

Abstract

Countries in Asia are currently experiencing a crisis of creativity. Thus the process of creativity especially in arts should receive more attention, because individuals may not be able to effectively pass through the process if they rely on the education gained from formal schooling only. Pena Hitam community in Surabaya is one community that provides a place to learn effectively for creative prospective members to support creativity, especially in the field of visual arts in the city of Surabaya. This phenomenon is interesting to be investigated further. The problem of this research is how does the process of cultural transmission in the Pena Hitam community of Surabaya can support creativity and the creation of visual art products.

This type of research is descriptive qualitative approach to explain the qualitative data and analyze in details. The location that has chosen is the community of Pena Hitam itself mainly in Surabaya. The data were collected by observation, interview, and literature. Informants were elected by using purposive technique. The data were analyzed by using the technique of qualitative interpretative and using the theory of cultural transmission by Meyer Fortes.

The research results show the cultures that transmitted in the Pena Hitam community of Surabaya are in the forms of sciences, some techniques of creating visual art works such as a pencil sketch, product design, painting, and sculpting. Transmission process is done through workshops with different themes of learning. The researcher found that the purpose "fun" is one from many manifestations of the creativity for the members of Pena Hitam community in Surabaya. The products of cultural transmission created by the Pena Hitam community in Surabaya are in the forms of illustrated designs, t-shirts, and tapestries. Those products are marketed both online and offline to customers coming from outside the community.

Keywords: Creativity, visual arts, community, cultural transmission.