Utilization of Instagram social media as a means of promotion and preservation of Javanese Culture (Qualitative descriptive study on Instagram account @bpnb.diy)

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ABSTRACT

Keywords

Javanese culture
Instagram promotion

This research discusses the utilization of Instagram as a means of promoting and preserving Javanese culture on the Instagram account of bpnb diy. The aim of this research is to understand the utilization of Instagram as a tool for promoting and preserving Javanese culture on the bpnb diy Instagram account and to comprehend the supporting factors and barriers to its utilization. The research method used is descriptive research with a qualitative approach. The data collection techniques include observation, interviews, and documentation. Data analysis techniques utilize Miles and Huberman's analysis, consisting of three stages: data reduction, data display, and conclusion drawing. The research results indicate that bpnb diy, has effectively utilized Instagram as a means of promoting Javanese culture. The activities conducted include: Uploading (1) Javanese cultural content. Collaborating with cultural communitie. (2) Organizing contests and thematic events. (3) Using relevant hashtags. The impact of this promotion includes an increase in the number of cultural enthusiasts, as evident from the number of followers, comments, and Instagram insights. However, there are challenges faced, such as a lack of understanding of how to use Instagram effectively, inactive participation from the community, and a shortage of creative resources.

1. Introduction

Indonesian society is a plural society, this can be seen from the diversity of culture, natural environment and geographical area. The diversity of Indonesian society is reflected in various artistic expressions (Khan et al., 2020). Furthermore, it can be said that various community groups in Indonesia are also able to develop their arts typical of their regions, where the arts they develop can be a model of knowledge in society (Donohue et al., 2018). One of the challenges and opportunities of society in cultural development today is globalization. Globalization is a symptom of the spread of certain values and cultures throughout the world. The forerunner of the spread of world culture can be traced from the travels of Western European explorers to various places in this world (Oswald A. J. Mascarenhas, 2019). In essence, in the current era globalization has brought cultural nuances and values that affect the tastes and lifestyles of the people (Anwar et al., 2022). Through an increasingly open and accessible media, people receive various information about new civilizations coming from all corners of the world.

Meanwhile, we realize that not all citizens are able to judge where we are as a nation. For example, there is so much new information and culture brought by the media, both print and electronic media that often feel foreign from the 2nd view of life or the norms that apply in Indonesia (Yohana et al., 2020). The ease of accessing all forms of information in the era of globalization related to the rapid development of communication technology allows cultural contact to no longer be carried out through direct physical contact (Rachmawati et al., 2021). So that ordinary cultural contacts, which are physical or individual, begin to shift towards mass cultural contact, which involves a large number of

people (Mundeza, 2021). Flew & Iosifidis (2020) explained that some of the impacts of globalization can be seen from the easier it is for western values to enter Indonesia both through the internet, television media, and print which are widely imitated by the community. This is reflected in the waning appreciation of local cultural values that give birth to lifestyles, such as Individualism (prioritizing self-interest) (Sharma et al., 2022).

One of the cities rich in art and culture in Indonesia is the city of Yogyakarta. The city is also known as the city of students. There are many quality universities nationally so that many attract students from outside Yogyakarta to study in this city. So that there are so many students or students who come from various ethnic groups and different cultures. Buddhayah is the plural form of buddhi (mind or reason), the cultural sense or culture derived from Sanskrit is related to human mind and reason. Latin Colere in explaining that culture which in English means culture is processing or doing. It can also be interpreted as cultivating the land or farming. The word culture is also sometimes translated as "culture" in Indonesian (Melissa, 2010).

Balai Pelestarian Nilai Budaya D.I. Yogyakarta is a cultural heritage preservation center located in Yogyakarta, Indonesia. It is a unit under the Directorate General of Culture of the Ministry of Education and Culture of the Republic of Indonesia. BPNB D.I Yogyakarta aims to preserve and promote the cultural heritage of Yogyakarta and its surrounding areas.

Instagram was first developed in San Francisco by Kevin Systrom and Brazilian Michel "Mike" Krieger when they both chose to focus on creating a multi-feature "HTML5 check-in" app in the Burbn project for mobile photography. On March 5, 2010, Systrom finally closed the $500,000 grant he received from Baseline Ventures and Andreessen Horowitz (while working for Burbn). Josh Riedel then joined Systrom's company as Community Manager. One of her colleagues, Shayne Sweeney, joined in November 2010 as an engineer and Jessica Zollman was hired as a Community Evangelist in August 2011. In January 2011, Instagram added a "hashtags" feature (or "hashtags" in Indonesian, known as the "#" symbol) to help users find photos that were similar to each other. This hashtag feature became known as "tags". Instagram also encourages users to create specific and relevant tags when publishing their photos.

On February 2, 2011, it was announced that Instagram raised $7 million from various investors, including Benchmark Capital, Jack Dorsey, Chris Sacca (through Fund Capital), and Adam D'Angelo. Under the deal, Instagram is said to be worth about $25 million. On April 3, 2012, Instagram for Android was finally released. The app was downloaded more than one million times in less than a day. That same week Instagram raised $50 million from venture capitalists to share the company, a process that sent Instagram's value up to $500 million. Instagram's rapid rise was also seen when the following three months Instagram received more than one million ratings on Google Play. Instagram became the fifth app ever to reach one million ratings on Google Play.

The gold deal came to Instagram at a time when an acquisition offer came from Facebook, with an offer to buy Instagram (and all 13 employees) for about $1 billion in cash and stock in April 2012. This offer comes with a policy to let Instagram remain independently managed. Britain's Office Of Fair Trading approved the deal on August 14, 2012, followed by the closure of an investigation by the Federal Trade Commission in the United States on August 22, 2012 allowing the deal between Instagram and Facebook to continue. The agreement was finally official on September 6, 2012.

Instagram comes from the meaning of the entire application, the word "insta" comes from the word "instant", like a polaroid camera which in its time was better known as "instant photos" (Kharisma Zhuhriani et al., 2021). Social media with the concept of social sharing can also display photos instantly like polaroids in its appearance. As for the word "gram" comes from the word "telegram", where the way telegram itself works is to send information to others quickly. Similarly, Instagram can upload photos using the internet network, so that the information submitted can be received quickly (Mangold & Faulds, 2009).

Based on the opinion Helianthusonfri (2020) in his book Instagram Handbook said Instagram social media is a social media that has services only uploading images / photos and uploading videos to be published to both Instagram social media accounts themselves or other social media such as Facebook, Twitter, and so on (Hidayat et al., 2020). This is what distinguishes Instagram social media from other social media. Instagram is one of the social networking media that can be used as a

marketing medium. Through Instagram, goods / services are offered by uploading photos or short videos, so that potential customers can see the types of goods / services offered (Sitti, 2020).

Promotion is designed to sell a product, promotion is communication carried out by marketers and customers, promotion consists of five types, namely: Advertising (advertising), sales promotion, public relations, personal sales, direct marketing. From the various promotions above, this study only focuses on the desired promotion. The desired promotion is to want to achieve certain achievements, get the information well and get the desired feedback (Frese & Fay, 2001).

Promotion is a communication between sellers and buyers that comes from the right information that aims to change the attitude and behavior of buyers, who previously did not know to know so that they become buyers and still remember the product (Reza, 2020). Promotion comes from the word promote in English which is interpreted as developing or reminding. This understanding when connected with the sales field means as a tool to increase sales turnover. Promotion is a variable marketing mix that has a role in an effective marketing strategy. The variables used are summarized in 4p (Rosyida et al., 2020).

George & Belch (2017) defines social media as a group of Internet-based applications built on Web 2.0 ideas and technologies that enable the creation and exchange of user-generated content. Social media is an umbrella term for Web-based software and services that allow users to gather online to exchange ideas, discuss, communicate, and participate in all forms of social interaction. The interaction carried out can be in the form of text, audio, images, video and other media carried out either individually or in any combination (Bardus et al., 2020). This can involve creating new content; recommendations and sharing of existing content; review and rate products, services, and brands; discuss the hot topics of the day; pursue hobbies, interests, and needs; sharing of experiences and expertise that in reality, almost anything can be distributed and shared through digital channels.

Be it government agencies, ministries, Non-Governmental Organizations (NGOs), Grahanm & Avery organizations Risa, (2020) stated that social media changes the way an organization communicates with its community and the government is not exempt from public pressure to use it. The phenomenon that occurs today is that there are many communities, organizations, or agencies that share information and communicate with other social media users as a form of performance transparency, conveying important information to educate the public, as well as socializing existing programs. Most use official social media accounts because with official accounts the information submitted is certainly valid and easy to interact with users who are followers of non-government, communities, and so on. Some examples of social media platforms that are often used as official accounts are YouTube and Instagram (Silva & Morais, 2020).

NapoleonCat is a social media marketing analyst company based in Warsaw, Poland. The company reported that until November 2019, the number of active Instagram social media users in Indonesia increased by 22.6 percent, reaching 61 million users. Almost a quarter of Indonesia's total population are Instagram users. The number of Instagram users in Indonesia with the female gender is more dominant. It was recorded that the number reached 50.8 percent. While male users are only 49.2 percent. The most Instagram users come from the age range of 18 years to 24 years, with a total percentage of 37.3 percent or around 23 million users. In this age range, female Instagram users are still dominant with a percentage of 19.5 percent compared to men who are only 17.9 percent. The second largest users were in the age group of 25 years to 34 years, with a percentage of 33.9 percent. Contrary to the previous age group, this age category is actually superior to male users at 17.9 percent, while female users are only 16.1 percent. The lowest category of users is around the age of 65, which is only 1.6 percent.

In the previous research entitled "Utilization of Youtube and Instagram Social Media as a Means of Cultural Preservation and Tourism Promotion of Kraton Jogja" Kraton Jogja in using its two social media platforms, especially platforms related to visual and audiovisual, by utilizing various features on Instagram and YouTube. Almost all features, both old features and the latest features, are always used to produce content. Furthermore, this account is always active on both platforms. On Instagram itself the intensity of activity can be said almost every day, this is shown by what is uploaded into the feed and Instagram story.
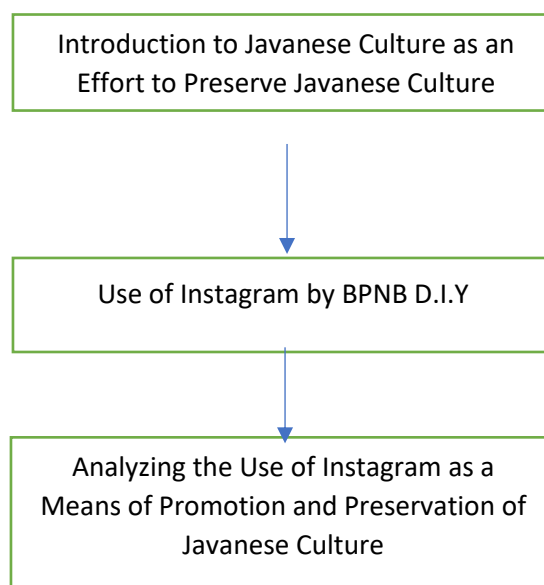
The two studies entitled "The Use of Instagram Social Media as a Culinary Business Marketing Media in Online Communities @deliciousbali" researchers concluded, Context and Content focus on attractive displays to get attention and also pay attention to the combined content of existing text and images and represent what is informed to the recipient of information. The Context and Content aspects that are fulfilled in this case can be seen from how @deliciousbali pay attention to uploading photos, videos and writing interesting captions. Communication establishes interaction, in this case interaction between admin and followers. The interaction built so far is a positive interaction with the active admin @deliciousbali provide answers to questions asked by followers through the comments column.

The three studies entitled "Utilization of Instagram Social Media as a Promotional Media to Increase Social Engagement at Bintoro Coffee Shop" researchers found that Training Activities on the Utilization of Instagram Social Media as a Promotional Media to Increase Engagement at Bintoro Coffee Shop have provided several benefits. The perceived benefit is the increasing ability of Kedai Binkop in editing IG Story and IG Feed using Canva. Then the increasing ability of Kedai Binkop in social media marketing strategies. This training resulted in three IG Stories and four IG Feeds that were used as Instagram content. In addition, it can be seen from the results of Instagram Insights that there is a significant increase in accounts reached and accounts that interact during the last 14 days of training. The limitation in this devotion is the lack of supporting facilities such as Zoom Pro and Canva Pro, less conducive training grounds, and lack of participants. Furthermore, for future service plans, video editing training can be carried out at the Binkop Coffee Shop in order to create even more interesting Instagram content.

2. Method

The type of research that researchers will use is qualitative research that explains the phenomenon profoundly (Kurnia, 2004). explained that the qualitative approach is a process of research and understanding based on methodology that examines a social phenomenon and human problems. The research method used is the descriptive method. That is, the author provides an overview of the conditions, situations that are the subject and object of research.

Table 1. Qualitative Research

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│  Introduction to Javanese Culture as an  │
│  Effort to Preserve Javanese Culture     │
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│       Use of Instagram by BPNB D.I.Y     │
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│       Analyzing the Use of Instagram as a│
│   Means of Promotion and Preservation of │
│              Javanese Culture            │
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3. Result and Discussion

Culture is a thing that is passed down from generation to generation. For this reason, it is necessary to preserve culture so that culture is not lost in society. BPNB DIY is one of the institutions that is active to preserve Javanese culture of Jogjakarta. And innovate by using social media in the form of websites, Instagram, TV, etc. In this study will discuss how BPNB DIY conducts Javanese cultural preservation activities in Jogjakarta consisting of Jogja batik, dance, culinary, shadow puppet art, traditional ceremonies, karawitan music art, cultural attractions and others. The following are efforts to preserve Javanese culture carried out by BPNB DIY through Instagram social media.

4.1. Presenting the Results

1) *Content packaging in @BPNB.diy*

Instagram now has various features to upload various content. The @BPNB.diy account takes advantage of various features available on Instagram. Such as reels, feeds, instastory. The use of existing features will be adjusted to the situation and conditions promoted. The goal is that uploads in the @BPNB.diy account have a high enough engagement value and can right on target. If the @BPNB.diy account is promoting an event or a Javanese culture that has more value if it shows the surrounding conditions and content processing activities with cultural themes . Then the feature used is reels. Through this feature, the culinary conditions and conditions are depicted through videos with a duration of 30 seconds and can be accompanied by additional music. The addition of music can add to and support a culture that is being promoted (Belanche et al., 2020). If the culture or event being promoted does not have activity and interaction and focuses on that culture, then the feature used is feeds by uploading a photo. While the instastory feature is used to notify users that @dapurbalikpapan account has just uploaded content in feeds and reels. Instastory is also used to upload content that is advertorial and needs to be seen by many people (Mahardika & Farida, 2019).

2) *Caption writing in Instagram uploads*

Although Instagram is a social media that focuses on visuals. Instagram can also facilitate its users to write various writings, additional information and support in uploading content (Nabilaturrahmah & Siregar, 2022). Through captions, users and content creators both culturally and publicly themed can be creative in conveying the content of promotional messages. In its application @bpnb.diy account. Participate in writing captions in each upload. Generally, promotional messages written by @bpnb.diy are informative explanations about the event or cultural content being promoted (Amanova & Andryani, 2023). Inaddition, the @bpnb.diy account in writing the caption will include complete and additional information about the event or cultural content that is being promoted. Such as reviews of the event or cultural content that is being promoted, contacts that can be contacted, the address of the event, the time of the event taking place, hashtags that match the upload, and if the event is in collaboration with the community or the individual also has an Instagram account, then @bpnb.diy will tag in the upload (Dwi Setiawan & Chang, 2022). Writing detailed and complete captions about an event or cultural content can be useful as a support for the existing visual display. Because without detailed and complete information, Instagram users can find out and description and more information about the uploaded cultural content (Fildzah & Sari, 2017).

In accordance with the statement of Djafarova & Rushworth (2017) states that Instagram can be used as a promotional medium. Instagram is a social media that can be useful as a medium of communication with the public, especially customers because Instagram has another function, which is to facilitate marketing and be able to attract the attention of Instagram users. Instagram as a social media that focuses on visuals. So, the aesthetic appearance of uploads on an Instagram is the initial key to attracting the attention of its users. If users have been interested in seeing the visual/aesthetic appearance of a promoted cultural content. Then, users will read a caption containing detailed information and promotions. Writing detailed captions about the culture being promoted has the function of an information source for its users. Through the addition of detailed information, Instagram users Can know clearly and have a deeper picture of the culture being promoted.

A) Conduct cultural seminars

Webinar stands for web seminar, which is a seminar or learning activity carried out online through an internet-based website or application. This seminar technique allows participants from various places to follow the event online. Webinars can be done in various forms, such as presentations, discussions, workshops, and so on. Webinars can also be attended by participants from various walks of life, both academics, practitioners, and the general public. In the webinar, participants can interact with resource persons through the features provided, such as chat or question and answer. Webinars are becoming increasingly popular in the digital age because they are effective and efficient in conveying information and can reach participants from various places (Trifonas, 2015).

Webminar art culture path spice java Seminar is one of the efforts to provide teaching to the community through discussion and delivery of material. On November 4, 2020, a webminar was held through the zoom application by BPNP DIY in collaboration with the Directorate of Javanese Cultural Development and Utilization. This webminar was carried out online by inviting several resource persons to provide material in accordance with the ability and capacity of the speakers. The first is Dr. Sri Margana, an academician from the faculty of cultural sciences UGM (Supraja, 2018). The second speaker was Danang Swastika, a practitioner of Javanese culture. The third speaker is sinarto s.

Bpnb diy invites speakers to be able to provide their material during the covid-19 period. At this time, it was difficult to carry out discussion activities due to the Covid19 outbreak, but bpnb still carried out and avoided direct contact so that the seminar was carried out online. This activity was carried out online and received a good response from the community.

Fig. 1. Bpnb DIY Posters

Source : researcher documentation, 2023

B) Use relevant hashtags

One of the advantages possessed by an Instagram is that it has a hashtag or hashtag feature. The @BPNB.diy account in each upload will include various hashtags. Generally, the hashtags used are #Bpnbdiy, #kancabudaya. The hashtag #bnpbdiy shows the upload is from Bpnb diy. #kancabudaya is a special hashtag owned by @bpnb.diy and shows that the content and events of the cultural theme have been promoted and become recommendations from @bpnb.diy, while the hashtag is pa; ing widely used by @bpnb.diy account itself is #kancabudaya

Kanca Budaya is a term that is often used in cultural activities in Yogyakarta. Based on the search results, Kanca Budaya is a series of cultural events organized by Jayadipuran Culture and Art in 2022 with the theme "Meniti Centhini". Kanca Budaya itself is often used by BPNB DIY on Instagram social media, this hashtag is used to make it easier for Instagram users to find out what activities have been carried out by BPNB DIY

#KancaBudaya sedaya, ada wara-wara nih untuk kalian,

Fig. 2. Hastag Kanca Budaya

Source : researcher documentation, 2023

C) Collaboration with Javanese cultural community

BPNB DIY collaborates with one of the radio stations, Rakosa Radio, a radio station based in Yogyakarta, Indonesia. This radio station has a frequency of 105.3 FM and can be listened to online through various platforms such as TuneIn, Online Radio Box, Live Online Radio, Jogjastreamers, oiRadio, and the Radio Rakosa FM Jogja application on the Google Play Store. Rakosa Radio broadcasts various programs such as news, sports, music, and talk shows. This radio station is quite popular in Yogyakarta and has many loyal listeners.in this collaboration activity BPNB DIY conducts a broadcast entitled better know history and culture which in this case will present a presentation about history and culture packaged by colleagues from rakosa radio every 7.30 WIB.

Fig. 3. Information to BPNB DIY

Source : researcher documentation, 2023

D) Upload Javanese cultural content

On May 20, 2020, when facing the Covid-19 pandemic, BPNP Jogjakarta continued to carry out activities to preserve Javanese Jogja culture by making a kethoprak performance entitled Aja Mulih Disik, Kethoprak itself is a complete folk art, because kethoprak contains various other elements of art. In a kethoprak performance in it there are elements of karawitan, dance, dagelan, tembang, artistic system and even acting art collaborating to play a play.the activity is in collaboration with a kethoprak artist who is an expert in his field, the show just started with the first episode, the activity lasts 12 minutes 45 seconds which was uploaded on BPNB DIY Instagram media so that it can reach all circles.

Fig. 4. Upload Javanese Cultural Content

Source : researcher documentation, 2023

E) Holding contests and thematic events

Keroncong is a small musical instrument similar to ukulele and Indonesian music style that usually uses keroncong musical instruments. A traditional keroncong orchestra or ensemble consists of a flute, a violin, at least one, but usually a pair of keroncong, a cello in the pizzicato style, a string bass in the pizzicato style, and a singer. The name "Keroncong" probably comes from the rattling sound of tambourines, as heard in background music created by interlocking instruments played on or off the beat. These background rhythms outrun vocals or often slow melodies, and are created, usually, by two ukuleles, a cello, a guitar, and a bass. BPNB DIY held a keroncong competition with the theme of keroncong symphony: In the past, present and in the future, which will be held from May 20 to June 6, 2022, this activity is carried out by BPNB DIY to preserve keroncong culture, and attract spectators who come during the competition
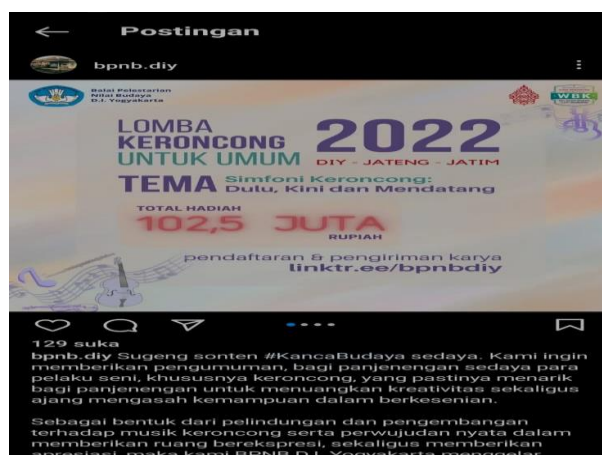

Fig. 5. Holding Contents and Thematic events

Source : researcher documentation, 2023

4.2. Create a Discussion

The use of Instagram media by BPNB DIY in promoting Javanese cultural content and activities can also be analyzed using The 7C Framework from Rayport and Jaworski.The 7C Framework theory argues that there are seven frameworks in underpinning internet-based marketing communication practices, namely context, content, community, customization, communication, connection, and commerce (Wang, 2020). What is the application of The 7C Framework in the DIY BPNB promotion process.

1. **Contexta**. Aesthetics:Instagram display is attractive, layout is well organized and easy to understand. The arrangement of content, both in the form of photos and videos that are displayed is interesting and can attract attention. Functional: The website focuses on existing functions. Based on research by (Hill & Kawashima, 2016). Context consists of three indicators: language, message content, completeness of information. The conclusion of the context of the toeri 7c Framework is the context that focuses on how technical writing in this case photo captions on the @bpnb.diy Instagram account are clear so that information reaches followers or followers well.

2. **The content** of the website is a combination of text and images that already represent what is informed to customers. Based on previous research (Bhatia et al., 2022), the content indicator in question is an image or video. The conclusion with the research is that the content display content in the form of photos and videos from the @bpnb.diy account can look professional or known as istagramable so that it gets likes and comments from followers.

3. **Community** (user-to-user communication) In this framework, an inertation appears on the DIY BPNB account. The interaction between users on Instagram can be seen from several people or communities posting using certain hashtags to make it easier for people to find Javanese-themed content. Community is one of the strengths of Instagram, because both provide features that make it easier for someone to see, search, and share images (Soesilowati et al., 2021).

4. **Customization** In this section occurs in DIY BPNB accounts, Customization is the ability of users to adjust the display as desired and biased to choose what they want to see or not want to see. Instagram is more about utilizing the features that have been provided. BPNB DIY still uses Instagram because of its ability to display content, especially images and videos, more interesting and effective. Especially Instagram whose appearance is intended for visual content.

5. **Communication** The more frequent communication between BPNB DIY and users is through Instagram, either through direct messages or through comments and likes on every BPNB DIY content post.

6. **Connection** The advantages of social media such as Instagram make it easier for users to manage content. Refers to the degree to which the website can connect with other websites. Based on research by (Agarwal et al., 2020), Maintain and continue to develop relationships that have been carried out and consumers are interested in visiting social media accounts when there are notifications of events. The connection also shows how a social media account can facilitate the reach of speeding up information At one time the posting process can be automatically published or for example when we click the link to find a location, we can immediately be directed to the Google Maps application to find the location.

7. **Commerce,** Socialmedia used by BPNB DIY has not been able to process buying and selling transactions, its use is only limited to sharing information and interaction.

In addition to the seven elements in the 7C Framework, there are supporting and inhibiting factors that also affect the use of Instagram in promoting Javanese culture on this akun@bpnb.diy. Based on the results of interviews with Instagram managers @bpnb.diy, researchers found supporting factors for the use of Instagram social media on @bpnb.diy accounts, namely the Instagram site is one of the free and popular sites that can be downloaded by everyone, the ease of features provided by Instagram, easy and fast in disseminating information, and wider customer targets. Factors inhibiting the use of

Instagram social media on the @bpnb.diy ress account, namely: (a) Not all followers give likes and comments on every upload of the @bpnb.diy account. This is because the time and tastes of other Instagram users are different, so there are some uploads whose topics are less raised, (b) The spread of negative feedback or comments from other Instagram users cannot be prevented quickly. This is because there is only one person who manages a @bpnb.diy account and not every time he sees Instagram and can respond to negative feedback or comments. In addition, @bpnb.diy account managers cannot select other Instagram users' negative uploads or comments to be displayed or not displayed, because the feature does not exist on Instagram.

4. Conclusion

Based on the results of the study, it can be concluded that the @bpnb.diy account has used promotion through Instagram social media by utilizing Instagram features related to promotion (promotion mix) in the form of advertising (advertising), public relations (relations with cultural communities), maximizing in doing promotions. In promotional activities from linking the elements of promotion mix above utilizing features from Instagram. As for the use of Instagram in the promotion process, there are 7 features in the form of photo uploads (posts), captions, comments, geotaging, likes, hashtags, and also followers.

Based on the results of research conducted by researchers, the Instagram feature plays a big role in every promotional activity. The use of Instagram as a promotional medium makes it easier to spread its visuals to attract attention and interest and affect the greatest attraction for tourists to come and visit and spread about Javanese culture

In each feature utilized in the promotion process, researchers associate the promotion mix. Researchers concluded that the use of Instagram as a promotional medium by @bpnb.diy accounts has been done well. In the future, for @bpnb.diy accounts, the four promotional mixes will be better in the promotion process. The existence of features on Instagram adds to the advantage of promoting @bpnb.diy accounts because it is easier and more efficient. This proves that Instagram is an online social media that is very appropriate in carrying out promotional activities.

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