This project tells an inspirational story both on the stage and behind the scenes of a Pantura (northern coast Java) dangdut singer, Diana Sastra along with her group. Goddess of Pantura represents specific culture and traditions of northern coast Java community which makes dangdut music as breath, entertainment and stage of existence in social life.
In 2013, this project then I exhibited around on the north coast with the location of the exhibition on stage. My photographs is packed in eight-page newspaper which printed 5,000 copies and distributed free around in five cities in the northern coast, Brebes, Tegal, Kuningan, Indramayu and Cirebon.

I began working on Goddess of Pantura since 2012 as part of the final project for the course diploma photojournalism at the Ateneo de Manila University. The absence of articles, papers or documentation about dangdut made me think to share this photos back to the community, as a form of education and archiving documentation about the tradition and spirit of music dangdut.
This year, Goddess of Pantura project is invited to participate Identity Crisis: Reflection On Public and Private Life Contemporary Javanese Photography, curated by Brian Arnold, Johnson Museum of Art at Cornell University, Ithaca, Newyork. This exhibition invited ten Indonesian artists who pursue photography medium.

Please visit http://aumdayu.weebly.com/goddes-of-pantura.html for more information.
This project tells the story of the rise of visual imagery in social media (instagram). The generation that have high awareness the importance of visual, capture their daily activities with variety of camera and share them. The process of selecting visual uploaded becomes important to build self image, how they want to be seen and assessed by the public. What they do, what the wear and what’s their surrounding.
Shooting method uses the concept of visual works of Instagram, such as OOTD (outfit of the day, the birdview angle, point of interest in the middle and arrange all the thing before taking picture. The story presented is a married couple who work as parking attendants and flower sellers at Jalan Dago.

For me, their style represent the stereotype of Bandung who were very concerned about the appearance. This project will continue in Instagram account, documenting the lifestyle (fashion) on the streets.

I made an exhibition where they work everyday at Dago intersection. This exhibition is a way to create physical galleries from virtual galleries that are usually only accessed from smartphones. So, all comments in the form of compliments or criticism occured directly.

Please visit http://aumdayu.weebly.com/aku-hari-ini.html for more information
This project contains a collection of photos of my smartphone from May to October 2016. It was the months where I was broken hearted by a cheap romance. In that time on August I also grieve because my good friend passed away. My grief and sadness was accompanied by the presence of a snapchat. At that time this application loved by youth to share everyday life in the form of text, photos and video duration of a few seconds. However, the upload only lasted 24 hours.

What’s interesting about the snapchat is that there are some selfie features that can turn our faces into various types. For example, our faces will change to look like funny and adorable, becoming animal faces such as dogs, cats, pigs and pandas with ears, nose and mouth. Some other features can also make the face turned ugly, disproportionate, fat and even creepy. There is also a swap face feature when taking selfie pictures together with our friends.

Today almost all social media have features that are almost similar to snapchats.

I’m not a person who loves to selfie and upload it in social media. Honestly, I was even annoyed with the accounts that quite often upload selfie photos. I’m interested in this activities. I started to take the pictures of myself with snapshot as a way of putting myself outside of the situation of sadness and looking at myself from the point of view of an observer.

It turned out exciting and fun. After crying in the room all of a sudden I can laugh out loud because seeing my own face turned into a tomato. Seeing my face becomes ugly, weird and silly makes me learn to laugh at myself. Laugh at life and how stupid I am because of drowning in sorrow. The
best cure for sadness is humor, or maybe the other way is better, that sadness occurs by lack of humor. Even while being sad, part of me was aware of the ridiculousness and selfishness of my melancholy. Seeing the face becomes ugly, weird and silly makes me learn to laugh at my life.

I see how my period of sadness has led me to understand and empathize with the large-scale problem of depression especially millennials that modern life society creates.

Please visit http://aumdayu.weebly.com/kusuka-selfie.html for more information.
I create and teach a photo story class named Kami Punya Cerita, located in Tobucil and Klabs, Bandung. The class is open to people for all ages and backgrounds, such as student, crafter, doctor, artist, housewife, writer, artist etc. They will share and discuss to tell a story with photography as a medium. We usually make an exhibition in the end of class and also make a photobook. There is now running up to 15 batches, about 80 people attended this class.

**KPC Photo Presentation & Exhibition**

Batch 14 , Tobucil and Klabs. 2017

KPC Photo Presentation & Exhibition

Batch 10, Tobucil and Klabs, Bandung. 2015
For me, teaching is a way to learning. The more I share, the more I receive. This class keeps me active in creative thinking. I got a lot of inspiration by listening to ideas and stories from others. This class is a space without boundaries, free to talk about photography projects without fear of being wrong and burdened by the rules and opinions of others. The language used in the classroom is also simple and easy to understand, so that all participants from different ages and backgrounds can join.

I always emphasize each participant to make a project of everyday things and enjoy the process. I believe the projects that are done with pleasure and truly will definitely produce something good. This class is a place where people are open to all thoughts, share and help each other.

KPC Exhibition (batch 1 - 10)
(Bandung Photoshowcase, IFI Bandung. 2015)
Photobook Kami Punya Cerita, published two editions
1st edition 2011-2013

Some publications on newspaper:

Please visit http://kamipunyacerita.weebly.com for more information.
I have a music project named Tetangga Pak Gesang along with my friend Meicy Sitorus, duo singer with musical instrument ukulele and kazoo.

In addition to making songs. We love to sing and held a spontaneous musical performance in unusual places such as nursing homes, hospitals, orphanages, or just singing in city parks and other public spaces.

We involved several exhibitions, workshop, residency and music collaboration with some musicians.

Please visit https://soundcloud.com/tetangga-pak-gesang to listen our songs.

Please visit https://www.youtube.com/watch?v=yNg-Jp59VZo to see our visit music performances.
We also have a big interest in children’s songs and actively create a workshop to make a song with the children. One of them is to follow artist expedition named Liwuto Pasi (2014) to Wakatobi inisiated by Rujak Center for Urban Studies and WWF.

We teach children in Kaledupa island and Kampung Bajo to create their own songs. The project was closed with a stage on the beach, inviting people around as spectators.
Collaboration music project with band named “Slank” on their solo Concert “Revolusi Bunga”
Ritz Carlton, Jakarta 2014

Please visit https://www.instagram.com/musiktetangga/?hl=en for our daily documentary
This work is in the form of short documentary (6.5 minutes) and photo project.

The tile factory is identical with men, so I tried to try to give a spotlight to women. The project is documenting the activities of women in the tile factory in Jatiwangi. They have a duty to "Ngereut nendeun" (cut and save). When making observations and taking video about "ngereut nendeun", I imagine these women are a model that walks, but carrying tile. Then I took them this seemed to be engaged in a fashion shoot.
Please visit http://aumdayu.weebly.com/village-video-festival.html for more information
Kaleidoskop

Kaleidoskop is a biennial program for young artists as a platform to show the current artistic practices in Yogyakarta. This project was initiated by the three art space; Kedai Kebun Forum, Ruang Mes 56, Ace House Collective.

In this residency program, there were 14 people who work in partnership between artists in it and also with other disciplines. The artistic practice based on cooperation and collaboration.
This my collaboration music project with Lansia Band, part of the final presentation

Please visit http://aumdayu.weebly.com/kaleidoskop-project.html for more information
This project is part of HIBAH KARYA IVAA 2015. The program is a grant that aims to open the widest possible access to the public against the archive of collections of Jaringan Arsip Budaya Nusantara (JABN) members to be investigated and used, and raises public awareness for the use of the archives. JABN is a network of six arts and cultural institutions: Jakarta Arts Council (DKJ), Dayakologi Institute, Indonesian Visual Art Archive (IVAA), East Nusa Tenggara Regional Museum, Audio Visual Puskat Studio (SAV Puskat), and Tikar Media Budaya Nusantara.

I made documentary movie and archive photo exhibition “Jejak Bang Ali” based on Dewan Kesenian Jakarta’s archives. Jejak Bang Ali is a documentary that tries to reconstruct the idea of Ali Sadikin (Governor of DKI Jakarta period 1966-1977) about the beginning of the Center of Arts in Jakarta. The literary record said in early 1968 Ali threw the idea of setting up an arts center as an art investment.

This is a momentum that shows how art development is an important aspect of urban progress. Especially when Ali Sadikin accepted a proposal designed by five young artists who were also cultural journalists such as Goenawan Mohamad, Arifin C Noor, Salim Said, Ed Zulverdi and Sukardjasman.

The proposal is typed by Arifin C. Noor at Salim Said’s house Jalan Matraman Raya 51 Jakarta by using red ribbon, because the black ribbon typewriter is exhausted. The red ink proposal was accepted by Ali as a bridge to establish the Arts Center in Jakarta (Taman Ismail Marzuki ) Arts Center (PKJ TIM) and Jakarta Arts Council (DKJ).
Please visit https://www.youtube.com/watch?v=USN735YiW1k to watch the movie
Starting from an interest in millenial experience and the use of technological devises for communication, Arum Dayu has been exploring the ways in which smart phones and other personal electronic devises (PEDs) shape our lives and mediate our experience of reality.

Arum, who not only works as an artist but also as a musician, began by creating a collaborative music project called Klout with Hannah Ekin and Ayash Laras.

Working with the project organisers Sekutu Imajiner, Klout organized an experimental music gig at Cemeti entitled See The Grid, Feel The Gig. Following a series of warm-up acts, located both in the gallery and streamed from the artist's hometown of Bandung, Klout's performance began. Whilst being physically present in the same building, the audience and the band could not see each other. Their relationship only existed by means of a live stream on Instagram. The gig can be seen as an experiment, allowing Arum to explore our increasing reliance on our devises, the human and the post-human.
For this exhibition Arum Dayu will re-present elements taken from this performance in a multi part installation using virtual reality, online platforms and constructed scenarios in Cemeti’s gallery.
This work comes from my personal anxiety. I often get questions about why I am not married and when will I get married. Single women in their 30s often get negative stigma from friends and family, making them feel discriminated. They are often considered too focused on a career, selfish, and too selective in choosing a partner.

Married or single is optional, should not get the negative spotlight. But in Indonesia, it must be admitted that most people still regard marriage as the ultimate success and happiness of life. So those who fail to get married in their late twenties, or enter their 30s, are also considered unsuccessful in their entire life.

Many people judge a person only based on marital status. A wedding photo can be one powerful visual proof to dampen the questions and pressures of family and society life.