



SIMINAR HASIL
PENELITIAN DISERTASI DOKTOR



**PENETAPAN HARGA LUKISAN KONTEMPORER DI
GALERI DI INDONESIA**

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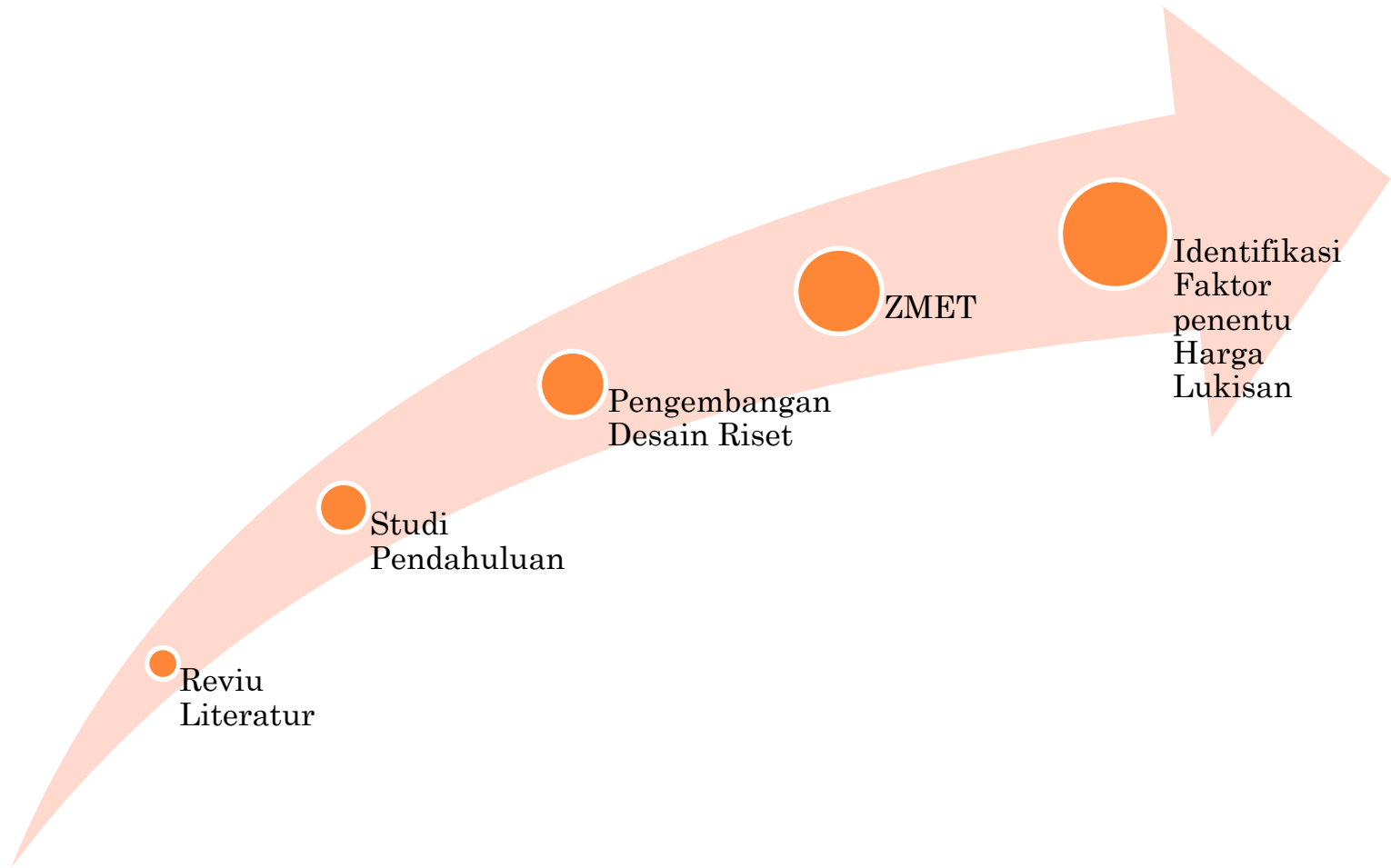
**Program Studi Tata Kelola Seni
Fakultas Seni Rupa
Institut Seni Indonesia Yogyakarta
November 2018**

- MAIN NAVIGATION
- Beranda
- Daftar Usulan Baru
- Daftar Usulan Lanjutan
- Pelaksanaan Kegiatan
- Riwayat Usulan
- Profil
- Pemetaan Riset PT

Unggah Dokumen Seminar Hasil

Tahun Pelaksanaan: 2018

No.	Usulan	Berkas Seminar Hasil
1	Penelitian Disertasi Doktor Penetapan Harga Lukisan Seni Kontemporer di Galeri di Indonesia Tahun Usulan: 2017 Usulan Tahun Ke 1 Dari Rencana Kegiatan 1 Tahun Dana Disetujui: Rp57,500,000	<ul style="list-style-type: none">Isi Capaian = 1Unggah DokumenArtikel IlmiahBorang CapaianPosterProfil



Latar Belakang

Menetapkan harga jual suatu karya seni merupakan tantangan tersendiri bagi sang perupa, pengelola galeri maupun kolektor karya seni rupa (Prendergast, 2014).

Bisnis di bidang seni rupa saat ini merupakan bisnis yang sangat menjanjikan dan menghasilkan banyak uang, tetapi kondisi pasar seni rupa ini banyak diabaikan oleh para praktisi maupun akademisi di bidang pemasaran (Marshall dan Forrest, 2011).

Pertanyaan Penelitian

1. Faktor – faktor apa saja yang mungkin berperan dalam menentukan harga lukisan kontemporer di Galeri di Indonesia?
2. Bagaimana proses terbentuknya penetapan harga pada lukisan kontemporer di Galeri yang dilakukan di Indonesia?

Kebaruan Penelitian

Publikasi yang banyak dilakukan adalah penelitian yang menitik beratkan pada instrumen pemasaran yang lain yaitu produk, distribusi dan promosi (Hinterhuber, 2004)

Penelitian tentang faktor – faktor yang mempengaruhi penetapan harga di bidang seni rupa khususnya lukisan masih sangat minim (Prendergast, 2014).

Landasan Teori

1. Harga
2. Nilai
3. Nilai pelanggan
4. Nilai yang dipersepsikan
5. Aset tidak berwujud
6. Barang mewah
7. Barang hedonik
8. Motivasi pembelian

METODE PENELITIAN

Kualitatif

Eksplorasi

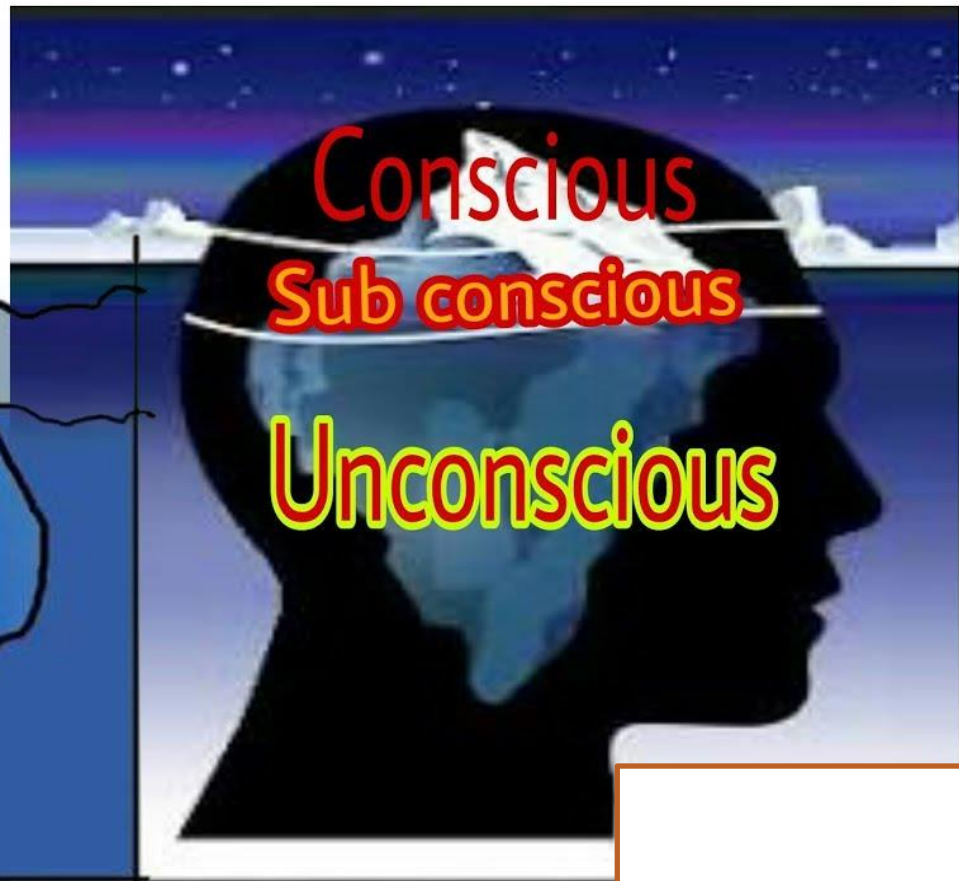
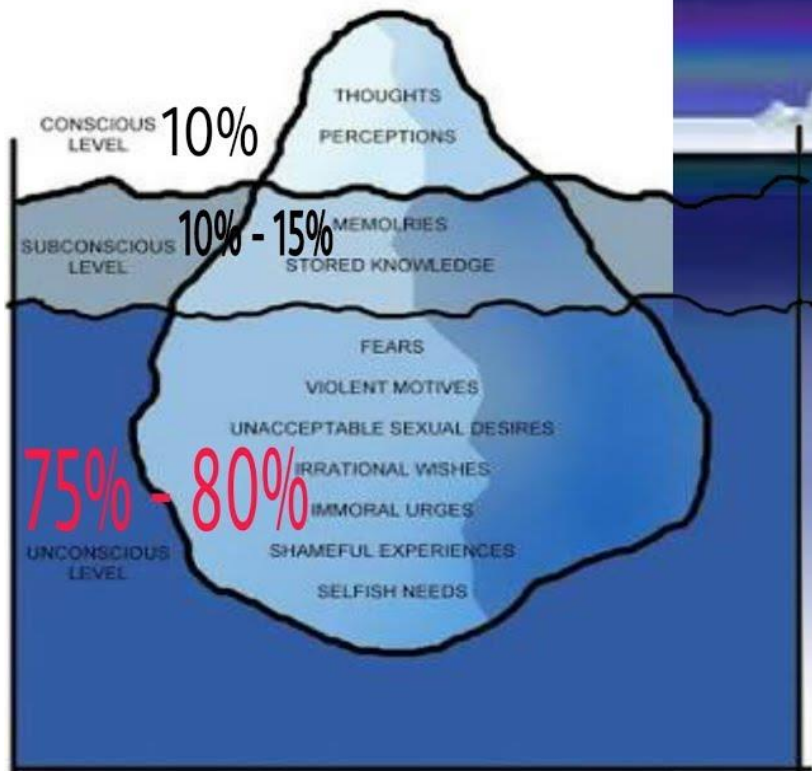
Partisipan :

- ✓ Studi Pendahuluan
- ✓ ZMET

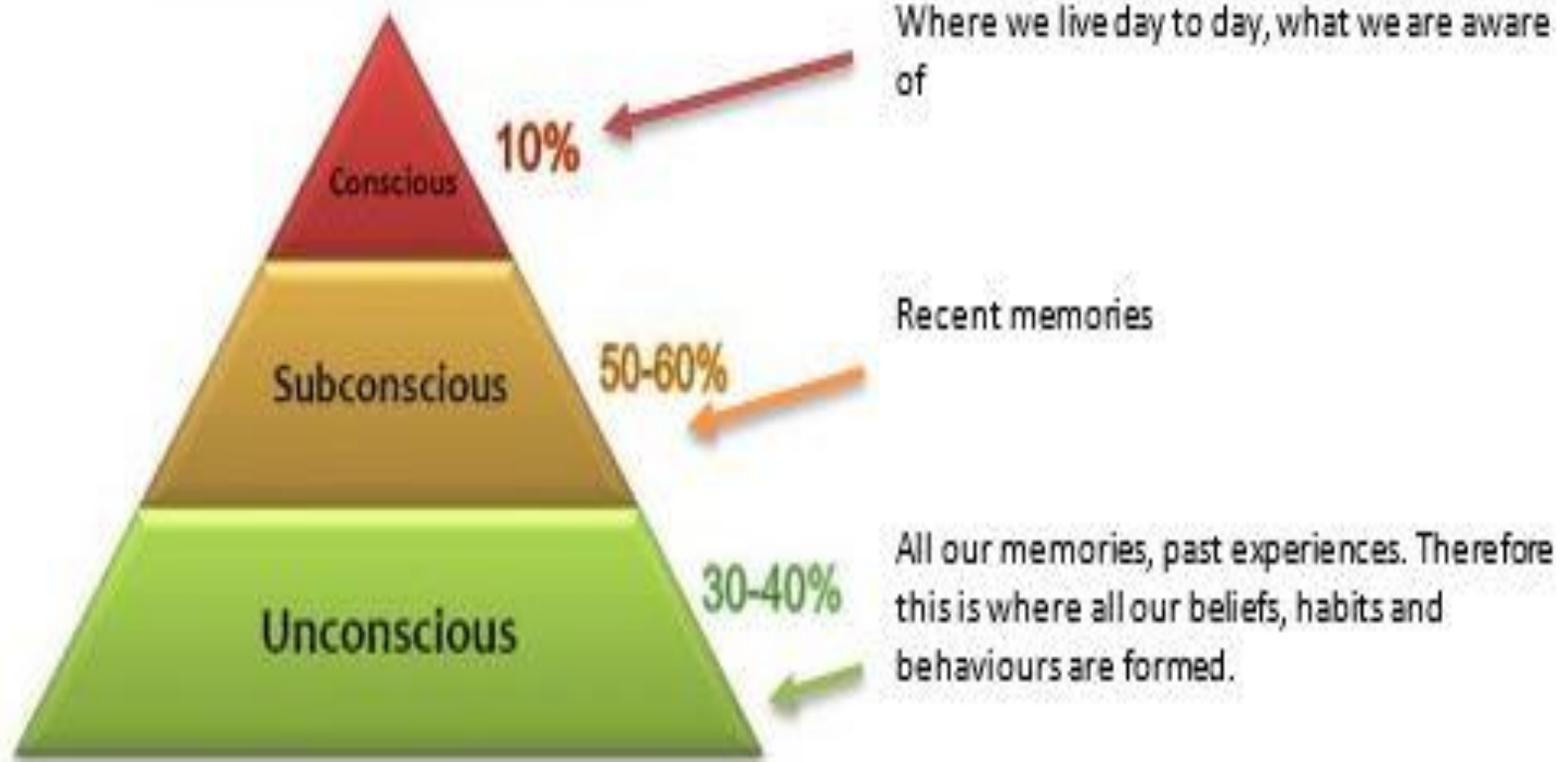
TEKNIK ANALISIS DATA

Zaltman Metaphor Elicitation Technique (ZMET)

Freud's View of the Human Mind:
The Mental Iceberg



The Human Mind



Laddering Interview



Attributes



Consequences



Values



Persiapan pelaksanaan ZMET

- Pilih partisipan
- Penjelasan :
 - ✓2-3 minggu sebelumnya
 - ✓Penjelasan singkat tentang topik penelitian
 - ✓Memilih sejumlah gambar 8-14 yang relevan dan memiliki asosiasi dengan isu atau topik

Alat dan fasilitas

- Kamera
- Video
- Perekam suara
- Papan tulis magnetik + tempelan magnetik
- Kertas kosong
- Spidol
- Post it
- Gunting
- Lem
- Printer
- Scanner

Proses wawancara dalam ZMET

1. Penyampaian cerita
2. Gambar yang tidak dapat ditemukan
3. Mengelompokkan gambar
4. Mengungkap konstruk
5. Gambar yang mewakili isu
6. Gambar yang berlawanan
7. Citra sensori
8. Peta mental
9. Gambar ringkasan
10. Peta konsensus

1. Penyampaian cerita



3. Mengelompokkan gambar





Kesimpulan

Faktor dominan yang menentukan penetapan harga adalah

- ✓ kualitas karya,
- ✓ reputasi seniman dan
- ✓ reputasi galeri.

antaseden

konsekuen

Kualitas karya

Ekonomi

Reputasi seniman

Harga lukisan

Simbolik

Reputasi galeri

Prestise

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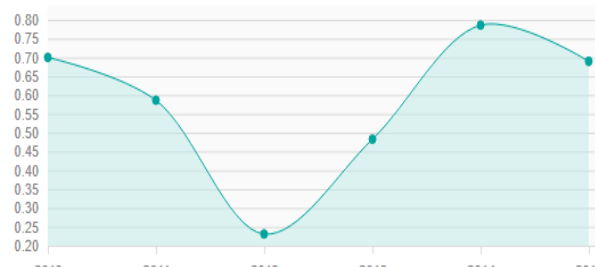
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RG Journal impact history

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2014	0.79
2013	0.48
2012	0.23
2011	0.59
2010	0.70

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