



Adopter's Involvement in Innovation *Drumblek* Development as Special Art of Salatiga City, Indonesia

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<http://dx.doi.org/10.18415/ijmmu.v7i1.1318>

Abstract

Every region needs its regional identity to be known by many people from other regions. The identity can be like culture same as Salatiga city culture what called *Drumblek* as an innovative art. *Drumblek* is an art which is a modification of *Drumband* by using the used items as its tools. The adoption cultural decision especially with the innovation there is influenced by the involvement of the adopters according to their respective categories. Through diffusion of innovation theory (DoI), this study want to know about the involvement of each adopter category in the expansion of *Drumblek* in Salatiga city. This research is a qualitative research with a case study approach that collects data through in-depth interview techniques and collect many document about *Drumblek*. The results showed that each adopter in each category has different characteristics between one and another and it affects their behavior, involvement, and way of taking a involvement in the expansion of *Drumblek* in Salatiga city. The involvement is as a trendsetter, follower, opinion leader and change agent but has the same goal, which is to introduce *Drumblek* to many people outside Salatiga city and continue to oversee the expansion of *Drumblek* in the future generations.

Keywords: *Adopter's Involvement; Adopter; Innovative Arts; Diffusion of Innovation*

Introduction

Each region needs an identity so that it can be known to the wider community and have an impact on improving the economy and tourism in the area. Likewise, it is also owned by a small town called Salatiga, a region in Central Java, Indonesia which has its own identity in the form of cultural arts, which is nicknamed *Drumblek*. *Drumblek* is a type of traditional percussion art whose composition resembles *Drumband*, but by using many used items such as used barrels, used cans, and kentongan (Supangkat & et al, 2014). This *Drumblek* art can be called as an innovation because it changes the tools like those used in *Drumband* from used items but can still produce the same knock sound. *Drumblek* was sparked by a resident from Salatiga City who departed from a lack of funds when he was about to fill an event commemorating Indonesia's independence day.

It is this limitation that precisely raises his creativity by changing the habits of the residents around his residence namely Pancuran that likes *klotheka* (hitting things to make sounds) becomes directed and produces a good rhythm to be enjoyed.

Over time, *Drumblek* began to be known by the people of Salatiga City outside Pancuran because it began to be displayed in public at the Salatiga City level. The diffusion of *Drumblek* information began to occur through various forms of communication channels. After the diffusion process took place, then the adoption of *Drumblek* also occurred quite large in Salatiga City and now it is also developing outside the larger Salatiga City. When an innovation has a large amount in the process adopted by a number of people, then it can be said to be exploded (Rogers, 1995). Seeing the large number of *Drumblek* groups formed, there is the involvement of the adopter itself in the process of acceptance and rapid development of *Drumblek* in Salatiga City. Therefore, the researcher wants to know about the adopter media in the development of *Drumblek* by using the theory of innovation diffusion. The diffusion of innovation is the process of an innovation being communicated through certain channels over time among members of the social system. Diffusion is a special type of communication, because the message is related to new ideas (Rogers, 1995).

Methodology

This research is a qualitative study where researchers can enter their opinions in assessing the cases studied. Furthermore, the distance between the researcher and the object under study is very close (Creswell, 2007). Researchers approach case studies that investigate phenomena in real-life contexts, when the boundaries between phenomena and contexts do not appear explicitly, and where multisources are utilized (Yin, 2015). Researchers use this approach because of the uniqueness of *Drumblek* who comes from a small town. Salatiga and now has very rapid development both inside Salatiga City itself and outside Salatiga City which is actually a bigger city. The study was conducted on *Drumblek* actors in Salatiga City where the sampling used purposive sampling techniques at first after conducting pre-research observations and then through snowball sampling in the data validity process. The informants in this study consisted of the *Drumblek* actors in Salatiga City who had been grouped according to the categories of adopters in the theory of innovation diffusion, namely as innovators, early adopters, early majority and late majority. Although there is one more category in the adopter category, namely laggard, but it is not enough to play an involvement in the development of *Drumblek* because laggard's position is he who has not received *Drumblek* and is willing to adopt.

Result and Discussion

The results of this study present information from interviews with informants and divide it into 3 important points, namely the category of adopter, adopter characteristics and the involvement of adopter in the development of *Drumblek* in Salatiga City, Indonesia. As for the description of the development of *Drumblek* in Salatiga City, it can be seen from the following table:

Table 1.1 *Drumblek* Practitioners Increasing Number

1986	<ul style="list-style-type: none"> • 1 person who originated <i>Drumblek</i> from Pancuran (innovator) • 5 young men from Pancuran as the moving spirit of society in Pancuran (early adopter) • <i>Drumblek</i> of Pancuran is formed
1995	<i>Drumblek</i> begins to be studied & adopted by people outside Pancuran as an early majority
2005	The second generation of <i>Drumblek</i> Pancuran activists emerged with the development of creativity (early adopter)
2010	One by one, groups of <i>Drumblek</i> in other villages began to form as a late majority
2016	<ul style="list-style-type: none"> • 9 young people initiating the formation and declaration of PDS • 25 groups in Salatiga present at the PDS declaration
2017	104 <i>Drumblek</i> groups join in the PDS grand reunion
2018	<ul style="list-style-type: none"> • 170 groups joined in the PDS • There are still those who have not yet joined

I. Adopter Category

As an innovator or adapter, the members of the social system can be divided into groups according to their level of innovation, which is speed in accepting innovation. The adopter categories are as follows (Rogers, 1995):

1. Innovator

Drumblek Innovator was the first inventor of the *Drumblek* formula in Salatiga City and that person was named Masruri (Alm) who came from Salatiga City precisely from the Pancuran area. The ability to produce innovation is based on the art blood that exists in him so that he can change the Klothekan youth habit of Pancuran into a good and rhythmic arrangement of used goods called *Drumblek*.

2. Early Adopters

Early adopters are internal innovation insiders who accept the innovation and help spread it. People who are included as citizens of Pancuran but become ambassadors to introduce *Drumblek* to the community outside Pancuran where it was done by WR speakers who also made a new formula to continue to provide innovation to *Drumblek* since 2005, namely introducing the sound of tools that are usually in marching bands but from used item.

3. Early Majority

Early Majority is the *Drumblek* actors who formed their own *Drumblek* group in the early days of *Drumblek* introduced to the people of Salatiga City when not many people adopted it. According to research sources, represented by 3 originators of *Drumblek* in the region, namely TY who formed his group in 1995-2003.

4. Late Majority

Late Majority of *Drumblek* is a person who adopted *Drumblek* when the *Drumblek* group began to emerge in Salatiga City from 2003 to exploded in 2017 and is still increasing in number but relatively little because it is now developing outside Salatiga City. The speakers representing WN, who formed their group in 2010 and CN who formed in 2014.

5. Laggards

He is a citizen who does not want to take part in adopting *Drumblek* and is involved in becoming a *Drumblek* offender. This person is a citizen of an area that now has *Drumblek* but as represented by an SS resource person that the rejection he did had his own reasons. However, rejection does not mean that he does not want to accept the existence of *Drumblek* as the art of Salatiga City. He supports the existence of *Drumblek*, it's just that it hasn't been directly involved in becoming a *Drumblek* offender.

II. Adopter Characteristics

Each adopter in each category has different characteristics that affect the reason for being in a particular adopter. It also distinguishes the involvement of each adopter in the development of *Drumblek* in Salatiga City and has now expanded to the area around the greater Salatiga City. The adopter characteristics in *Drumblek* are as follows:

1. Innovator

Innovator *Drumblek* at that time had stable financial resources because he (Alm. Masruri) at that time had sat on the government bench. In addition, his closeness to the community, especially young people who are dominant to become *Drumblek* actors, is able to give confidence to want to adopt *Drumblek*.

2. Early Adopters

As an early adopter, WR has the ability in the arts because he has long been in the field of music and has the will to produce arrays of public interest. WR was also able to influence the community because the relationship was good for *Drumblek* to be active again with his new formula after 1986 formed with the old arrangement.

3. Early Majority

Early Majority is faster to adopt *Drumblek* compared to others, besides knowing *Drumblek*'s presence more than others due to age, he also has previous experience in the arts so that he is more responsive to the arts. WR also knew information directly from the first *Drumblek* group in Pancuran that could be interpreted as an innovator group so that information obtained directly from the source was in the form of verbal and also saw the show and tried it out in his village.

4. Late Majority

Even though they have known for a long time, the late majority which is full of consideration both from their determination and environmental situation also influences. In addition, reducing uncertainty is needed because of fear of making wrong decisions so that he shared experiences with *Drumblek* in the past to prospective adopters in his area as done by WN because he had joined *Drumblek* before. WN also discussed in a youth meeting in the area where he lives.

5. Laggards

As laggards, the tendency of people in this category is to have excessive concerns as well as SS who have worries as a parent for their children if they join *Drumblek* to worry if their children's education is disrupted because it takes up learning time. In addition, NN felt that it was not enough to understand *Drumblek* and still considered the previous art to be better.

III. The Involvement of Adopter in the Development of *Drumblek*

Referring to the respective categories and characteristics possessed by the adopters, they also turned out to have their own involvement in the development of *Drumblek* in Salatiga City and even surrounding areas. This also causes an increase in the number of adopters from time to time even though the development is now rapid in the area around the City of Salatiga because within the City of Salatiga itself the development has reached its peak. The involvements of adopters are as follows:

1. Innovator

The involvement of the innovator in the development of *Drumblek* is huge because the innovator is the forerunner of the movement of *Drumblek* towards the future. The main key is held by innovators where if the innovation is not interesting enough to be adopted, then in the future the innovation will not experience development. Another case with *Drumblek* which is an innovation that takes a lot of public enthusiasm and even interested in their adoption. As stated by BD as a representative of the late Masruri as an innovator, a considerable effort was made by trying to create rhythm in *Drumblek* from the beginning only limited to klothekan as revealed in the interview as follows:

"At first, yes, because the people here like to *klothekan* (banging things around into a kind of musical instrument), then there is the name of Mr. Ruri, formerly a member of the Salatiga's government that made the tone so good, until finally there was the *Drumblek*" (Interview with BD on 08-08-19)

In accordance with the results of the interview above, it can be seen that the involvement of innovators is to find, find and create innovative products that are worthy of being presented and introduced to the public as potential adopters. The characteristics of innovators who have stable finances, guarantee for ongoing efforts to create innovation. The closeness of the innovators to the residents of Pancuran especially the young people there also makes their efforts run easier. Masruri in conveying information to the citizens of Pancuran was assisted by a team dubbed Pandawa Lima. This can be seen from the results of the study as follows:

"So when approaching appearing at events, as in the beginning it was formed, it was decided at the committee meeting. It used to be a coincidence that I was with five of the Pandawa Lima who were organizing the independent day celebration in this village and also taking care of the carnival because it was included in the series of events. So it was discussed again whether or not it would be possible to be able to go to the committee, including the Pancuran RT, the youth who was also the committee. Yes, from there it seems they are happy, willing to practice *Drumblek* and want to immediately appear" (Interview with BD on 13-08-19).

According to the interview results above, interpersonal communication channels and group communication are carried out to diffuse information about *Drumblek* to the residents of Pancuran until the process becomes agreed to adopt and develop *Drumblek*. After agreeing, the residents of Pancuran then practiced and dared to display it in front of the Salatiga City community. In its inaugural appearance, the enthusiasm of the residents was very high for *Drumblek* so that *Drumblek* was very well known by the citizens of Salatiga City at that time.

2. Early Adopters

WR as an early adopter played quite a number of involvements in the development of *Drumblek* in Salatiga City until now *Drumblek* has been widely adopted by residents around Salatiga City. This was conveyed by WR himself that it could be considered WR when the first *Drumblek* was formed in 1986 he had been involved as the first *Drumblek* member, Pancuran. However, over time and his experience working in the field of music, WR tried to innovate again by completing the arrangements and tools in *Drumblek* to produce better harmonization than before. This was stated in the interview as follows:

"Yes, it's just like the existing rhythm, just Drumband. Then I tried to be resentful with more instruments, with more arrangements, but I didn't leave the old beat. So indeed I added the intro and the interlude. I used to be inspired by the Latin rhythm of the intention to percussion itself the direction there and people who hear it must enjoy and dancing because can feel deeply the arrangement (Interview with WR on 29-10-19)

"Make arrangements if the audience can't feel the beat, I change it again. That is why every carnival or parade procession is the most eagerly awaited by the Pancuran troops. For what reason, he will go along with our rhythms" (Interview with WR on 29-10-19)

According to the interview results above, it is shown that the characteristics of early adopters are quite instrumental in supporting the extent of the involvement of early adopters in the development of *Drumblek*. WR who has knowledge of music, tries to give a new formula for *Drumblek's* progress by presenting a new rhythm so it is not monotonous as before. Like Drumband, but still using secondhand goods without leaving completely the arrangements that previously existed and are very good in *Drumblek*. WR then invited the citizens of Pancuran to be more active in preserving *Drumblek* with a new arrangement which turned out to be the response of the Salatiga City people even more interested when they saw the *Drumblek* Pancuran dubbed as Gempar displayed. WR is even a trainer for the *Drumblek* group in Salatiga City, which is owned by an area outside Pancuran. Interpersonal communication is also still a communication channel used to spread information about *Drumblek* in its development.

3. Early Majority

Although early majority got information from innovators and early adopters both through direct communication and by using certain media, early adopters also took part in the development of *Drumblek* in Salatiga City. The involvement of early adopter in the development of *Drumblek* is that it is a means of information and practice for prospective adopters that fall under the category of late majority. Many Salatiga residents are interested in forming *Drumblek* but need checking information about the pros and cons of *Drumblek* and usually ask early adopters. The early adopter in *Drumblek* was represented by a guest speaker TY who decided to form the *Drumblek* group earlier before many people also formed under the name Caliber group. The involvement of TY in convincing prospective adopters afterwards about *Drumblek* is as follows:

"We are free, anyone wants to borrow an instrument, please. If it's broken, it's okay to use it. Do you want to join the training here? As long as we don't set the price, it's also what distinguishes it from other groups. So, I also ask those questions if I want to form my own group" (Interview with TY on 26-10-19)

According to the interview results above, TY shows considerable openness to the people of Salatiga City as potential adopters and residents in their homes. This certainly does not limit the possibility of potential adopters to gain confidence when they want to adopt *Drumblek* as well. People who are sure of what is seen, tried and felt from *Drumblek* then finally decide to become an adopter in the category after this, namely the late majority. The information known by TY as an early majority from the innovator itself is a plus for him when explaining to other potential adopters about *Drumblek* in more detail. At this stage, interpersonal communication is still used to share information about *Drumblek*.

4. Late Majority

There are 2 speakers representing late majority in *Drumblek* because both have different reasons and knowledge from *Drumblek* when they decided to form a *Drumblek* group in their area. Considering that *Drumblek* is an innovative art that involves many parties in being able to form a complete and ideal group, resource persons cannot just follow their own desires. In this category, the communication channel

used by WN is group communication while CN uses organizational communication in adoption decision making. Regarding the development of *Drumblek*, the late majority played a involvement in introducing it to community groups in greater depth with the appearance presented at special events carried out by a group of people both inside and outside the City of Salatiga. This is evident from the results of interviews with WN who were present outside of Salatiga as follows: "Oo for example, miss, this Garuda has been there for almost 3 years and is always in contract with Pati people. So every time there is an event, Garuda is invited" (Interview with WN on 25-07-19) Garuda is the name of the *Drumblek* group in the WN region where he was the pioneer of the formation of the *Drumblek* group there because he had prior experience with the first *Drumblek*, Pancuran and shared his experiences with residents in his area and discussed in village youth meetings with group communication until they were convinced to adopt *Drumblek*.

As for CN, he represented his *Drumblek* group in the name of a place of worship, which is one of the churches in Salatiga City that knew information about *Drumblek* from the early majority. CN was the pioneer of *Drumblek* in his group and decided to adopt *Drumblek* after a bureaucracy in the church organizational structure where the highest decision was with the pastor there. CN uses organizational communication in conveying information about *Drumblek*. The involvement of the CN as a late majority is to introduce *Drumblek* to the Christian congregation in Salatiga City. *Drumblek* became a new thing for them because the Siloam *Drumblek* group spearheaded by CN was the first *Drumblek* in the name of the church in Salatiga City. Siloam appeared as the performer in the opening of the Christmas celebration of Salatiga churches organized by the Salatiga Church Cooperation Agency (BKGS). As for this matter as stated by CN as follows:

"Yes, that is, so if Siloam is certain in the activities of the BKGS (Badan Kerjasama Gereja Se-Salatiga) - an organization that contain churches in Salatiga, it has been registered even though there are many churches now but Siloam first (Interview with CN on 07-28-19)"

Siloam *Drumblek* always seems to be the main one presented as the event filler because it is the first in a Christian environment that forms *Drumblek* even though there are now other churches that follow. It can be seen that Siloam, represented by CN which is a late majority, has a involvement in introducing and convincing Christians in other churches to adopt *Drumblek* as well and increase the number of *Drumblek* developments in Salatiga City.

5. Laggards

This one category has a different involvement in the development of *Drumblek*, it might even be said not to take part in the development of *Drumblek*. However, with an attitude that does not hate the existence of *Drumblek* in Salatiga City and does not protest with the rapid development of *Drumblek* at least make the development of *Drumblek* run in accordance with the efforts made by the four other adopter categories and that is enough. This category was represented by the SS which stated that he admitted that *Drumblek* was good but could not get involved and involve his children in it as follows:

"Yes, what should I do, miss ... Yes, actually it is good for people here, which is not clear hanging out that night is more focused, has a forum for positive directions. It's actually creative. But if for my child, there are a number of parents who are of the same mind, fear that those who have been organized will actually become chaotic like their daily activities" (Interview with SS on 27-10-19).

This shows the recognition of the SS about how *Drumblek* provides good benefits for the community, but because of its characteristics that have excessive concerns, so they do not want to involve their children to get involved in joining *Drumblek* in their area even though many children there are joined in *Drumblek* there. The most influential involvement in the development of *Drumblek* until now certainly belongs to the innovator because if at first the innovation was considered a failure of Pancuran

residents who represented the citizens of Salatiga City at first, then the worst possibility was that *Drumblek* innovation would not experience such a large development. Early innovators also have a big involvement in the development of *Drumblek* because if the information delivered about *Drumblek* in the next generation that already has many differences from all aspects from before and is not appropriate then innovation can be abandoned and not survive until now. Early majority and late majority are groups of people who come from outside where *Drumblek* came from. However, the cultural similarity in Salatiga City creates a similar interest in the types of culture so that *Drumblek* can be accepted by these two categories. Late majority is superior when it comes to adopting while late majority gains the certainty of acceptance from the community. While laggards, do not have a involvement in the development of *Drumblek* but indirectly support the development of *Drumblek* as it is pursued by not doing any activities that hinder the process.

Information about *Drumblek* conveyed from one informant to another certainly uses communication where the process is interconnected in creating and interpreting messages which ultimately results in a response (Griffin, 2012). Efforts to communicate *Drumblek* to the people of Salatiga used by adopters tend to use interpersonal communication channels where there are face-to-face interactions between two or several people, where the sender can deliver the message directly, and the recipient of the message can receive and respond directly as well (Hardjana, 2003). This type of communication is carried out by the innovator until the late majority even though the innovator also uses group communication channels as well as the late majority to share information and problem solving where the actors can clearly remember each other's personal characteristics precisely (Wiryanto, 2004).

The information in question is about *Drumblek* and the problem solving is used to take the adoption decision into a joint decision. Organizational communication channels also appear to be carried out by the late majority when they will adopt adoption decisions because they occur within an organization, are formal and also informal, and take place in a larger network than group communication (Mulyana, 2007). This is shown by the CN where to be able to get an adoption decision there is a management structure in the organization that must be obeyed and the adoption decision entirely belongs to the leadership. This shows that there is an adjustment between the choice of communication channel type and the situation in each region because by understanding it, it can place itself when communicating and can understand communication better (Littlejohn & Foss, 2011).

Conclusion

Each adopter in each category has different characteristics from one another and it influences their behavior, involvements and ways of taking a involvement in the development of *Drumblek* in Salatiga City. Each category has an equally important involvement in the development of *Drumblek* both in the City of Salatiga and now it extends to the surrounding area. The involvement that can be seen is that the innovator and early adopter are *Drumblek* innovation trendsetters who spread the *Drumblek* virus to the Salatiga City community while the early majority and late majority are followers of *Drumblek* who follow the *Drumblek* innovation composition even though modifications to songs, costumes and arrangements begin to collaborate. In addition, the involvement of the next adopter is as an opinion leader that is owned by the innovator and early majority because they can influence the attitudes of other individuals both formally and informally to accept and adopt *Drumblek* and even have become the lifestyle of the citizens of Pancuran which are finally followed by residents of the City Salatiga is outside the shower. While change agents are those who are early majority and late majority who have guaranteed *Drumblek* acceptance and popularity from the experience of innovators and early adopters who then influence the followers' innovation decisions in the direction desired by the change agents, namely the adoption of *Drumblek* innovations in the region. Change agents in this case are the pioneers of *Drumblek* in their respective regions.

The communication channel is also quite influential in decision making on the adoption and development of *Drumblek* where interpersonal communication channels are still used and are considered as the most effective communication to convey information about innovations to influence the decisions of prospective adopters in accordance with the wishes of the conveyor of information. In its implication, the innovator needs to ensure that the innovations introduced are sufficient in accordance with the conditions and needs of the community where they will introduce the innovations so that rejection will be minimal.

Early adopters need to keep abreast of current times and trends so that they can determine the right strategy for introducing innovations to the next generation and making innovations not abandoned and remain an opinion leader and source of information for future generations who want to know the historical development of *Drumblek* in Salatiga City. Whereas early adopter and early majority need to have creativity to give a characteristic to their *Drumblek* group and enrich the existing forms of innovation in *Drumblek* artistry so that they do not find a saturation point in adopting *Drumblek* and can then be called an innovation trendsetter although they still have to carry out involvements as change agents for future generations.

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