

The Effectiveness of Instagram as A Communication Media in Promoting East Java's Traditions and Arts in The Modern Era: Study on PPST DISBUDPAR Jawa Timur.

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ABSTRACT

PPST, stands for Paguyuban Peminat Seni Tradisi Jawa Timur, or the Association of East Java's Tradition and Arts Enthusiasts, is one of many programs which is under responsibility of UPT Laboratorium Penelitian dan Pengembangan Kesenian (Integrated Technical Unit of Research and Development Laboratory of Arts) DISBUDPAR Jawa Timur (Culture and Tourism Office of East Java). PPST has several activities and programs to increase insights and preserve the culture of East Java for the wider community. Unfortunately, information's regarding these activities and programs are not well-publicized. This is mainly because PPST still use a conventional communication media. Also, the promotional media is ineffective especially to attract the interest of a younger and wider range of audience. The purpose of this research is to design the Instagram business profile as a communication media of PPST and to measures its effectiveness. Instagram was chosen because it is the most used application by the young adults and teenagers, since the main purpose of PPST programs are to attract young people to enjoy and participate in the activities organized by PPST. This research used action research method, which was creating Instagram of PPST and designing its contents, also making an appropriate hashtags. In addition, this research also monitored the activity and movement of the numbers of followers, likes, and views for specified time range. The result of this research is that the use of Instagram as a communication media has proven to be effective by 85% compared to conventional marketing communication media that has been carried out by PPST. The percentage represented the average effectiveness of the increasing number of followers, likes and views. This result was indicated that well-design and well-communicated activities and programs related to a traditional performing arts will definitely attract a wider and younger range of audiences.

Keywords— Communication media effectiveness, Instagram, Traditions and arts enthusiast

1. INTRODUCTION

Traditional culture and local arts are often can not endure modernization which takes place massively. A centralized modernization has forced the local culture to conduct the acculturation process. A proper acculturation process will increase the popularity of the local culture. However, if not, there will be a domination of new cultural values which will continued to replaced the existing values^[9]. To anticipate this matter, the government needs to strive for the preservation of national cultures through a variety of activities. These activities should lead to the discovery of the genuine culture of the nation. This phenomenon was the primary basis for Culture and Tourism Office of East Java (hereinafter referred as DISBUDPAR Jatim) to establish the Association of East Java's Tradition and Arts Enthusiasts (hereinafter referred as PPST) under the auspices of the Integrated Technical Unit of Research and Development Laboratory of Arts (hereinafter referred as UPT LPPK). PPST is the activity of fostering, developing, and empowering groups of art studios in schools.

It aims in developing and preserving traditional arts. These include dance, music, traditional theatrical acts, or a combination of the three and other types of traditional arts, such as batik and so on^[12].

The main purpose of the establishing of PPST is to develop students' creativity, especially in traditional arts of East Java. It needs to get special attention considering that most of them have stagnated and some arts are considered endangered. It was primarily caused by a value-shift in the community which had been causing the traditional arts in East Java to lose their function as a cultural heritage. Therefore, PPST faces a formidable challenge of repackaging so that the displayed art becomes interesting, innovative but does not lose its identity^[12]. As a response to this challenge, PPST needs to held a high-quality activities and restore the traditional arts to the community to be enjoyed. One thing that PPST can do is to design traditional art performances with an appropriate marketing strategy. The marketing communication strategy used by PPST should be following its objectives and the target market^[9] ^[13]. Since the target market of PPST is school-age children, it needs

communication media that are close to their world, which is the social media.

Social media allows more than one user to produce, access and convey information almost simultaneously^[2]. One of the most popular social media today is Instagram with more than 1 billion users. Indonesia had the largest number of users of Instagram in Asia Pacific. Indonesia was also 1 of the top 5 countries with the most Instagram Business Profile users. On the contrary, Facebook stated that 50% of businesses on Instagram did not have a website. This indicated that the Instagram Business Profile was the major media to show their existence of their business effectively^[4]

Based on the informations above, Instagram is one of the most widely used social media in the modern era, which has not been utilized by PPST. Therefore, this research aimed to design Instagram Business Profile as a new PPST marketing communication media. Besides, it was also to figure out the level of effectiveness of Instagram Business Profile to enhance the positive experience and engagement of participants towards PPST art performances also to promote local arts to a wider community.

2. LITERATURE REVIEW

2.1. *Integrated Marketing Communication (IMC)*

Marketing communication is a tool used by companies to confirm, persuade, and remind consumers directly, or indirectly, about the products and brands they sell. Marketing communication should not be one-way, which is informing or reminding consumers of a product. However, it should have gone both ways, interactive, and integrated across all communication media used by the company^{[9][3][11]}.

IMC has differed significantly from classical communication models in various aspects. IMC is the coordination and integration of all marketing communication tools, channels, and resources in the company, into a seamless programs. These are designed to maximize the impact on customers and stakeholders. These programs cover many things: B2B, market channels, and also customer-focused communication. The key point about the IMC is the unity of the message. It should have been consistent across all media and programs implemented by the company^{[5][11]}.

2.2. *Social Media Marketing*

Interactive media enables a two-way communication flow where users can participate and modify the form and content of information they receive in real-time. The new interactive media allows users to perform various activities, such as receiving, changing various pieces of information and images, making questions, responding to questions and making online purchases^[1].

The rapid growth of social media is changing the companies' how to communicate and interact with their customers. It makes the marketing communication process becomes more personal. It also enables the customers to comment on messages given, share them with friends, add and redefine them. In other words, the customers become part of the

conversation. It provides feedback to companies and enables customers to share information with other customers^[2].

Four main characteristics underlie marketers to utilize social media to communicate their business. First, social media is personal and interactive. It allows marketers to interact with customers on a personal level. Customers can discuss products or brands directly with marketers. Marketers will also know what customers like and dislike and listen directly to their opinions^[6].

The second is social media facilitates customers and marketers to communicate in realtime. In certain circumstances, it is difficult for marketers to anticipate how customers will react to advertisements. For example, a company makes an ad that is considered controversial. People will use social media to criticize the company. Then, the company can respond through social media as well. It allows marketers to make new changes or overcome problems immediately^[6].

Third, social media is a form of word-of-mouth technology or verbal communication. Word-of-mouth marketing on social media is usually get done by using other formats. There are writing, recording or photographing. Social media allows customers to recommend or criticize companies in public forums^[6]. This is the reason why companies need to provide excellent quality products and services to customers. If the company wants to be discussed in a public forum, the company will have to ensure that the context of the discussion is positive.

Last is connectivity. One of the basic human needs is to connect with other humans. With social media, it is possible for everyone to connect with each other through social networks^[6]. Companies can take advantage of this need by creating loyal customer communities on social media or observing conversations and interactions between customers on social media about the company's products or services.

2.3. *Instagram as a Marketing tool*

Instagram is one of the many social media applications that many people use daily. This application defined as a fun and quirky way to share information with family and friends in a series of photos^[8].

At first, Instagram only had a few features, which were uploading photos and filtering so that you and your 'followers' (and also your 'followings') could interact through 'likes' and 'comments' on your photos. Over time, Instagram understood the increasing needs of its users. Subsequently, Instagram added the 'hashtag', 'direct', 'stories', and the most recent features: 'professional accounts',^{[14][7][8]}

Some Instagram features that can be used by marketers to communicate their products or services are:

Photos and stories. The company took a snapshot of its products and services or activities conducted by the company and posted them on Instagram feeds or stories. The display of photos and stories had to be done right and consistent with the message that the company aimed to convey. Photos and stories are the main features of Instagram that become the customer's first assessment of the company's products and services or activities.

Hashtags. Hashtags are words or phrases that are preceded by a hash sign (#) used to identify specific topics or messages. The addition of hashtags in the company's photos

or stories can help users or customers find a particular photo related to the company.

Instagram Business Profile. Instagram has two different types of accounts, which are Personal Accounts and Professional Accounts. Personal Accounts designed to casual types of users with no specific interest to share about. Professional Accounts were dedicated to make it easy for Instagram to form its algorithm. This algorithm will produce specific searches so that users who are exposed to the accounts were matched with the Professional Accounts category chosen by the company. There are Creator Profiles and Business Profiles. Many companies usually chose Business Profile since it provides knowledge about followers and how their posts are performing. The business profile also offers the company easier and free promotions on Instagram (Instagram Ad is a paid service). It also makes the company easier to reach its customers and form a bigger business. In addition, this business profile has a contact button on the feed page on company's profile. It gives customers more access to contact and finds out more about the company.

2.4. Social Media Marketing Effectiveness

The increasing connectivity through the internet is a major factor in people's needs for social media. Most of the social media users are millennials. Therefore, companies that fancy the millennials as their target market, better incorporate social media as one of their strategy of integrated marketing communication ^[11].

3. METHODS

This research was conducted using the action research method, where it used formal and informal interview data, focus group discussions, participant observation, and document reviews as well as possible ^[10]. Action research was chosen to help researches answer several research questions. It aimed to examine the effectiveness of designing an Instagram business profile for PPST in enhancing positive experiences and engagement of art performance participants, as well as promoting local arts to a wider community. Therefore, this method was applied to contribute simultaneously to social science (knowledge) as well as social change (practice) ^[10].

The object of this study was the annual children's performing arts parade conducted by PPST since 2011. The parade was held on 28 and 29 April 2019 in the Taman Kridha Budaya Malang, East Java. This research referred to the work process of action research, which is to observe, reflect, plan, act ^[10].

Data were collected using a multi-method process, which emphasized the iterations between defining the issues, developing solutions, and evaluating ^[10]. In-depth interviews were carried out with PPST Section-Head and PPST Parade Coordinator. Data were also gathered via focus group meetings (conducted with new and early-registered PPST members), informal meetings with the last and this year parade's participants. Meetings (including member participation/support group meeting), backed-up by fieldnotes, research diaries, and reviews of relevant documentation also provided datasets.

Data (fieldnotes, interview transcripts, reflective diaries, and documents) were analyzed using a constant comparative approach. The research team identified emerging issues from participants' discussions that described the newly-design PPST Instagram Business Profile and how they utilized it to get positive experiences, increase engagement and promote the event.

Issues were explored and interpreted in an interactive way with the project participants and were triangulated between the different stakeholder groups. The findings were used in turn to guide the development of an information source for UPT LPPK DISBUDPAR Jawa Timur, PPST members and the public about PPST's Annual Children's Performing Arts Parade.

4. RESULTS AND FINDINGS

Within the observing stage, it was found that PPST still used conventional media in disseminating information and promoting it. As a result, the distribution of information from UPT LPPK DISBUDPAR Jawa Timur to PPST members was fairly lengthy and inefficient since the system let information not to be conveyed properly to the PPST members. This stage had resulted that PPST members need new communication media that are more efficient and faster in information distribution. A new communication media should perform as a conductor of information and facilitate the aspiration exchange between PPST members.

Within the reflecting stage, the research team explored the existing marketing communication strategy of PPST. It was concluded that PPST did not have communication media. News and information regarding PPST were only posted on the official website of UPT LPPK, which was created in 2018. However, during this year, the feedback obtained by the website was relatively low. It was seen from the comments in each of its news uploads. There were two recent uploads related to PPST. The first uploaded on April 20, 2019, there was only 1 comment. While the second uploaded on May 10, 2019, there were no comments at all. This occurred not only with the press release of PPST activities but also almost all the information uploaded on the website. Consequently, it could be concluded that the response from the public about the information conveyed was still not optimal.

Besides the website, PPST also made a catalog in 2011. The PPST catalog contained the history of the formation of PPST, the list of PPST members and the program of activities conducted by PPST each year. But from 2011 until 2019 there was still no catalog update, even though every year there were new members registered for PPST.

The third stage was planning. The research team made and designed Instagram as a marketing communication strategy for PPST. The process of making Instagram aligned to the main purpose of this marketing communication, which was enhancing positive experiences and engagement of participants' art performance, as well as promoting local arts to a wider community. The Instagram account @ppst.jatim was created on April 22, 2019, before the annual PPST competition, the Children's Performing Arts Parade. At the beginning of its making until before the event, Instagram PPST had only had one follower.

On the first day of the Children's Performing Arts Parade, researchers conducted a promotion related to Instagram PPST to contest participants and spectators both including PPST members and non-members. The effort was carried out using notifications to follow PPST's official Instagram account and posted on the contest participant's registration table. With this effort, the followers of the PPST Instagram account had increased but are still relatively few, because visitors who know the information were limited to those who come to the registration desk.

Then, another effort was made by putting the writing together with the rundown of the event or the list of event arrangements that were installed in many points of the event location, so that people who saw the rundown will know the information conveyed related to @ppst.jatim.

The next stage was not only 'act', but also followed by 'observe', 'reflect' and 'plan' simultaneously. The main activity was to design @ppst.jatim as information media. There was some information submitted on the Instagram PPST account, including the following:

Wrote general information about PPST on Instagram bio and insert the official website of UPT. LPPK DISBUDPAR Jawa Timur.

Notified the composition of the event or rundown of the 2019 Children's Performing Arts Parade to PPST members, contest visitors and followers of PPST's Instagram account. The arrangement of the event was uploaded to the story feature and then used as a highlight on Instagram so that account followers can see it at any time

Added special hashtags or hashtags for PPST activities, specifically #ParadeSeniShow2019 and #PPSTJATIMJAYA so that PPST members, participants and competition viewers who take pictures in the photo booth provided by the committee can upload them on social media then mark PPST Instagram accounts and use the hashtags. This was also the effort of researchers to promote the Performing Arts Parade competition through social media accounts PPST. Uploaded photos or videos will be sorted by the committee that will be selected uploads with the most interesting caption and the winner will get a prize or reward.

Took a live report during the PPST activities. So that PPST members who were not in the location directly can still follow the course of the event. Live reports were uploaded via the Instagram story feature. The live report was highlighted so that it did not disappear after 24 hours so that PPST members and PPST Instagram followers could see it again. The live report was divided into the first day and the second day.

Not only through the story feature, but @ppst.jatim also conveyed information through the timeline by uploading photos of the contestants' performances. So there would be pride from the participants when their appearance photos enter Instagram PPST. Besides it was also useful for other PPST members and PPST Instagram followers to be able to left comments and opinions on the uploaded photos.

Besides, @ppst.jatim also uploaded photos behind the stage before the participants appear. The goal was that PPST Instagram followers also know the activities carried out before the show.

Announcement of each category's competition was announced on @ppst.jatim, so that people who did not attend the event until the end knew the winner's achievement from the 2019 Children's Performing Arts Parade competition held

by PPST UPT LPPK DISBUDPAR Jawa Timur. In the uploaded photo contained a photo with the champions of the competition and for information on the champions of each category written on the upload caption.

Throughout the research, the team had concluded that the Public response or feedback on information delivered on PPST Instagram was tremendous. The response or feedback obtained from the presence of PPST social media can be seen from the participation and interaction carried out by PPST members who follow @ppst.jatim

4.1.Participants' engagement

In the beginning, @ppst.jatim only had one follower, progressing the day of the account followers event, the number grew to around 40 followers. With the introduction of the new PPST social media, @ppst.jatim followers continued to grow from the first day of the competition until the last day. With the intensity of visits which also increased. After the Children's Performing Arts Parade event is over, the followers of the @ppst.jatim account continued to increase significantly. The following was an increase in followers' data along with the intensity of PPST profile visits after the event was over. (Table 1)

Table 1. @ppst.jatim Visits and Followers

No	Date	Visits	Percentage	Followers
1.	Per 30 April 2019	1.850	85%	270
2.	Per 2 Mei 2019	1.856	4,07%	281
3.	Per 4 Mei 2019	2.138	3,5%	291
4.	Per 12 Mei 2019	241	10,6%	322
5.	Per 19 Mei 2019	107	6,8%	344

Source: @ppst.jatim, 2019

In Table 1, observations were made 2 days after the PPST competition took place. It was known from the visits recorded from @ppst.jatim. The community conducted routine visits every time and the peak was on May 4, 2019 where @ppst.jatim had been visited by 2,138 visits. The number of visits decreased, recorded on May 19, 2019 as many as 107 visits because 3 weeks after the event there was no new information to be delivered to PPST members or @ppst.jatim.

On April 30th, it got the most percentage because before the competition only 40 followers registered, but it continued to increase until April 30 there were 270 followers. While the followers or followers of the Instagram PPST account continues to increase. That meant the public welcomed the new communication media as a means of delivering information and marketing communication strategies from PPST in terms of the number of followers and community visits to @ppst.jatim.

Engagement from participants not only manifested on the number of followers but also the number of likes from each photo uploaded (Figure 1).

Since uploading photos of activities on Instagram @ppst.jatim, the response had been very good. Almost every uploaded photo was reached more than 100 likes. From Figure 1 it could be seen that the response from the public about every information delivered on the @ppst.jatim was very good. In terms of likes and others, many Instagram users also shared and saved these uploads.

The third engagement was marking or tagging @ppst.jatim and using hashtags or shared hashtags by doing a photo contest. Where would be selected upload photos or videos with the most interesting captions and used hashtags or hashtags # SeniPertunjukanAnak2019 and #PPSTJATIMJAYA. From the results obtained by the researchers, there were 26 Instagram accounts that participated in uploading photos during the PPST event by marking the @ppst.jatim and using the designated hashtag (Figure 2).

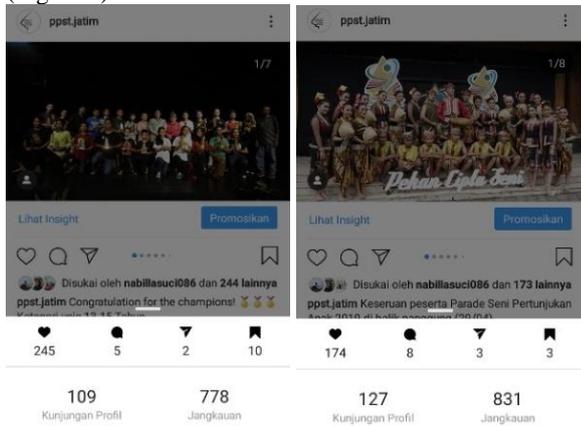


Figure 1. Likes and Shares @ppst.jatim

Source: @ppst.jatim, 2019



Figure 2. Uploaded Photos Using Designated Hashtags

Source: @ppst.jatim, 2019

4.2. Interactions between PPST and Event Participants

The interaction which was meant was through comments on every news or information upload. By using social media Instagram, PPST administrators could interact directly with PPST members quickly. PPST members and @ppst.jatim followers could leave opinions or comments on every upload. The following was an example of the interaction conducted by PPST Instagram managers with their members through comments on several PPST uploads. The comment column helped PPST managers to be able to interact directly with members and exchange opinions.

Instagram has a feature called direct message or DM. Where followers or not can send messages directly to PPST Instagram managers without anyone knowing. DM allows maximum two-way communication because it can freely exchange information or opinions privately without the other party knowing. There had been 42 messages invaded into @ppst.jatim and the following were some interactions conducted by PPST managers with PPST members and Instagram followers @ppst.jatim through direct message.

Also, PPST provided a spot where PPST members or followers could provide direct, quick criticism, suggestions or complaints. The method used was to provide a question column on Instagram stories so that @ppst.jatim followers could fill it directly. The aim was to accommodate the complaints and suggestions from PPST members properly. In the future evaluation or correction of errors would be made by PPST in the management of the existing system.

5. MANAGERIAL IMPLICATIONS AND FURTHER RESEARCH

According to the results, it could be seen that the public response was very good for Instagram media. Using Instagram as a communication strategy had proven to be effective, compared to conventional marketing communication media that had been carried out by PPST. The amount of public attention to PPST was seen through participation and interaction in @ppst.jatim.

If the website took a long time to get people's attention, Instagram could do it faster and easier. a short time can attract a lot of crowds. Besides, Instagram could also deliver information faster to PPST members compared to the conventional system that PPST did before.

The implementation of marketing communication in the PPST still needed to be improved, concluding by the public's response to the information delivered was still not optimal. The communication media were conventional so that it has many barriers, such as the time of delivering information to the early-registered PPST members, conventional media requires a large budget while the PPST did not have a budget for promotion.

Social media has become one of the solutions in dealing with the problems of the PPST, as a media of information as well as media for the promotion of traditional Javanese arts to the community. Instagram as a marketing communication media for the PPST has proven to be effective in spreading information and getting feedback directly from PPST

members. Instagram PPST is also a forum for the promotion of East Java traditional art activities to the public because of the wide and rapid dissemination of its information without experiencing many barriers.

Acknowledgment

Thank you to DISBUDPAR Jawa Timur, UPT LPPK and PPST managers for their time and provide all of the data that helped the research team. and the participants of traditional art parades who have actively participated in completing this research.

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