

ABSTRACT

Ananda Teguh Erdiansyah, NIM 1604204009, titled his thesis as a source of motivation for the writer until the end of his studies at the Faculty of Creative Industries, Department of Fine Arts, Telkom University Bandung.

The aim of this research is to gain a deeper understanding of the creative process in creating digital 3D artworks by contemporary artists. Through a case study conducted on three contemporary artists from West Java, East Java, and West Java, this research aims to explore how digital technology is used in the creative process and its impact on the development of the 3D artist's creative process. In the three case studies conducted on these artists, the author will identify each artist's Creative Process and categorize them according to Graham Wallas' understanding. This will ensure the alignment of the creative process undertaken by the artists with Graham Wallas' understanding, as well as investigate the influence of technology on the creative process in the current digital era. This research is a qualitative study, and data collection techniques involve a case study approach through interviews and observations with three artists born in 2002 from Indonesia, specifically from the Java island, with at least 2 years of experience as artists.

keywords : digital art, 3D creations, creative process, contemporary artists.