

## ABSTRAK

Ditengah kekhawatiran semakin tergantikannya tenaga manusia oleh kemajuan teknologi, kreativitas hadir sebagai modal insani yang menjawab tantangan tersebut. Hal ini dibuktikan oleh tumbuhnya ekonomi kreatif (ekraf) yang berkontribusi bagi pertumbuhan ekonomi suatu bangsa, termasuk Indonesia. Namun demikian ekraf bukan sekedar pencapaian ekonomi. Banyaknya pihak yang terlibat, termasuk individu yang mencipta, menunjukkan bahwa capaian tersebut tidak dapat dilepaskan dari proses yang mendahuluinya. Hasil dan upaya untuk mempertahankan pencapaian ekraf membutuhkan kajian-kajian proses kreatif. Pada konteks ini, proses kreatif belum memadai bila dimengerti semata sebagai persoalan kognitif intra individu. Proses kreatif perlu pula dimengerti sebagai kompleks aktivitas pengalaman sosial-personal. Konsekuensinya, dibutuhkan strategi untuk memahami kompleksitas tersebut secara kontekstual dan komprehensif. Salah satu strategi yang dilakukan menggunakan perangkat bahasa yang merupakan bagian dalam sistem pengetahuan dan penghayatan pengalaman individu, yaitu metafora.

Penelitian bertujuan memahami pengalaman proses kreatif ditinjau dari ungkapan-ungkapan metafora yang disampaikan lima seniman dari Yogyakarta. Tiga orang diantaranya adalah perupa: seniman lukis, mural dan instalasi. Dua lainnya adalah koreografer tari kontemporer dan seorang penulis fiksi maupun non-fiksi. Pengumpulan data dilakukan dengan wawancara mendalam, didukung observasi dan arsip rekam jejak partisipan. Analisis dilakukan melalui dua cara: analisis fenomenologi interpretif dan analisis metafora. Analisis pertama bertujuan mengungkap pengalaman fenomenologis proses kreatif dan yang kedua bertujuan mengungkap metafora konseptual proses kreatif.

Temuan analisis fenomenologi menghasilkan empat dimensi proses kreatif: subjek, alat, objek dan masyarakat. Keempat dimensi ini merupakan pusat-pusat pengalaman dinamika proses kreatif yang berhubungan dengan persoalan-persoalan: Intrasubjektif (Saya Ingin), Intraobjektif (Saya Bisa), Intersubjektif (Saya Tahu) dan Interobjektif (Saya Harus). Setiap dimensi memiliki dua arus ganda yang terhubung dengan dua dimensi lainnya. Arus ini membentuk 8 sub dimensi proses kreatif, terdiri dari arus: Eksternalisasi (preskripsi, ekstensi, operasi, presentasi) dan Internalisasi (apresiasi, regulasi, inspirasi dan partisipasi). Hasil analisis metafora konseptual proses kreatif adalah: *perjalanan*, *kelayapan* dan *lompat*. Metafora *perjalanan* terkait dengan beberapa tema: upaya mengintegrasikan pengetahuan dan pengalaman melalui seni; pengembangan karir; dan suasana bermain yang mengiringi proses berkreasi. *Kelayapan* berhubungan dengan proses mencari data sebagai bahan inspirasi karya. *Lompat* berhubungan dengan fleksibilitas cara kerja. Hasil riset menunjukkan proses kreatif adalah jalinan aktivitas dinamis pengalaman sosiopersonal individu yang bersifat temporal (durasi waktu tertentu) dan spasial (konteks tertentu). Disamping itu riset ini juga memperlihatkan peran metafora yang dapat digunakan untuk membantu telaah pengalaman proses kreatif secara fenomenologis maupun konseptual.

**Kata kunci:** Proses Kreatif, Metafora, Seniman

## ABSTRACT

In the midst of concern that human labor will be increasingly replaced by technological advances, creativity is present as the human capital that answers these challenges. This is evidenced by the growth of the Creative Economy or Ekonomi Kreatif (Ekraf), which has contributed to the economic growth of a country including Indonesia. However, Ekraf is more than just an economic achievement. The number of parties involved (including the individuals who created it) shows that this achievement cannot be separated from the process prior to its realization. Maintaining the results and efforts of Ekraf's achievements requires research on the creative process. In this case, if it is only understood as a cognitive problem within the individual, then the creative process is not enough. The creative process also needs to be understood as a complex social personal experience activity. Therefore, a strategy is needed to understand this complexity in a contextual and comprehensive manner. One of the strategies implemented is to use language tools, which are part of the knowledge system and can understand personal experience, that is, metaphor.

The research aims to understand the experience of the creative process through metaphorical expressions conveyed by five artists in Yogyakarta. Three of them are artists: painting, mural and new-media art artists. The other two are contemporary choreographers and writers of fiction and non-fiction. Data collection was conducted through in-depth interviews and was supported by observations and participant track records. The analysis is conducted in two ways: explanatory phenomenological analysis and metaphor analysis. The first analysis aims to reveal the phenomenological experience of the creative process, and the second analysis aims to reveal the conceptual metaphor of the creative process.

Finding of phenomenological analysis has produced four dimensions of the innovation process: subject, tool, object and society. These four dimensions are the dynamic experience center of the creative process of dealing with problems: subjective (I want), objective (I can), subject (I know) and objective (I must). Each dimension has two double currents connected to the other two dimensions. This process forms the eight sub-dimensions of the creative process, including trends: externalization (prescription, expansion, operation, presentation) and internalization (appreciation, adjustment, inspiration and participation). The result of analyzing the conceptual metaphor of the creative process is: *perjalanan* (travel), *kelayapan* (wandering) and *lompat* (jump). The metaphor of *perjalanan* involves several themes: attempts to integrate knowledge and experience through art; career development; and the joyful atmosphere in the creation process. *Kelayapan* is related to the process of finding data as material for inspiring work. *Lompat* is related to the flexibility of working methods. The research results show that the process of creation is a dynamic interaction of individual social-personal experiences. These experiences are temporary (a certain duration) and spatial (a certain environment). In addition, this research also shows the role of metaphor, which can be used to help analyze the experience of the creative process from a phenomenological and conceptual perspective.

**Keywords:** creative process, metaphor, artist