



# What are NFT's ? : Expansion of Visual Asset Distribution for Creative Economy Agents in Semarang Hysteria Artlab

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**Abstract.** The creative economy is a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main factor of production. Therefore, along with the era of the industrial revolution 4.0 and the non-fungible token (NFT) issue, this is a momentum for various parties to growing NFT industrial ecosystem in Indonesia. In Semarang, there is a well-known community especially for digital natives working in the fine arts sub-sector, namely Hysteria, more specifically Hysteria Artlab. With digital native characteristics that are very adaptive to technology, it is necessary for them to explore this NFT opportunity to expand the distribution of their works onto the latest platforms. Based on these facts, the aims of this research are: 1) To find an ideal strategy for disseminating knowledge and understanding about the NFT on Hysteria Artlab community; 2) To explain the implementation of dissemination strategies about NFT on Hysteria Artlab community. This study uses a qualitative approach, with action research methods consists of four main components which also indicate steps, Planning-Action-Observation-Reflection. The results of this study found that there are several things need to be prepared as strategy and considered before jumping into the world of NFT: 1) Knowledge and understanding of the NFT world and the technology in it; 2) Selection of the NFT marketplace because each platform has its own characteristics and way of working; 3) Actively carry out promotions or marketing by prioritizing the value of the work produced.

**Keywords:** *Art, Creative, Economic, Expansion, NFT*

## 1 Introduction

Non-Fungible Token or NFT digital assets became a trend after Ghozali shocked the public with the news that he earned billions of rupiah from his photographs in the

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metaverse. After this news spread, quite a few people followed in Ghozali's footsteps by posting various similar works. This clearly creates opportunities for many art workers such as artists and creators. The Ministry of Tourism and Creative Economy (Kemenparekraf) believes that Non-Fungible Token or NFT assets have great potential in boosting the economic value of Indonesia's creative industry during the digital era. Quoting a statement from the Deputy for Industry and Investment at the Ministry of Tourism and Creative Economy, currently the presence of NFT assets may still be treated skeptically by various parties, but in fact at the forum of G-20 countries, crypto assets and NFTs are included in one of the main discussions in the global digital economy theme. The creative economy is a concept in the new economic era that intensifies information and creativity by relying on ideas and knowledge from human resources as the main production factor. The creative economy is one of many forms of economic concept development. It is hoped that the economic potential can increase. Based on the 2025 Creative Economy Blueprint [1], the creative economy is the creation of added value (economic, social, cultural and environmental) based on ideas born from the creativity of human resources and based on the use of knowledge. There are three main points that form the basis of the creative economy, namely creativity, innovation and invention. In the 2020 Creative Economy Statistics by the Ministry of Tourism and Creative Economy of the Republic of Indonesia, there are 17 creative economy subsectors, namely: 1. Applications; 2. Architecture; 3. Visual Communication Design; 4. Product Design; 5. Interior Design; 6. Photography; 7. Music; 8. Crafts; 9. Culinary; 10. Fashion; 11. Publishing; 12. Film, Animation and Video; 13. Advertising; 14. Interactive Games; 15. Performing Arts; 16. Fine Arts; 17. TV and Radio. This opportunity can certainly become a strategic issue that deserves attention as a strategic choice to win global competition, marked by continued innovation and creativity in order to increase economic added value through the capitalization of creative ideas. Therefore, it can be said that the NFT opportunity for creative actors, especially fine arts, can become an economic concept in the new economic era which intensifies information and creativity by relying on ideas and stock of knowledge from Human Resources (HR) as the main production factor in activities [2][3][4][5].

In Semarang, there is a well-known community for creative economy agents, especially digital natives working in the fine arts sub-sector, namely Hysteria, more specifically Hysteria Artlab. In this community, there are many illustrators, graphic designers, animators, comic artists, digital painters, etc. who are members and are creative economy agents in the field of fine arts, especially in digital visual works which are quite productive. With the characteristics of digital natives who are very adaptable to technology, it is necessary that they can explore this NFT opportunity to expand the distribution of their work on cutting-edge platforms. However, the NFT boom does not directly mean that the products or works of creative people can be accepted or sold instantly. There are several things that need to be prepared and considered before jumping into the world of NFT. There are at least three things that need to be prepared, 1) Knowledge and understanding of the NFT world and the technology in it; 2) Selection of the NFT marketplace because each platform has its own characteristics and way of working; 3) Actively carry out promotions or marketing by prioritizing the value of the work produced [6][7][8]. These three preparations need to be disseminated to creative agents at Semarang Hysteria ArtLab.



**Fig. 1.** Hysteria Artlab Activity. Source: Ratih Ayu Pratiwinindy

Along with the era of the industrial revolution 4.0 and the rise of the non-fungible token (NFT) issue, this has become a momentum for various parties to grow a good NFT industry ecosystem in Indonesia. By Strategic Alliance, NFT & Metaverse Business Partner Kolektibel.com, it was stated that NFTs based on blockchain technology will provide a breath of fresh air for the creative industry. Because of this technology allows someone to own an asset or work, not consume it like on other over-the-top platforms. The concept of ownership of digital assets/works in the form of NFTs allows content creators to sell or distribute their works to buyers, in a more systematic manner. Because NFTs make digital assets unique and cannot be duplicated, creative economy players can avoid piracy attempts. Based on these facts, the aims of this research are: 1) To find an ideal strategy for disseminating knowledge and understanding about the NFT on Hysteria Artlab community; 2) To explain the application of dissemination strategies about NFT on Hysteria Artlab community.

## 2 Methods

This research use action research method. An action research approach, based on the cycle of identifying an issue, collecting base-line measures, implementing change, and re-measuring [9]. In this research, using action research consists of four main components which also indicate steps, Planning – Action – Observation – Reflection [10]. The research process can be depicted through the following diagram.

Data were obtained through observation, interviews, documentation, document analysis, and field notes. Data analysis is done by enriching information, looking for relationships, comparing, finding patterns on the basis of data. The results of data analysis presented in the form of a narrative description.

### 3 Result and Discussion

#### 3.1 Planning: Identification and Problem Mapping on Hysteria ArtLab

As a partner of joint laboratory, Hysteria ArtLab can impact change with an emphasis on creativity. Hysteria dreams of creating a healthy, prosperous, and sustainable art and creativity ecosystem. Hysteria appeared since September 11, 2004, apart from being a place for artistic production, Hysteria also facilitates interdisciplinary meetings on a local to global scale to seek breakthroughs in matters of creativity, art, community, youth and urban issues. There are several missions that Hysteria wants to realize, including: 1) Creation of independent institutions; 2) The creation of a creator who is sustainable, resilient and empowered; 3) Facilitated community and platform development; 4) The existence of ideal cultural and creative policies; 5) Become an empowered community (social economic and cultural); 6) The creation of creators, both individual and collective, who are connected in the global world. In the mid of 2008, Hysteria initiated the Grobak Art Kos art space on Jalan Stonen 29 Semarang which functioned as a meeting space (hub) and discourse. This space is a continuation of the art project 'Grobak Art' which was an angkringan or place to sell cat rice a year earlier on Jalan Atmodirono. In 2011, Hysteria became a legal entity and established its position as a hub or meeting space for various urban activities in the city of Semarang.

Based on observations and interviews, several problems faced by partners can be identified as follows:

1. Partners are facilitators for creative economy actors in the fine arts sub-sector who are digital natives who are highly adaptive to technological developments.
2. Lack of literacy regarding opportunities to expand the distribution of sales of digital visual works of assets through NFTs.
3. There is no design of an expansion distribution strategy for the sale of digital visual works of assets through NFT on the appropriate platform.
4. Not yet strong marketing or promotion of the distribution of sales of digital visual works assets

Based on the identification of these problems, operationally, the problem mapping and solution for the problems as follow.

*Table 1. Planning: Problems Mapping and Solution*

<b>Problems</b>	<b>Solution</b>
Hysteria ArtLab is a facilitator for creative economy actors in the fine arts subsector who are digital natives who are very adaptive to technological developments.	Partners need to get updated information and new opportunities that can open up horizons of knowledge about the latest technology.

Lack of literacy regarding opportunities to expand distribution of sales of digital visual works through NFT.	Partners need socialization, training, and assistance on opportunities to expand distribution of sales of works through NFT.
There is no planned expansion strategy for selling digital visual work assets through NFTs on appropriate platforms.	Partners need assistance in planning expansion strategies for selling digital visual work assets through NFTs on several platforms.
Not yet strong marketing or promotion of distribution of sales of digital visual works assets	Strengthening science and technology for network expansion and promotion of works.

Referring to the problem mapping above, solutions to the problems were developed, by several action and strategy, there are: 1) Dissemination of opportunities to expand the distribution of work assets through NFTs; 2) Assistance in sorting and selecting marketplace platforms that are in accordance with the characteristics and needs of the work you have; 3) Planning for an expansion strategy for selling digital visual works of assets through NFT on several platforms; 4) Strengthening science and technology for network expansion and promotion.

The method of implementing science and technology is in the form of training and assistance in managing the sales distribution of digital-based visual work assets. The action of this skills training activity will be carried out using the method of presentation, question and answer and direct practice. The target of implementing this service is the expected impact: 1) Participants can manage digital visual assets; 2) Participants are able to sort and choose a marketplace platform that is in accordance with the characteristics and needs of the work they have; 3) Participants are able to create and implement an expansion strategy for the distribution of sales of digital visual works of assets through NFT.

### **3.2 Action: Implementing Strategy to Disseminate Knowledge and Understanding about the NFT on Hysteria Artlab Community**

In this research, we use the principles of action research namely participatory action research. This research activities carried out by emphasizing community involvement so that they feel involved in the activity program and intend to actively participate in solving community-based problems. The following will explain the work procedures that can be carried out to support the realization of the methods offered. This work procedure focuses more on work activities that will be carried out after the proposing team has carried out survey activities and found the solution that has been determined. The proposer has made initial observations at Hysteria ArtLab to find the essence of the problem. After that, a training management concept was adopted that was right on target and efficient to solve partner problems. Thus, the solution is to provide understanding and training, disseminate opportunities for expanding the distribution of sales of works through NFTs and designing strategies for expanding the distribution of

sales of digital visual work assets via NFTs on appropriate platforms. The method used is training and mentoring with a collaborative participatory approach. The steps taken are as follows.

### 1. First and Second Meeting

Training and understanding activities will be carried out at the first and second meetings. Each meeting will be held for 5-6 hours. In the initial presentation lasts 2-3 hours, while the final 1 hour will be used for discussion and answering questions from participants. So that this activity can be understood well, the speaker will present it in the form of a presentation as a reference to facilitate understanding. Apart from that, demonstrations or practice of things related to NFT platforms are also carried out. Supporting facilities include internet connection, laptop, smartphone / tablet, equipped with training materials.



**Fig. 2.** First Meeting

Source: Ratih Ayu Pratiwinindya



**Fig. 3.** Second Meeting

Source: Ratih Ayu Pratiwinindya

### 2. Third and Fourth Meeting

At the activities 1 and 2 will be evaluated at the end of each meeting to measure the level of understanding of the previous activity. So, at the third meeting is a practical training and mentoring activity. This exploration activity

lasts for 3 hours, while the final 1 hour will be used to apply the results of work asset management innovations and design distribution expansion strategies. The fourth meeting has the same duration as the third meeting (3 hours) but will be more complex because there will be an evaluation of the results of innovations in work asset management and various marketing strategies that have been developed, as well as all activities that have been carried out using the indicators specified has been previously set.



**Fig. 4.** Third Meeting. Source: Ratih Ayu Pratiwinindya



**Fig.5.** Fourth Meeting. Source: Ratih Ayu Pratiwinindya

### 3.3 Observation: Result of the Action

The action in this study was carried out in four meeting to measure and test by providing treatment and stimulus to find out how the response was. Based on observation and survey, the results of the implementation of the actions were quite good, participants were very active in discussing and were able practice and understand the information that had been conveyed. Participants has understood about NFT dan able to create and implement an expansion strategy for the distribution of sales of digital visual works of assets through NFT.

### 3.4 Reflection: Evaluating Process of Progressive Problem Solving

This method is carried out by provides knowledge and understanding about what NFTs are and how to use it. In conveying this material, use lecture, question-

answer and discussion methods. Through a lecture model, it explains the entire material and after that participants can freely ask questions that they feel have not been understood. So that understanding becomes deeper and can be operationalized. This method is used to guide participants in practical exercises: 1) Dissemination of opportunities to expand the distribution of work sales via NFT; 2) Designing a distribution expansion strategy for selling digital visual work assets via NFT on appropriate platforms. With this several action, it is hoped that participants will be able to apply the various techniques provided during the training to mentoring and can be carried out continuously as a strategy to expand the distribution of sales of works.

## 4 Conclusion

Implementation of action cycle in this research has reached good results. With the action, it can encourage and stimulate Hysteria ArtLab community to expand their asset distribution also turns out to create their own visual character that reflect the uniqueness of their own. This action need to be done, because creative industry, now becoming very dynamic, competitive, and important at this time. Hysteria Artlab, where there are many illustrators, graphic designers, animators, comic artists, digital painters, etc. who are members and are creative economy agents in the field of fine arts, especially in digital visual works must be adaptive to technology, so they can explore this NFT opportunity to expand the distribution of their work on cutting-edge platforms.

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