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USING THE CHARACTER DOLL COSTUME TO FULFILL LIFE'S NEEDS

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ABSTRACT

Phenomena or social phenomena are able to influence human attitudes and behavior in society. This study aims to reveal the general description of groups/buskers dressed as roadside character dolls and their intended use. The research method used is a qualitative method. The data sources were selected by purposive sampling. Data was collected by means of observation, interviews, and documentation. Analysis of research results using data reduction, display, and verification steps. The results of this study indicate that, The existence of the buskers dressed in character dolls is motivated by education, and age so they decide to become gamers on the side of the road. The use of character doll costumes aims to attract the sympathy of road users, the results of which are used to meet the necessities of life such as food/drink, shelter and education in order to survive. Based on the results of this study, it can be suggested for the local government to be able to open up employment opportunities and not support the existence of clown groups as a profession to earn a steady income and street clowns should also be given a place to study or be included in equivalency schools so that they can get a diploma and can apply for jobs. which is more suitable, for example being a security guard or cashier at Indomart or Alfamart and for clowns it is better to have other ways or other businesses to keep making money.

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PRELIMINARY

Social phenomena will always exist and appear in people's lives because they are influenced or influence human behavior(Ivanovich Agusta, 2014; Prasetyo, 2017; Sanjaya, et al 2014). Social phenomena that exist in the community are caused by social heterogeneity, social change and social deviation(Nadia, 2015). In addition, the existence of social symptoms in the community will cause social problems if the social symptoms are not in accordance with what the community wants(Baharuddin, 2015).

In Javanese culture, we often encounter clown figures in wayang, namely Semar, Petruk, Gareng and Bagong. They are clown figures who in every wayang kulit performance they always entertain the audience. according to(Baharuddin, 2015; Nasif & Wilujeng, 2018)The clown figures consisting of Semar, Nala Gareng, Petruk and Bagong are made in such a way as to approach the diverse conditions of Javanese society. His character indicates a variety of roles, such as advisor to knights, entertainer, social critic, clown, even a source of truth and wisdom.

Clown (Perfect, et al 2020) is one of a job or profession (not right!) which aims to entertain others with various characters and very funny behavior. In addition, clowns are also referred to as witty figures which incidentally were created to entertain other people or children(Nasif & Wilujeng, 2018; Sitompul, 2017). The phenomenon of clown figures is also found in the City of Martapura-Banjarbaru who performs on the roadside. This clown phenomenon has drastically increased to many, from only 3 people with nausea to 15 people with 16 clown characters who are growing until now.

Based on preliminary studies and results of interviews with leaders buskers in character doll costumesCharacters and members of the character clown group on the roadside A. Yani Martapura-Banjarbaru there are 18 buskers in character doll costumes, namely one character costume owner and 17 members of the group. Everyone in the group has an age range of 18 years to 36 years. The latest education is a minimum of elementary school graduates and a maximum of high school graduates.

The existence of clowns causes various problems for the local government because on the other hand to earn a living, they are considered by the government to disturb road users, violate traffic rules and endanger themselves. The existence of this character doll costume is actually one of the attractions of the community with its services, namely its adorable style and behavior that is able to entertain people who pass along the Martapura road.

The series of problems above make researchers interested in conducting research entitled **"Using Character Doll Costumes to Fulfill Life's Needs: The Phenomenon of Street Singers A. Yani Banjarbaru City Limit – Martapura"** with a research focus that is very different from the research focus of Romy Adiwisesa, Windayani and Middy Boty. Researchers will focus research on phenomenabuskers in character doll costumes on the side of the road in A. Yani Martapura-Banjarbaru. This research will dig deeper into the characteristics and descriptions and strategies of survivalbuskers in character doll costumes side of the road.

RESEARCH METHODS

This research was conducted based on a qualitative approach (Grace, 2009), because the researcher wants to describe a phenomenon about Using Character Doll Costumes to Fulfill Life's Needs: The Phenomenon of Street Singers A. Yani Banjarbaru City Limit – Martapura. Qualitative research is research that observes a person or collective that focuses on behavior and activities / activities in depth until the data obtained is a saturation point. This qualitative research has differences compared to other research, because it focuses more on emphasizing the meaning of the facts in the field. (Husni, 2017).

RESEARCH RESULTS AND DISCUSSION

A. Overview of A. Yani Martapura-Banjarbaru Street Sidewalk Characters/Puppet Costumed Singers

a. Reasons for choosing a job as a busker road side

Mr Muhammad Syarwani says:

"I'm the only one who does this from pal 7.0 to Martapura, I just walk around. I went to pal 7.0, here in beta, added that I stopped at pal 7.0 ai again. Many diligent people give me, some start from Rp. 2,000 to 10,000 but there are also diligent ones who feed me when I stop eating, I already want to be fed home, so the installments are given home. I just took the money because I needed the money, I gave the food to other people on the side of the road. I'm the most moneyed from the results of clowning, Rp. 50,000/day, that's always the case. "

PICTURE 4.4

Interview with Mr. Muhammad Syarwani



Source: Personal Documentation August 2019

His job as a walking clown, Mr. Muhammad Syarwani knew many people and began to invite others to join as a roadside clown because these people also needed work. Mr. Muhammad Syarwani started clowning in 2015 until now there are more and more clowns on the roadside. He has 17 members with many differences in gender, age, education and place of residence.

FIGURE 4.5

Interview with Hypni



Source: Personal Documentation August 2019

In addition, according to informants, members who join as clowns are not only a person's economic factor but also the lack of education they have. Low education makes it difficult for a person to get a decent job and according to what he wants (Kusuma, 2017).

A person's age also affects a person's difficulty in getting a job (Putro & Jumriani, 2020). Age more than 30 years is considered unproductive. To work in a company there is no longer a chance. Therefore, we clown members only rely on this method to survive. Moreover, living in a city where anything requires money to make ends meet.

b. Age

The clown group which consists of 17 members certainly has gender and age differences. The clown group has members whose ages range from 17 to 40 years. This was clarified by Mr. Muhammad Syarwani as follows:

"There are some of my members who are still anum against the old ones. Yes, there are those who are still single versus married. The most old one is still in school, but there are also those who are no longer in school."

Agree with Mr. Muhammad Syarwani, there is one member of the clown group who introduced himself to the researcher, namely Hypni. Hipni says:

"Ulun is the most popular member here, Ulun is still in school. 17 years old. But there are also those who are more than a year old here, it's Yola versus Laila. Yola is 18 years old but Laila is 19 years old. The most important thing here is Mr. Imuh pang, Sidin already has his wife and children. Sidin is 40 years old. "

c. Education

The majority of members of the clown group on the roadside have the lowest education level, elementary school graduates and the highest high school graduates. Elementary school graduate is Haris. There are 13 people who graduated from high school. There are 2 high school graduates but 1 person who is still active in school. d. Work

2. Survival Strategy Groups / Buskers Costumed with Character Dolls Roadside A.

Yani Martapura - Banjarbaru (Using character doll costumes aims to make ends meet)

According to Mr. Muhammad Syarwani, he is the head of the clown group, according to him, a clown actor must really have his main intention to entertain and earn money for his daily needs. Clowns must also be able to find information and relationships such as birthday parties that can be used as entertainers.

On the other hand, the income they get is in the management again in order to be able to meet their needs. One member of the clown group is Panjul. The income from clowning is used again to open a small business at home. This is explained by Imuh as follows:

"My income from clowning, I turn back gasan to meet needs, pay for wan's son. My wife capitalizes on the gasan clothes pancarakinan. Don't just make clowns to kawa, pang, there must be other efforts."

In addition, his income is also used as a way to raise money which he considers able to meet the necessities of life. The form of the social gathering that he follows is the social

gathering in general and the social gathering in the form of the desired object such as the social gathering for mobile phones. The division of labor given to the clown members is clear. Mr. Syarwani gave a division of labor in clowning, namely with a shift system such as there is a division of time to work for each member. The division of time is afternoon (12.00 – 18.00) and night (19.30-22.00). The daily income earned by the clowns uses a profit-sharing system. The distribution of the results is 33% for Mr. Syarwani (the owner of the clown) and 67% for the clowns.

3. The form of achievements achieved by street clowns

Most of the street clowns have the same reason when questioned about their existence on the streets. Lack of financial facilities is one of the main reasons for them to take to the streets, besides that there are also many other factors that cause street clowns to prefer to go to the streets rather than receive proper education. This situation is generally due to the lack of parental education so that it affects the entry of clowns into the world of work.

Table 4.1 achievements achieved by street clowns

Category	Number of respondents
Economy	10
Social	4
Art	2
Religious	2
Total	18

The table shows that some of the number of street clowns who are more likely to get satisfaction in the economic field by working such as selling, singing with friends to eat and fulfill their needs, they try to find casual work that does not require special skills and earn a lot of money more than usual. . Likewise in the social sector, as many as 10 street clowns expressed pride in their achievements in helping their families work to earn money and helping their friends to sing or sell anything that could make money. Unlike the other clowns who prefer to boast about their achievements in the arts, such as making their own band with their friends, the other 2 street children feel proud of their achievements in the religious field, namely always praying 5 times a day.

Table 2 reasons why the achievement is proud

Category	Respondent
Happy family	9
independent	2
Increased revenue	1
Close to friends	1
Close to family	1

Fulfilling religious obligations	1
Hone talent	1
Fulfillment of personal needs	1
Educational needs	1
Total	18

As in table 2 above, it shows that 9 respondents are proud of their achievements because they can make their families happy by helping their parents work, helping to lighten the burden in the family by giving money from work to their parents or only giving part of their income to parents to meet their daily needs at work. House. In addition, respondents are proud of their achievements because they can live independently, fulfill whatever they want without burdening their parents. There was also a response that stated that they were proud of their achievements when they could be close to their friends, enjoyed singing and working together with friends, then there were also respondents who claimed to be proud of their achievements because they could fulfill their religious obligations by praying 5 times a day. ,

This statement shows that almost all street clowns have not been able to think about the future, which they think is a way to survive this and tomorrow.

Table 3. Supporters of achievement achievement

Category	Respondent
Parent	7
No one supports	1
Family	7
Friends and parents	2
Friend	1
Total	18

In an effort to achieve an achievement or success, of course, it cannot be separated from the support of the people around him, armed with the effort and support, a person will be more passionate and serious in carrying out each activity in order to get success, as well as for the respondents in this study. . The family is the smallest institution that is very influential on children's growth and development is also one of the factors that can encourage children to become workers, as well as environmental situations that have a big influence and impact on children which directly provide encouragement in carrying out activities for achievement. an achievement.

Table 4. Forms of support

Category	Respondent
Motivation	14
Feeling no one to support	1
Spiritual	1
love	1
Advice	1
Total	18

Family and the surrounding environment are two things that have a significant influence on the formation of a child's personality. The role of the family, especially parents, is indispensable in its function to fulfill the physical and psychological needs of children, both in the form of health, adequate nutritional intake, attention, affection, protection and support in carrying out various activities. The fulfillment of these needs can require self-confidence so as to form a positive self-character.

Table 5. Determinants of achievement

Category	Respondent
Work hard	12
Family	3
Togetherness	2
Skill	1
Total	18

To be able to achieve a success or achievement requires support from the people around, and behind a success there must be a cause/factor that supports that success. Many factors can make a real contribution and affect a person's success. The most important factor of course is the family environment, because the family is a place to print how a person will grow and develop. Environmental influences such as relationships with peers, acceptance in society and habits in the environment also color how a person behaves and acts in achieving success. Likewise with economic factors and the availability of infrastructure that will make it easier for someone to achieve success, of course also accompanied by effort.

The existence of clowns on the side of the road is indeed a new phenomenon. The community seemed to accept the group of clowns hanging out on the side of the road. The place that is often used by clowns to entertain the public is the city park. But over time the park became an inappropriate place for clowns. Clowns prefer the roadside. The emergence of the clown group is certainly motivated by several reasons. It can be seen that the existence of

clowns is one of the social phenomena or phenomena that can cause social problems. A social problem is an abnormal or abnormal condition that occurs in society that can come from economic, biological, biopsychological, and cultural factors (Setiadi, 2011: 51-52). Social problems that arise in society is the difference between expectations and the reality of society. Everyone would want a better life such as getting a decent job. Clowns are often found in city parks, but in fact clowns in Banjar Regency can be found directly on the roadside.

CONCLUSION

The inability to meet their daily needs and the absence of work causes clowns to hang out on the side of the road. Education, a person's age, and the malfunctioning of city parks are also reasons why clowns hang out on the roadside. A person who works as a clown on the side of the road has a low education and lack of job opportunities so that it is difficult to find work. Age affects a person to find a job. The park is no longer the right place to make money.

In relation to the survival strategy of clown members, it is by saving, social gathering and opening a side business at home. However, there are several obstacles faced, namely the weather and local regulations. The rainy weather can hinder the work of the clowns because it is impossible to fight the rain. Government regulations that limit the space for clowns to make money.

The achievements of street clowns in the economic and social fields are a measure of success for them and of course they have received support from their families, especially parents. Some of the street clowns found said that in achieving their achievements there was no party to support them, they worked alone to provide for themselves without burdening their families in the slightest.

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