

## Demokratisasi Industri Seni Digital Berbasis Blockchain: Studi pada "Komunitas NFT Indonesia" = Blockchain-Based Democratization of the Art Industry: Study on "Indonesian NFT Community"

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### Abstrak

Penelitian ini berusaha melihat konstruksi makna demokratisasi industri seni digital melalui praktik seni NFT (Non-Fungible Token) oleh para anggota Komunitas NFT Indonesia. Teknologi blockchain secara umum mengusung konsep desentral yang berupaya untuk mendisrupsi berbagai industri termasuk seni digital. Dalam konsepsi Trevor J. Pinch dan Wiebe E. Bijker, pengembangan teknologi merupakan hasil konstruksi sosial dari proses interpretasi fleksibel oleh kelompok sosial relevan. Kemudian aktivitas dalam Komunitas NFT Indonesia terkait praktik seni NFT melalui konsepsi Henry Jenkins dilihat sebagai budaya partisipatori yang turut membentuk konstruksi sosial teknologi blockchain sebagai demokratisasi industri seni digital. Penelitian ini menggunakan paradigma konstruktivisme dan metode netnografi dengan melibatkan lima narasumber anggota Komunitas NFT Indonesia. Makna blockchain sebagai demokratisasi industri seni digital terlihat pada penafsiran narasumber terhadap praktik seni NFT seperti kendali kuat seniman atas penandaan keaslian, pengembangan loyalitas penggemar, penentuan harga awal dan kontinuitas finansial dari royalti. Anggota komunitas daring tersebut mengonstruksi makna blockchain sebagai demokratisasi industri seni digital melalui aktivitas komunikasi yang terjadi dalam praktik seni NFT.

.....This research attempts to look at the construction of the meaning of democratization of the digital art industry through NFT (Non-Fungible Token) art practices by members of the Indonesian NFT Community. Blockchain technology in general carries a decentralized concept that seeks to disrupt various industries including digital arts. In the conception of Trevor J. Pinch and Wiebe E. Bijker, technological development is the result of social construction from a process of flexible interpretation by relevant social groups. Hence the activities within the Indonesian NFT Community related to the practice of NFT art through the conception of Henry Jenkins are seen as a participatory culture that also shaped the social construction of blockchain technology as a democratization of the digital art industry. This study uses the constructivism paradigm and the netnographic method involving five informants from the Indonesian NFT Community. The meaning of blockchain as a democratization of the digital art industry is seen in the interviewees' interpretation of NFT art practices such as artist's strong control over marking of authenticity, developing fan loyalty, initial pricing and financial continuity of royalties. Members of the online community construct the meaning of blockchain as a democratization of the digital art industry through communication activities that occur in NFT art practices.