



# Publications of Toba Batakese Culture (Multimodal Analysis of ZONABATAK Instagram Account Uploads)

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**Abstract.** The existence of social media, such as Instagram, Facebook, and Twitter, makes it easier to promote and introduce a product or work, whether for personal, group, ethnic, or national interests. Especially in a pandemic situation, literary works and regional (traditional) arts and culture, usually shown up in open performances and concerts, cannot be expected to recognize and promote the traditional arts and culture. The Toba Batak tribe, one of the minor tribes in Indonesia, is very significant in culture, literature, art, and local wisdom. By the existence of social media, especially in this study, Instagram can maintain its existence, recognition, and interest in the culture and arts. This study was applied using a qualitative analysis method with a study approach of several uploads on the Instagram account of “Zona Batak”. The results of this study are seen in terms of effectiveness in terms of the number of likes and impressions assessed in terms of placement, semiotics, and messages of local wisdom.

**Keywords:** Digital publication · Toba batakese · Batak culture · Instagram

## 1 Introduction

The use of social media becomes very good if it is used in the connection between users in conveying messages and information. In social media applications, uploading posters, music, and short videos is a means used to promote or inform a particular product to attract the attention of application users so that the uploader manages to convey varied and interesting messages. Uploading on social media can be done by anyone, especially public service advocates, ministries and government, social activists, and artists in exhibiting or promoting information and/or advertisements easily because millennials and even almost all levels of society can already access an application or website. This implies that advertising, promotion, and marketing are three things that play a critical role in today’s technical and strategic communications [1].

Especially on how communication strategies are used in marketing, publishing, and introducing a product, the use of social media is an obligation for creative agents and artists or maestros in promoting their products or ideas [2]. Digitizing the publication of

a product, especially works of art or literary works, is the foremost option in introducing these literary and artistic works, which are even expected to become viral and be known and seen by many people as soon as possible. The level of competition for the introduction of works of art and literature, especially drama and music, is very rapid so that content creators, artists, and even creative thinkers of production must spin ideas and maximize their thoughts in supporting product recognition. Referring to this paper, literary and artistic works that are concentrated on the introduction of Batak traditions, be it in songs, dramas, and tourism objects, digitization and how to publish these traditions must be conceptualized and considered seriously, both for the sake of recognition and preservation of regional cultural arts or market interests who want to take advantage. According to Ramaswamy and Gouillart, artists, content creators, and creative idea thinkers must make an interesting upload to be liked [3].

Related to the uploads for marketing and promoting, the formulation of the concept, namely AIDA (attention, interest, desire, and action) that must be considered in making an interesting upload is so that the upload gets the attention of many people because, without attention, there will be no interest. With interest, it is hoped that action will occur to read the details in an upload, be it a poster or a short video [4]. In general, uploads, both recurring and permanent, can be found on social media such as Instagram, Twitter, and Facebook, as well as on electronic media, such as radio in short audio uploads and television in advertisement uploads or upcoming events. Social media is one of the effective media in disseminating information because many people notice it. In addition, uploads can also be found when opening a web or link on the Internet [5]. In this study, the author examines uploads submitted through social media, especially Instagram. In this study, how a work of literature and regional art, especially Batak Toba is communicated through social media (Instagram).

Multimodal is a term period used to refer to the way people communicate using distinctive modes at an identical time, namely using numerous semiotic modes within the layout of a product in several methods to reinforce or whole a selected message [6]. Multimodal can also be a technical time period that ambition to expose that means this is accomplished while utilizing diverse semiotics. In the context of text analysis, multimodal can be understood as an analytical system that mixes linguistic evaluation gear and measures inclusive of systemic purposeful linguistics with analytical tools to apprehend pictures if the textual content being analyzed uses or greater modes, including spoken, picture, or audiovisual media. These days, increasingly human beings rely upon the use of various modes to talk. Communicate on this examination is interpreted no longer most effective as a shape of delivering messages from the sender to the recipient but also as an attempt to provide that means from the which means maker to the network. Multimodal shipping patterns are socially and culturally built assets to create meaning. Style of transport of multimodal is thought of as a socially and culturally constituted resource for speaking which means [7]. This useful resource is not always restrained to language simplest as a commonplace and commonly used aid. However, it can also be pix, sounds, and areas wherein people convey messages and provide meaning. In this regard, color is likewise a semiotic mode due to the fact the meaning of a color can be different in different contexts. Furthermore, the format is some other example of semiotic mode. In this examination, the author sees semiotic mode as a tool and approach that is

available and applicable in a current society subculture in using social media that can carry the message, that means, representation, and attitude of the uploader an upload.

In step with the author, this study is essential to analyze uploads on social media accounts that are viewed from a multimodal thing, specifically considering different dreams are priorities in advertising a nearby literary painting. Nowadays, increasingly humans rely on using specific modes to communicate. According to Hayes et al., verbal exchange is interpreted no longer most effective as an occasion of handing over messages from the sender to the recipient but additionally, as an effort to provide which means from that means creator, to the folks who use social media [8]. The message conveyed is not confined to language as a typically used source but also can be referred to pictures, sounds, upload areas, and videos in which humans carry messages and offer to intend. Shade in uploads is also one of the modes of semiotics because the meaning of color may be distinctive compared to different colors. Similarly, the clarity of the uploaded voice and video also can reinforce a message. It can be seen that a semiotic mode is a tool and method available and acceptable in the way of life that is used in conveying the message to be conveyed [9].

Multimodal text research is semiotic research defined as the study of signs in society [10]. Semiotics should focus on research that not only refers to the study of signs in everyday conversation but also examines everything that refers to something else. The definition of semiotics itself is a sign in the form of words, pictures, sounds, gestures, and objects [11]. The terms spoken language, written language, visual, acoustic, and place a sign in studying semiotics in a more detailed form. A text, in this study, namely an upload is said to be a multimodal text when it has two or more semiotic systems. Overall, there are five semiotic system types: linguistic, visual, audio, gestural, and locational. An upload on social media can be displayed explicitly or implicitly, congruently or incongruently. According to Tang and Hew, generic structural elements in the upload are symbols that can be verbal or nonverbal [12]. Non-verbally, semiotics is realized through logos, while verbally, semiotics is realized through writing and keywords. The function of semiotics is to provide identity and provide the status of the uploaded product.

## 2 Methods

The method used in this research is a qualitative research method that aims to describe and explain the data in words or sentences separated by category to obtain conclusions [13]. Qualitative research is used because this study aims to describe the information uploaded by several Instagram account administrators in promoting Toba Batak Traditional Songs and uploading Lake Toba tourism marketing. According to Ledin and Machin, in conducting visual text analysis using image analysis because it can be considered as a verbal language, showing the metafunction of language [14]. The analysis step is carried out starting with treating semiotic media like language. The authors analyze the relationships created between uploaders, social media users (especially Instagram), and semiotic media objects when analyzing semiotic media. This relationship can be seen in semiotic media through the number of likes and uploaded comments back [15]. This describes the offer, social distance, power, and attitude that the poet has towards the social media user community and vice versa. The data collection method used is

the method of listening/watching and taking notes [16]. This method analyzes the text, by watching and listening to the video. The data analysis method used by the author is a matching technique where the determinant of the analysis has the meaning of the connection between the meaning giver (uploader on Instagram account), message, and society (Instagram social media user). As previously stated, the data sources of this research are several uploads on Instagram accounts randomly selected by researchers who upload popular Toba Batak traditional songs and uploads of Lake Toba tourism marketing. This research was reviewed until January 20, 2022. For the sake of simplifying the research, the researchers only examined five uploads related to the Toba Batak Traditional, which were sufficient to convince the study results. Researchers took this upload from the ZonaBatak Instagram account uploaded (<https://www.instagram.com/zonabatak/>).

### 3 Findings

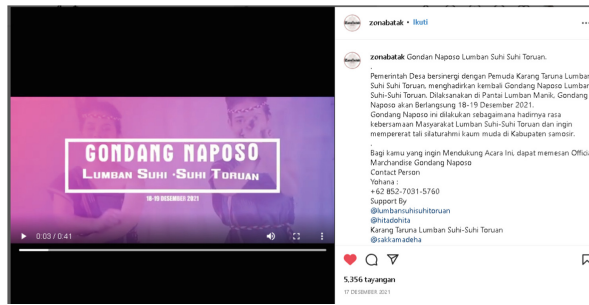
The followings are description of the research data findings.

#### 1. **Gondang Naposo Lumban Suhi-Suhi Toruan (Uploaded in December 17, 2022) Total like: 5356**

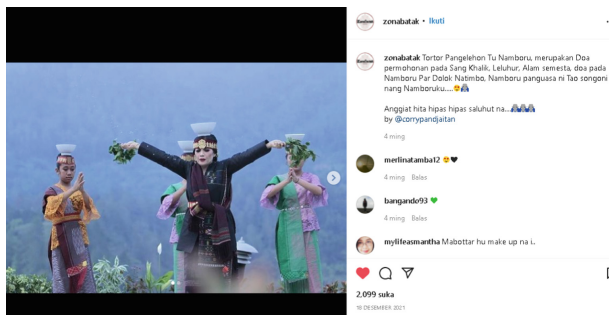
“Gondang Naposo” is a celebration of the Toba Batak culture, which is usually celebrated every year. Literally translated, “Gondang Naposo” means Songs/Drums/Bands of Youth. In this upload, this celebration is an initiative by the Village Government in the North Sumatra Province of the Tapanuli Toba area in synergy with the Youth Youth Organization “Lumban Suhi Suhi Toruan”. This celebration was held at Lumban Manik Beach, Gondang Naposo, and was taken on December 18–19, 2021. Gondang Naposo is carried out in the presence of a sense of togetherness. This is because the community wants to strengthen the relationship between young people in Samosir Regency. However, with the existence of multimodality, this closeness is expected to the people around Samosir Regency and the people or migrants who come from the Samosir area. In fact, by uploading it on Instagram Social Media, this upload certainly has excellent potential in promoting and introducing the existence of “Gondang Naposo” as regional artwork, especially in the uniqueness of the Toba Batak. This video upload is only 41 s long. However, by showing cultural values and local wisdom that is quite close and with interesting colors and details, accompanied by the strains of distinctive regional music, the appeal is in introducing regional uniqueness, art, and literature as well as marketing to the world. As a result, the area is getting better and openly accepted, which can be seen from the number of likes and all the positive and good comments (Fig. 1).

#### 2. **Tortor Pangelehon Tu Namboru (Uploaded in December 18, 2022) Total like: 2099**

The peculiarity of the presentation or performance of Toba Batak’s dance art as a form of dance embodiment in this upload is outstanding to see. Corry Panjaitan is a maestro of Toba Batak artists who is often involved in several big performances in the Toba Samosir area. In this upload, the Zoba Batak Instagram account administrator is not in the form of a video, but in the form of a very futuristic image response and is very concentrated on its regional nature. “Tortor Pangelehon Tu Namboru”, is a form of prayer dance supplication to the Creator of the Universe. Taking the shot of the pictures



**Fig. 1.** Gondang Naposo. Source: Instagram Account of Zonabatak



**Fig. 2.** Tortor Pangelehon. Source: Instagram Account of Zonabatak

that are very bright and the ethnicity of the Toba Batak in the upload of the dance looks very interesting, especially in the semiotic form of messages that emphasize the complete cultural study and the existence of Batak in the world. This is not considered an exaggeration even though the Toba Batak is only one of the hundreds of ethnicities in Indonesia. Of course, it looks minimal compared to the total ethnicity in the world. However, being liked by many people, which can be seen in the form of “2099 likes” and positive comments and messages of local wisdom that are conveyed very well, make this upload an excellent form of ethnicity publication (Fig. 2).

### **3. Anugrah Indah Sippan Tourism Tour (Uploaded in December 4, 2022) Total like: 10 993**

The “Anugrah Indah Sippan” tour is located in the Simalungun Regency area and is one of the tourist points in the area around Lake Toba. The introduction of one of the tourist attraction points in this upload was published and promoted very well and liked by many people in the form of “10 993 likes” at least until the writing in this study was made. The form of promotion of tourism objects, when compared to the previous method, has been significantly developed. The existence of Instagram social media has made it easy to use the modalities of promoting tourism objects, which used to be expensive. It is because they had to involve many people and a form of marketing and promotion so that they could only be uploaded in the form of short videos that lasted no more than one minute. In this upload analysis, videos are uploaded in the form of an “Instagram

Reel” so that it is straightforward for Instagram social media users to access the upload. In terms of semiotic contours of colors and objects, this upload shows the existence of an object of natural beauty in the high mountains surrounding the lake area, so that from a quick and straightforward catch, it is fascinating (Fig. 3).

**4. Molo Marende – Victor Hutabarat (Uploaded in November 30, 2021) Total like: 61 403**

In this upload, Victor Hutabarat and Olivia Pardede sing one of the classic Batak romantic songs entitled “Molo Marende”. The upload capture is not entirely in the entire song but only a few seconds in the video. The simplicity of this upload can also be seen from the form of publication in the form of Instagram Reels so that it can be accessed very simply by Instagram social media users. The simplicity of the upload, the melodious voices are sung by the two music masters of the Batak Toba folk song, and the concise video responses make the video exciting and can be accessed and watched very easily. Uncomplicated captions and simple but deep semiotic messages, both conveyed in Toba Batak language by the main speakers (Victor Hutabarat and Olivia Pardede) and Toba Batak regional patterned clothes by Victor Hutabarat reinforce the regional message and the beauty of artistic and literary works in uploads on Instagram (Fig. 4).



**Fig. 3.** Sippan Tourism. Source: Instagram Account of Zonanabatak



**Fig. 4.** Molo Marende. Source: Instagram Account of Zonanabatak

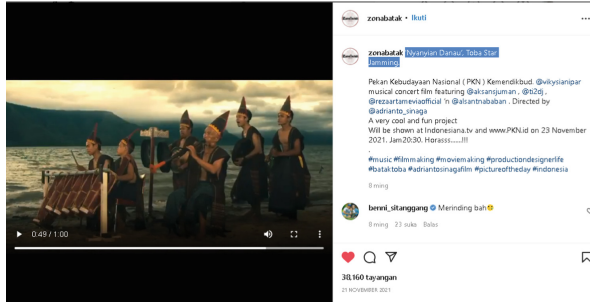


Fig. 5. Lagu Danau. Source: Instagram Account of Zonanabatak

### 5. ‘Song of the Lake’, Toba Star Jamming. (Uploaded in November 21, 2021) Total like: 38160

This upload is a trailer for “The Song of Lake Toba” which collaborates with several Toba Batak artists and the Culture Service of the Ministry of Education and Culture (PKN Kemdikbud). In this work, some of Indonesia’s top artists and singers, such as Vicky Sianipar, Titi DJ, Reza Artamevia, Alsant Nababan, and several other artists, really emphasize culture, art, customs, and even local wisdom, which are dense if watched fully, which lasts approximately one hour. However, in terms of semiotics and the flexibility of social media, the uploader makes “The Song of Lake Toba” in the form of a trailer that only lasts one minute (60 s). This includes the essence of abstraction of the overall content in describing the essence of the “Singing” itself, which indicates Lake Toba. The selection of simple scene pieces, the selection of some music that is compiled in a few seconds, and the angles dominated by views of Lake Toba and Ulos have done the Batak work digitization project liked by many people. Until this research was done, there were 38,160 impressions and thousands of likes along with positive comments indicating the reception of this upload was excellent (Fig. 5).

## 4 Conclusion

This study has explained the application of multimodal in the application of image, music, and video semiotics and their effectiveness in digitizing the publication of traditional Toba Batak works. It is hoped that with the role and influence of social media, the publication can be a form of survival for culture and society that preserves it. Of course, good management in promoting culture, both in the interest of local wisdom and marketing interests in terms of economic support, will be necessary for sustainable sustainability. Uploading and using social media can promote traditional works and literature and is liked by many social media users, although many posts are in Indonesian and English. This research provides a strong message, especially for the Indonesian people, especially the Toba Batak, in order to maintain a culture and tradition that is very rich in art and messages. Although the Toba Batak is only a tiny part of the ethnic groups in Indonesia, even in the world, the richness of tribal art in culture, art, and civilization has made it famous for digitizing uploads to social media, of course with multimodal semiotics (images, music, and videos) which is analyzed and adapted to social media



users in the world. In addition, the relationship between the message/information, the sender of the message, and the recipient of the message can also be seen simultaneously. Learning literature and art (traditional) uploaded to social media is expected to continue to develop so that the quality of information delivery in various fields can be conveyed and received as a whole, for the sake of the continuity and sustainability of a nation and the uniqueness of the nation, so that in the defense and survival of a culture and its people can continue to survive and even thrive. It is hoped that in the future, the maintenance of culture in Indonesia can develop and not only survive with the help of social media and public awareness.

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