define the effective marketing system for fine art artist in Indonesia, so the research objectives are:
- Understand fine art artist's knowledge about artwork pricing system
- Identify the difficulty faces by fine art artist in reaching target market directly
- Define all methods that have been done by fine art artist to reach their target market

Research limitation
This research of the effective marketing system for fine art artists took place in Indonesia and was done in approximately three months for research activity (April-June 2015). The sample of this research are some fine art practitioners and gallery/art management in Bandung and Jakarta area (more specified on subject that already have minimum two years of experience in working in art market). This is a qualitative research that use in-depth interview methodology and narrative analysis. The research will only discussed about artwork pricing system, current difficulties, and marketing methods to define the answer of effective marketing for fine art artist in Indonesia.

Literature Review

Influencing Factor
Business Environment
Art market environment become one of the most influential factors regarding of problems that have been faced by fine art artist. Alessia Zorloni in "*Structure of Contemporary Art Market and The Profile of Italian Artists*" volume 8, offered an explanation about art market that art market can be very competitive depends on which base we are in. Tight competitiveness makes each fine art artist receive different level of appreciation from the market. The knowledge for artwork pricing system and marketing system become the influencing factors on how the society give their appreciation to fine art artist.

Literature Review
Fine Art Artist
Fine art artist is a person who expresses the uniquely felt emotional reactions from their self through several media (Paul Duncum, 2014: 203-214). Based on this definition, the type of fine art artist is narrowed to only painter/illustrator (types of media are varied such as pencil, oil color, watercolor, paper, canvas, and silk). As the key market player, fine art artist also become one of the influencing factors in Indonesia's art market. Market's enthusiasm for art commodity is depending on how fine art artist create artwork based on the demand, their consistency in create artworks, their experiences, and including their knowledge to drive the market using decent marketing system. In this study, it has been decided to use five Indonesian fine art artists, who are also act as the influencing factor in Indonesian art market, as the research sample (key informant). The five key informants were selected by considering their years of experience in Indonesia's art market, which has to be at least two years of experience. Two years of experience was considered as the minimum requirement for the key informant because they assumed to already have enough experience to be this study's informant, and because there is needs to collect different kind of information that come from young and senior Indonesian fine art artists. In this study there are various length of working period of the key informant, starting from 2 years to 31 years of experience. The key informants are Katherine Karnadi, Dina Maretta, Hartanto, Taat Joeda, and John Martono.

Gallery/Art Management
Gallery/art management commonly known as an institution that becomes a fine art artist's manager to help them in terms of communicating with art collector or market in general, marketing the artwork to a bigger range of people, and help them build a better career path inside the art market. Gallery/art management also act as the key market player and become one of the influencing factors in Indonesia's art market. Market's enthusiast for an artwork or foe a fine art artist is depends on how gallery/art management create a good branding for their artwork. In this study, it was decided to use Edwin's Gallery, Zola-Zolu Gallery, and Artmadilaga Art Management as the research sample (key informant). The three key informants were selected by considering their years of experience in Indonesia's art market, which has to be at least two years of experience. Two years of experience was considered as the

minimum requirement for the key informant because they assumed to already have enough experience to be this study's informant, and because there is needs to collect different kind of information that come from young and senior gallery/art management managerial. In this study there are various length of working period of the key informant, starting from 3 years to 31 years of experience.

Marketing System

"*Marketing is,* "according to the American Marketing Association (AMA)", *the activity, set of institutions, and processes for creating, communicating, delivering, and exchanging offerings that have value for customers, clients, partners, and society at large*" (2013). In accordance to this definition, the marketing system definition that being discussed in this study is related all activity that has been done by Indonesian fine art artist and/or art management/gallery to promote an artwork to be acknowledge by the market through any kind of marketing channel (e.g.: social media, brochure, and exhibition).

Fine Art

By the definition from Cambridge dictionary, fine art are drawing, paintings, and sculptures that are admired for their beauty and have no practical use. Based on this definition, discussed fine art definition in this study is only limited to drawings and paintings in any kind of media, could be on canvas, sheet, paper, etc., that made with oil color, water color, and acrylic based color. The genre also vary for the artwork start from abstract, realist, semi-realist, and decorative type of artwork.

Methodology

Research Method

In-depth interview method was conducted to gather valid answers from key informants in this study. The interview questions were generated from the research questions, so there are relevant questions between the research questions and the in-depth interview questions. The in-depth interview questions divided into two different types, which are questions for the fine art artist and question for gallery/art management. There are six main questions (which generated from three research questions—each research question generated into two interview questions with several hint questions to help to get the point of questioned point).

Table 3.1 Questions for fine art artist

Research Question	Interview Question
Research question 1 "How does fine art artist understand about artwork pricing system?"	1. Does fine art artist use specific pricing system for their artwork (what standard do they use to create the pricing system, is it the artwork dimension, material, complexity level, targeted buyer, and/or benchmark with other fine art artists) 2. How long fine art artist take times to understand about artwork's pricing system?
Research question 2 "What are fine art artist's dificulties in reaching target market directly?"	1. What are the difficulties in reaching target market directly (especially in the early year in art market and does it still happening until this time) 2. What is the cause of the difficulties (because fine art artist does not understand how to approach the market, no marketing media that suitable for promoting artwork, no third party that can help with marketing activities—such as gallery and art

	management, or they only create a masterpiece at a time without considering to sell it)?
Research question 3 "What method(s) used by fine art artist to reach their target market?"	1. What are the previous marketing activities that have been done by fine art artist individually (how was the process and if there were any difficulties while implementing the marketing system)? 2. What is the most effective marketing system from fine art artist's opinion (based on previous experiences)?

Table 3.2 Questions for gallery/art management

Research Question	Interview Question
Research question 1 "How does fine art artist understand about artwork pricing system?"	1. How gallery/art management understand about fine art artist's price knowledge (how they measure fine art artist's knowledge, is it important to know fine art artist's pricing system knowledge before doing a work together, and whether they give proper pricing knowledge to fine art artist on the first place)? 2. How is the pricing system that gallery set for an artwork (how they separate the profit for fine art artist and themselves, is fine art artist either give any notion related to applied pricing system or not, is there a contract that manage fine art artist and gallery collaboration, and if gallery buy the artwork on the first place or they will pay the artist after the painting is sold)?
Research question 2 "What are fine art artist's dificulties in reaching target market directly?"	1. Is fine art artists really experience difficulties in promoting their work—so they would come to gallery/art management to get helped? 2. Is gallery/art management can help Indonesian fine art artist in doing marketing activities indeed?
Research question 3 "What method(s) used by fine art artist to reach their target market?"	1. What marketing activities that have been done by fine art artist before they joined gallery/art management (how effective the marketing activities?) 2. Does gallery/art management know if fine art artist has explored more of new marketing activities or got new knowledge after joining the art management?

Data Analysis Technique
This study uses narrative analysis technique. Narrative analysis chosen to be the analysis technique of studied topic because it is the most suitable data analysis technique for qualitative research with in-depth interview method. *Narrative analysis produces strategies to inform the conduct, interpretation and presentation of interview talk, and encourages and enables researcher to take account of research participants' own evaluations* (Janine L Wiles *et.al* 2004, 1). In addition, Janine also included that this is also a useful method for researcher because *it focuses on how people talk about and evaluate places, experiences and situations, as well as what they say*. Therefore, it is very suitable for this type of research because it can give deep understanding and analysis for this case of study.
Data Analysis

According to John, price of an artwork is built by one's consistency in creating artwork, professionalism, and the working experiences in art market (John Martono, private interview, 26/06/2015). Material that is being used to create the artwork also contribute as a determinant factor in determining an artwork's price, but it is not a major determinant factor, there are many other factor that contributes as artwork's price determinant. Hartanto said that using a best quality material is important when creating an artwork, it is a basic rule for all fine art artists, but it is not a main consideration to define a price for artwork. There is quality of artwork that plays major role in setting one's artwork price. In this case, quality strongly relates with a person's intuition and not only just about taste, it is beyond taste (private interview, 22/06/2015). In accordance with Katherine Karnadi, material also become one of the influential factor in establishing an artwork price, but it is not the most important one. The time that they spent to work on an artwork has been the most important factor because fine art artist devote their time, skill, and energy to create an artwork (private interview, 12/06/2015). Based on this key informants, they only do their work casually and market came automatically to buy their artwork. Katherine Karnadi, the young Indonesia talent, expressed that she did not want to make fine art artist as her main occupation on the first place, therefore she did not feel like she experienced any difficulties. She also said that she actually learned about marketing activities and pricing strategy from acquaintance who work in an advertising agency, which tend to know more about the related topic. Therefore, according to Katherine, it is very important to have acquaintance in other sector that strongly related with fine art artist because it can make their knowledge about particular things grow stronger easily (Katherine Karnadi, private interview, 12/06/2015). To support Katherine Karnadi statement, which talk about the importance to have knowledge from people who works in related sector industries, Dina Maretta expressed that she did not experience any difficulties since she entered art market three years ago because she learns from family-related member. She learns how to create good quality of work to artwork's pricing system from her father-in-law which is a senior Indonesian fine art artist, Taat Joeda. According to her statement in the deep interview, learning from senior performer makes her has deeper understanding about important things in related market and avoid her to create mistakes (private interview, 22/06/2015).

To satisfy the needs of target market at profit, one's should explore, create, and deliver value (Philip Kotler, KotlerMarketingQ&A). Therefore, fine art artists have been done several marketing activities in terms of building better acknowledgement for their artwork. From the deep interview, found out that previously Indonesian fine art artist are usually use social media (Twitter, Instagram, and Facebook), customized website, online portfolio (behance.net), collaborating with well-known brands, and art fair/exhibition as their marketing methods. In doing the marketing activities, Indonesian fine art artist was often get helped by art management and gallery owners. There are three marketing canals that have been used by Indonesian fine art artists. The fact is Indonesian fine art artists are using most of these marketing channel in the same time, but in this discussion the marketing channel used by the fine art artist is divided based on their main channel focus (the most frequently used). The marketing channels that have been used by Indonesian fine art artists are website, social media, and exhibition.

Conclusion

From business point of view, it is conclude that the effective marketing system is by having a good understanding about market needs and demand. After have a good understanding about market needs and demand, fine art artists should be able to create a work that represent it at best. This is considered as creating a stock of fine art artwork product that most likely to be sell to public. Whilst, from the fine art artist point of view, concluded that the effective marketing system is by joining residential program (adding more experiences in their career life) and by keep in touch with market through social media.

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